

**CHAPTER IV**  
**RESULT AND DISCUSSION**

**A. RESULT**

**1. The Importance of English Communication Skills in the World of Tourism**

**a. As Promotion Language, Negotiation, and Transaction with Tourist**

The ability to communicate in English is very important for the world of tourism. Besides being a world language, English is the language that must be used to promote tourist destinations in Pamekasan outside the city and even abroad.

As stated by Mr. Vicky, that: <sup>1</sup>

“In my opinion mastery of English is an absolute thing and must be owned by a tourist guide. English is very important as a language for promotion as well as a modern language that is widely used by foreign and even local people, so it is possible that local tourists are also more attractive if they use foreign languages. Especially if there are tourists from abroad, an English-speaking tour guide is very necessary, and of course must have good criteria such as mastering a foreign language, being interesting, and others. Don't forget to promote directly about the tourist attractions you visit.”

English plays an important role in the tourism industry as a tool for tourism workers to communicate, negotiate and conduct transactions with tourists. As a result, workers in the tourism sector are required to communicate effectively in English as most of the foreign visitors can speak English as it is widely spoken all over the world.

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<sup>1</sup> Interview with informant Achmad Vicky Faisal as a Tour Guide and Head of ASPRIM, October 06<sup>th</sup> 2021.

## **b. To Unify Tourism Workers and Visitors from Around the World**

Mr. Raju said that :<sup>2</sup>

“The ability to communicate in English for a tour guide is very important. Because our goal (Youth, Sport, and Tourism Department) is to build tourism in attracting people outside Indonesia to come to Indonesia. Because the final result of the tourism sector is to increase local revenue, both in each region and at the local level. If our target is foreigners, English is the language unifer.”

In the tourism industry, English plays an important role. As is known, English is a foreign language that is widely used in the tourism industry. The use of English by the tourism industry facilitates contact between tourism actors and visitors from around the world. Mastery of foreign languages for tour guides for foreign tourists is the main requirement. If you don't know a foreign language, you don't have the right to be a tour guide. If a tour guide's mastery of a foreign language is still limited, it can be said to be unprofessional. Being a tour guide and group leader who is not professional or in other words does not meet the criteria above can backfire for local tourism.

## **c. To Attract Foreign Tourists Come to Pamekasan**

Mr. Erik Herbamon said that:<sup>3</sup>

“Me, as the head of POKDARWIS (Kelompok Sadar Wisata) at Talang Siring beach, strongly agree that the use of English is very important. Now the world is very modern, millennial students are

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<sup>2</sup> Interview with informant Raju Putra Bandi as a staff in Dinas Pariwisata Pamekasan, October 13<sup>th</sup> 2021.

<sup>3</sup> Interview with informant Erik Herbamon as Head of POKDARWIS Talang Siring Pamekasan, June 08<sup>th</sup> 2021.

very and must keep up with the times. English began to be widely used everywhere. Tour guides who have the ability to communicate in English should be appreciated. Apart from being able to accompany foreign visitors or local visitors, they are also tasked with promoting this Talang beach, especially using English so that foreign tourists can also understand. I as an ordinary citizen also want to learn English, so as not to be outdated and informed.”

English for tourism is knowing enough English to successfully navigate in an English speaking society. Often people travel and want to experience the culture and places of interest of a country. Without knowing the basics of the language it will be very difficult to enjoy the trip. Having workers who can speak English can increase sales or profits as a tourist attraction. This is because mastery of English will increase customer satisfaction with the services offered, causing them to be more willing to offer more thing and even return visits. Apart from increasing customer loyalty, English language skills often help in selling the products or services offered, thereby increasing sales. A tour guide becomes a mouthpiece for tourism in the area. If he is kind and pleasant, tourists will tell his pleasure to other tourists. On the other hand, if they are disappointed, they will report their disappointment to others so they are reluctant to come.

## **2. English Communication Skills of Tour Guides to Promote Tourism**

### **Destination in Pamekasan**

#### **a. Interview Result**

The term "tour guide" is widely used in the tourism industry. Being a tour guide is both a difficult and enjoyable job. A tour guide becomes the front line for advancing tourism in an area, of course, tourist attractions cater to both local and international visitors, so the presence of a tour guide is extremely beneficial to the development and progress of tourism in the area. It is not easy to become an official and professional tour guide, you must have local and foreign language communication abilities (English), as well as go through various stages and a lengthy process.

Mr. Vicky said that:<sup>4</sup>

“My initial process of becoming an official and licensed tour guide was not easy. At that time I was facilitated by BPWS (Suramadu Regional Development Agency) in collaboration with the Pamekasan Youth, Sport, and Tourism Department. Through one of its fields, HKKN has a Madurese community empowerment program, especially community empowerment for Madura tourism. So in 2017 every district, 5 people were asked to join the tour guide license at BLKI Wonosari Malang. For 16 days, students were taught how to converse in English, offer guest service, and socialize through activities such as school. Take a competency certificate on the 15th day of practical work and following the exam, then the license is issued by the East Java Licensing Service.”

With the license, the tour guide is recognized as an official and is permitted to bring both domestic and international visitors. The English communication skills of tour guides used to promote tourist attractions directly include activities to invite tourists to be interested in what is presented.

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<sup>4</sup> Interview with informant Achmad Vicky Faisal as a Tour Guide and Head of ASPRIM, October 06<sup>th</sup> 2021.

The following is the English ability of a tour guide in Pamekasan :

### **Direct Promotion Skills**

#### **a) Using Persuasive Language**

As stated by Mr. Saleh:<sup>5</sup>

“The first thing I do if there are foreign visitors is to greet and welcome foreign tourists, after that they ask about their needs. Explain about the things that are interesting in this tourist spot as well as promote it. Promotions are always inserted in every conversation. For example “Sir, this beach is a beach that is often used for important events in Pamekasan. Sir can also come back if there is a big event in this place, **you can also invite other friends from there.**” at a glance like that. Don't forget to also advise visitors to take pictures and post them on social media.”

The English communication skills carried out by professional tour guides are as follows: expressing for greeting and welcoming tourists, asking and giving tourist information, preparing tour itineraries, explaining tourism objects, promoting tourism destinations.

#### **b) Use Detailed Language when Providing Information (Complete language)**

Mr. Vicky also argues that:<sup>6</sup>

“In serving foreign guests, English communication skills are not enough for simple things. Our roles and responsibilities as tour guides are to provide recommendations to tourists regarding interesting tourist attractions to visit, accompany, guide and provide information to tourists who are conducting tourism activities, **explain in detail and provide knowledge about tourist objects**”

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<sup>5</sup> Interview with informant Mr. Saleh as Tourist Guide, June 13<sup>th</sup> 2021.

<sup>6</sup> Interview with informant Achmad Vicky Faisal as a Tour Guide and Head of ASPRIM, October 06<sup>th</sup> 2021.

**being visited by tourists**, provide a good impression of the region, country, nation, and culture on tourists and provide protection and guarantee the safety of tourists.”

There are many ways to introduce domestic tourism to foreign countries, especially with the current advances in information technology, promotion through cyberspace is the most effective thing in introducing Pamekasan tourism to all corners of the world. Of course the website used for promotion must use a foreign language, especially an international language.

### c) **Able to Join Travel Agents and Communities**

Mr. Vicky stated that :<sup>7</sup>

“Having good English communication skills is a requirement to become a foreign tourist guide. There are so many types of language used to keep up with the times. Usually I use hashtags (#explore Madura, #wonderful Pamekasan, #visit Madura, etc). Using social media is one form of English communication skills for promotions that I do indirectly. In addition, I **also collaborate with travel agencies, and join groups or tour guide communities** so that there I can discuss the existing tourism potential. I can convey this later and offer it to foreign visitors when I guide. Tourism promotion is carried out directly when bringing tourists or by participating in events that are in great demand by tourists, such as exhibitions in Sleman Yogyakarta, travel fairs, and others. Usually at such events many foreign tourists come. We then use that opportunity as a promotional event for the tourism potential in our area (Pamekasan).”

Tour guides have a unique ability to speak in English because they adapt to their environment. Tour guides with limited English skills will be active on social media and other platforms, using hashtags and writing to capture

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<sup>7</sup> Ibid.

tourists' attention. With today's advanced technology, Indonesian writings can be translated into various languages according to their respective countries by simply pushing one button, similar to how Instagram works. So, if international visitors or foreigners want to know about tourist attractions or preferred sites in each city or village, don't be concerned.

Mas Saleh said, that :<sup>8</sup>

“Because I am a local tour guide and not active with social media, I am only tasked with accompanying Expert guides assigned by travel agents or those they bring themselves from abroad. Here I function as a provider of information using good and interesting Indonesian which is then forwarded by the expert guide to guests. Explaining things that should not be done if there are in certain places and so on. As a tour guide, I speak Indonesian casually and not stiffly. Say goodnight, morning and afternoon.”

**d) Able to Greet with a Good and Polite Language (Good Verbal and Nonverbal Language**

**Expressions for greeting and welcoming are one of the obligations of a tour guide.** This also affects the response from guests. In addition to the ability to communicate in English, an attractive and honest appearance is a character that must be possessed by a tourguide. Usually a guide who looks attractive, unique, clean, and fun will be liked by tourists. If he is honest and sincere in doing his work, it will radiate from his aura and behavior. It is very popular with tourists.

As stated by Mr. Vicky, that :<sup>9</sup>

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<sup>8</sup> Interview with informant Mr. Saleh as Tourist Guide, June 13<sup>th</sup> 2021.

**“For the first time we meet, we as tour guides must give a good impression starting from appearance, speech, and behavior.**

Examples of communication that I use for the first time I meet foreign tourists:

Me : Good morning, Sir. Are you Mr. Bryan from London?

Tourist : Good morning. Yes, I am Bryan.

Me : (Introducing) Welcome to Pamekasan. How was the flight, Sir?

Tourist : The flight is very nice. I wish I can enjoy every time visiting many places here.

Me : Yes, of course. This is our car. Please, get in the car, Mr. Bryan.

Tourist : Ok. Thank you.

That's what I usually do when greeting guests at the beginning of a meeting. One form of communication and promotion that I usually use is to mention the advantages and characteristics and tell the history of the tourist spot. Using interesting language, with the aim of making them curious. For the dialogue that I usually use in promotions, it's more about explaining the important things in that place. In addition, they also insert a few sentences of invitation with the aim of them coming back to visit these tourist attractions. For example, “At the time of the construction of the object on this beach, **the mermaid statue was one of the objects that attracted many visitors**, besides being unique, the statue was also surrounded by fish ponds that attracted tourists. This beach has also built a mangrove forest, to add to the beautiful impression of this beach. Sir, you can take pictures from every corner of this place.”

#### e) Can Attend Big Events

Mr. Raju also argues, that :<sup>10</sup>

“One of the ways of promotion that we, the Department of Tourism, do is to **participate in significant events such as national and regional exhibitions**. In addition to using social media, because Indonesia has one of the highest rates of social media use in the world, civil in 2020. As a result, we make use of Instagram and websites.”

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<sup>9</sup> Interview with informant Achmad Vicky Faisal as a Tour Guide and Head of ASPRIM, October 06<sup>th</sup> 2021.

<sup>10</sup> Interview with informant Raju Putra Bandi as a staff in Dinas Pariwisata Pamekasan, October 13<sup>th</sup> 2021.



This media is another way that can be tried and done by the Youth, Sport, and Tourism Department and also the Pamekasan Tourist Guide. In today's millennial generation, the use and role of social media, of course, has a big influence in any field. Lots of media used, such as Instagram, Facebook, and Youtube.

From the various answers from the informants, it can be seen that the verbal and non-verbal skills of the tour guides in Pamekasan are quite good. Verbal language is language that involves writing and speech. This is evidenced by the way they set an example when bringing foreign guests.

## **b. Observation Result**

### **Indirect Promotion Skills**

#### **a) Instagram ( The Youth, Sport, and Tourism Department, Tourist Guide, Local Guides, and Talang Siring Beach )**

The Instagram names of the local guides community, Talang Siring beach, and the Pamekasan Regency Cultural Youth, Sport, and Tourism Department are familiar to listen to. Because at every event or any activity, Instagram is always a loyal companion. Almost every activity is always immortalized through Instagram, whether it be in the form of photos, videos or live when the event takes place. It is hoped that all people will know that every event held, including when writing captions on Instagram is also very taken into account. Some examples of Instagram post captions are as follows:

1. “The beauty of Talang Siring beach suitable for enjoying the sunset, while enjoying a cup of coffee or just chatting and selfie.”<sup>11</sup>
2. Let’s go to the people of Pamekasan spice up festival of *Ketupat Raksasa*, while enjoy the beauty of Talang Siring beach.<sup>12</sup>
3. This mangrove tour was opened since the beginning of last year located in Talang Siring beach Pamekasan, a heavy mangrove with a row wooden or bridge makes this tourism cool and instagramable.<sup>13</sup>
4. Fot those who spend Eid holiday in Pamekasan, this is the list of tourism plus culinary that you can enjoy. So you don’t need to be confused to find your holiday destination later.<sup>14</sup>
5. Let’s come to Pamekasan, awesome Pamekasan, the spirit of Madura.<sup>15</sup>
6. Mangrove forest.<sup>16</sup>
7. Preservation of one’s own culture does not require contempt or disrespectfor other cultures.<sup>17</sup>
8. Earth always sufficient to meet the needs of every human being, but it will never be enough to satisfy the greed of one man.<sup>18</sup>

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<sup>11</sup> Interview with informant Achmad Vicky Faisal as a Tour Guide and Head of ASPRIM, October 06<sup>th</sup> 2021.

<sup>12</sup> [https://instagram.com/disporaparmk.bidpar?utm\\_medium=copy\\_link](https://instagram.com/disporaparmk.bidpar?utm_medium=copy_link)

<sup>13</sup> [https://instagram.com/vicky\\_faisal?utm\\_medium=copy\\_link](https://instagram.com/vicky_faisal?utm_medium=copy_link)

<sup>14</sup> [https://instagram.com/disporaparmk.bidpar?utm\\_medium=copy\\_link](https://instagram.com/disporaparmk.bidpar?utm_medium=copy_link)

<sup>15</sup> [https://instagram.com/disporaparmk.bidpar?utm\\_medium=copy\\_link](https://instagram.com/disporaparmk.bidpar?utm_medium=copy_link)

<sup>16</sup> [https://instagram.com/arifatul\\_h?utm\\_medium=copy\\_link](https://instagram.com/arifatul_h?utm_medium=copy_link)

<sup>17</sup> [https://instagram.com/iyakikii?utm\\_medium=copy\\_link](https://instagram.com/iyakikii?utm_medium=copy_link)

<sup>18</sup> [https://instagram.com/laailyrr?utm\\_medium=copy\\_link](https://instagram.com/laailyrr?utm_medium=copy_link)

9. No need to be far, in our own city there are many good tourist destinations to visit one of them is Talang Siring beach.<sup>19</sup>

10. One of the must visit packing tours.<sup>20</sup>

11. Refreshing for a moment together. Because nature gives calmness and ew inspiration to step forward.<sup>21</sup>

#### **b) Facebook to Explain Some of the Things that Happened at Talang Siring Beach**

This media is also used as a tool by Disparbud, tour guides, and Talang Siring beach managers to promote tourism in Pamekasan so that it is known by the wider community. But this media is rarely used because they think that Facebook today is no longer as existing as it used to be. Examples of language used in Facebook posts are:

“Talang Siring beach is pretty close from the downtown area. If you’re driving your own car or rent a car here, it will take you 30 minutes frm downtown. It’s more if you take public transport. But the good thing about this place is because there’s a bus runs accross the street so if you’re not driving, catch the bus. They are all convenient and affordable.....”<sup>22</sup>

#### **c) Youtube for Video Introduction to Talang Siring beach**

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<sup>19</sup> [https://instagram.com/lelaa\\_\\_\\_?utm\\_medium=copy\\_link](https://instagram.com/lelaa___?utm_medium=copy_link)

<sup>20</sup> Ibid.

<sup>21</sup> [https://instagram.com/?utm\\_medium=copy\\_link](https://instagram.com/?utm_medium=copy_link)

<sup>22</sup> [https://facebook.com/localguides\\_pamekasan?utm\\_medium=copy\\_link](https://facebook.com/localguides_pamekasan?utm_medium=copy_link)

This media is also inseparable from the media used for promotion. Because it is considered that, if YouTube can display videos with good quality, with a very long duration. Posts that are usually done by tour guides and the Youth, Sport, and Tourism Department are more about showing videos about Talang Siring beach and adding a little information.

As a result, English communication skills have been used to promote tourism, either directly or indirectly. It's only that we need to increase the quality of the language we use to promote Pamekasan in order to attract more tourists. Having special skills is one of the characters that also needs to be possessed, such as a travel writer and or a travel photographer. Usually a travel writer/photographer is used to exploring an object more deeply before being able to produce a work worthy of publication so that his knowledge is automatically wider and deeper as well.

### **3. The Youth, Sport and Tourism Department English Programmes to Promote Tourism Destination in Pamekasan**

#### **a. Take Advantage of the Kacong Cebbhing Selection Program**

To achieve foreign language skills (English) in accordance with the roles performed, these abilities are obtained in several ways.

As said by Mr. Raju, that:<sup>23</sup>

“The Youth, Sport, and Tourism Department utilizes the **Kacong Cebbhing selection** program as a means of development as well as a test of students' English proficiency in Pamekasan. This is expected to be able to meet the needs of tour guides if needed when there are international visitors. The next step, the decision taken by the student, can be explored by following formal institutions outside and others to get proof of a certificate as a legal tour guide.”

How to improve communication skills in English can be by participating in prestigious events that contain English and are needed, such as the **Kacong Cebbhing Pamekasan event**. It can also be like learning foreign languages at universities, as well as professional course institutions that will produce resources capable of mastering foreign languages professionally. Community service can also be carried out by academics and volunteers who are able to speak foreign languages, to provide training and foreign language learning, especially for tourism actors, as well as people who at least master vocabulary in their field of work, introductions and simple conversations. Social organizations that can be invited to cooperate in improving foreign language skills include: Pamekasan local guides, tour guide communities, and others.

#### **b. Participate in English language Training Program for Tourist Guides**

Mr. Saleh also said that:<sup>24</sup>

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<sup>23</sup> Interview with informant Raju Putra Bandi as a staff in Dinas Pariwisata Pamekasan, October 13<sup>th</sup> 2021.

<sup>24</sup> Interview with informant Mr. Saleh as Tourist Guide, June 13<sup>th</sup> 2021.

“Being a certified tourguide passes certain tests. The events and efforts made by the Youth, Sport, and Tourism Department are not enough to qualify to become a professional and licensed tour guide. I had to **take part in a tour guide training in East Java** held by the Indonesian tour guide organization, through various challenges and practices, I was only able to get a license to become a tour guide that was legally recognized and proven. In Pamekasan, there are many local tour guides who do not have a license or can be said to be legal. This may be difficult to get a certificate and others. The Youth, Sport, and Tourism Department is less enthusiastic about it.”

**In the English language training program for tourist guides, it is specifically for tour guides who are interested and serious about participating in this training.** The results of the study showed that this training was right on target, namely the guides who were interested and serious in participating in this training. Participants are the most important factor so that a program or activity can be carried out according to the plan that has been prepared. This program is implemented in an effort to answer the challenges of the need for tour guides both in terms of quality and quantity to serve foreign tourists. The material provided during the training is not the same as the material in the LPK training or training for tour guides by the Indonesian Tourism Association (HPI) which includes a structured curriculum and time allocation to obtain a professional guide license. This material is only a reference for guides on how to guide foreign tourists using English so that when foreign tourists visit they will not disappoint.

**c. Join the Tour Guide Community**

Mas Raju also said that:<sup>25</sup>

“The Youth, Sport, and Tourism Department may not be able to directly guide how to improve the quality of communicating English for tour guides. But the Department of Tourism cooperates and oversees several communities such as **ASPRIM** (Asosiasi Pramuwisata Madura), **ASIDEWI** (Asosiasi Desa Wisata Indonesia), **Kacong Cebbhing, and Putri Batik**, namely as a contributor to funds as well as supervisor or controlling. With this they can hold training, which brings in professional tour guides, especially on mastery of foreign languages, how to serve guests, and mastery of knowledge about tourism in Pamekasan. Meanwhile, that is all that the Youth, Sport, and Tourism Department can do at this time. The lack of foreign tourists is one of the reasons why the Youth, Sport, and Tourism Department does not have special staff for licensed tour guides.”

By participating in the English language training program, it is hoped that tour guides at tourism will gain knowledge, experience and skills that are in accordance with existing standards, especially English language skills when guiding tourists.

#### **4. Beauty Theory**

Beauty is something that must be owned by a tourism industry. This is related to the continuity of interest of local and foreign visitors. Pamekasan has many sources of beauty, only because the lack of an overhaul of the concept of beauty causes a lack of utilization of the existing beauty. Beauty has several kinds such as:

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<sup>25</sup> Interview with informant Raju Putra Bandi as a staff in Dinas Pariwisata Pamekasan, October 13<sup>th</sup> 2021.

- a. **Beauty of Culture / Arts** : The beauty of art / culture in Pamekasan is very much. Arts such as dance, pencak silat, and others. Pamekasan culture such as "Sape Sonok, Rokat Tase" and others.
- b. **Natural Beauty** : Natural beauty is one of the beauties exhibited by Pamekasan district to the wider community. With beautiful views created from mountains, beaches, and others.
- c. **Moral/Spiritual Beauty** : One of these types of beauty is in Pamekasan, namely the "Batu Ampar Market". This shows that Pamekasan is not left behind about creating a religious-based tourism industry which then becomes an example for the surrounding villages or towns.
- d. **Intellectual Beauty** : Intellectual beauty relates to one's thinking based on knowledge.

## **B. DISCUSSION**

Talang Siring Pamekasan beach tourism, is one of the tourist attractions located in Montok village, Larangan sub-district, Pamekasan district, East Java, Indonesia. Pamekasan Talang Siring beach tourism is a bustling tourist spot with



tourists on weekdays and holidays. This place is very beautiful and can give a different sensation to our daily activities. This year Talang Siring Beach is led by Mr. Erik Herbamon, a native of the village of Montok, Galis Pamekasan. He has served since January 2020.

Not only local visitors who come to visit Talang Siring beach, international visitors (tourists) have also visited this beach in Pamekasan. Last year, there were international visitors from Croatia. This is a matter of pride for Talang Siring beach and also Pamekasan. With this, the beach manager has proven to be quite good at promoting Talang Siring beach to attract international tourists. However, there are some difficulties if there are foreign visitors because not all beach managers can master foreign languages. So they have to call a tour guide so they can accompany and introduce more about Talang Siring beach, as well as show them favorite spots on the beach.

## **1. The Importance of English Communication Skills in the World of Tourism**

Communication skills in an intercultural context are an important requirement for people working in the tourism industry. In such a context, the role of English has become increasingly necessary since it is recognized as a global language that is commonly used as a means of communication by native and non-native English speakers around the world.<sup>26</sup>

### **a. As Promotion Language, Negotiation, and Transaction with Tourist**

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<sup>26</sup> Sofyan A. Gani and Cut Intan Damayanti "The Ability to Speak English of the Local Tour Guides for Promoting Tourism, 273.

English plays an important role in the tourism industry as a tool for tourism workers to communicate, negotiate and conduct transactions with tourists. As a result, workers in the tourism sector are required to communicate effectively in English as most of the foreign visitors can speak English as it is widely spoken all over the world.

**b. To Unify Tourism Workers and Visitors from Around the World**

English plays an important role. As is known, English is a foreign language that is widely used in the tourism industry. The use of English by the tourism industry facilitates contact between tourism actors and visitors from around the world. English began to be widely used everywhere. Tour guides who have the ability to communicate in English should be appreciated. Apart from being able to accompany foreign visitors or local visitors, they are also tasked with promoting this Talang beach, especially using English so that foreign tourists can also understand.

**c. To Attract Foreign Tourists Come to Pamekasan**

The tourism promotion held is to inform, persuade or increase consumers or tourists so that the tourists concerned have the desire to come to visit the area that has been promoted.<sup>27</sup> English is very important as a language for promotion as well as a modern language

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<sup>27</sup> Adi Nur, *Promotion Strategy of the Department of Culture and Tourism*, 13.

that is widely used by foreign and even local people, so it is possible that local tourists are also more attractive if they use foreign languages.

Being a tour guide is quite a challenging and fun job. A tour guide becomes the front line to advance tourism in an area, of course the target of tourist attractions is not only local tourists but also foreign tourists, therefore the existence of a tour guide is very helpful for the development and progress of tourism in the area.

Talang Siring Beach is one of the tourist destinations under the protection of the Pamekasan Tourism and Culture Office. The strategy they use to promote Talang Siring beach to be known by local and foreign tourists is to spread interesting information through social media which is managed directly by the admin of the Tourism and Culture Office. Beach managers (tour guides) also promote by sharing moments or events held at Talang Siring beach with the aim of attracting local and foreign visitors, don't forget they also use English.

## **2. English Communication Skills of Tour Guides to Promote Tourism Destination in Pamekasan ( Talang Siring Beach )**

A tour guide is supposed to have active English skills, have a tourism education background, seem appealing, and be honest, among other things, in order to provide the finest service to tourists at tourist destinations in order to improve English language abilities. The Youth, Sport, and Tourism

Department, Tour Guides, and Talang Siring Beach Tourism Actors use a variety of media to disseminate promotional messages, including non-media (word of mouth) / (direct) communication channels, as well as communication channels through media such as Instagram, Facebook, websites, and YouTube. (indirectly).

**a. Direct Promotion Skills**

In promoting Talang Siring beach directly, tour guides and tourism workers use their various language and style communication skills. Usually they focus more on explaining the advantages of Talang Siring beach, and historical about the place. The ability of Pamekasan tour guides in promoting tourism likes:

- 1) Using Persuasive Language : Explain about the things that are interesting in this tourist spot as well as promote it. Persuasive language is the language being used when convincing others for something.<sup>28</sup>
- 2) Use Detailed Language when Providing Information (Complete language) : Using a detail language when providing information is like crafting a complementary message.<sup>29</sup> It is use to explain in detail and provide knowledge about tourist objects to make it easier to get information that meets expectations.
- 3) Able to Join Travel Agents and Communities.

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<sup>28</sup> Iris Breuer and Melanie Naphine, *Persuasive Language in Media Texts* (Australia: Insight Publication, 2008) 85.

<sup>29</sup> I Gusti Bagus, *Tourism Marketing*. 57.

- 4) Able to Greet with a Good and Polite Language (Good Verbal and Nonverbal Language : Expressions for greeting and welcoming are one of the obligations of a tour guide. This also affects the response from guests. In addition to the ability to communicate in English, an attractive and honest appearance is a character that must be possessed by a tourguide. Good verbal communication language can be in the spoken or the written form.<sup>30</sup> Non verbal communication language is supplements with gestures, body language, symbols, and expressions. Through these, one may communicate one's mood, or opinion or even show a reaction to the messages that are relaying.<sup>31</sup>
- 5) Can Attend Big Events.

Promotional language used as an example below :

- 1) "Sir, this beach is a beach that is often used for important events in Pamekasan. Sir can also come back if there is a big event in this place, you can also invite other friends from there." <sup>32</sup>
- 2) "At the time of the construction of the object on this beach, the mermaid statue was one of the objects that attracted many visitors,

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<sup>30</sup> Julia, *Communication*. 63.

<sup>31</sup> Fernando, *Nonverbal Communication*). 3.

<sup>32</sup> Interview with informant Mr. Saleh as Tourist Guide, June 13<sup>th</sup> 2021.

besides being unique, the statue was also surrounded by fish ponds that attracted tourists. This beach has also built a mangrove forest, to add to the beautiful impression of this beach. Sir, you can take pictures from every corner of this place."<sup>33</sup>

**b. Indirect Promotion Skills**

Promotion indirectly or through communication channels via the internet and social media is something that is very mandatory for tour guides and the Pamekasan Youth, Sport, and Tourism Department. This aims to introduce Talang Siring beach to the entire community so that it becomes one of the favorite destinations that must be visited.

The advantage of this web promotion is that it can be accessed from anywhere and at any time, a slight disadvantage is that the communication is unidirectional, so that if there are potential tourists who want to ask questions, they cannot necessarily be served immediately.

For this reason, promotions carried out through cyberspace are provided as completely as possible and in attractive designs. The promotion must include at a minimum: Information about the tourist attractions themselves, the location of their attractions, their natural

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<sup>33</sup> Interview with informant Achmad Vicky Faisal as a Tour Guide and Head of ASPRIM, October 06<sup>th</sup> 2021.

beauty, the culture of the people, access to tourist attractions, hotels, and others.<sup>34</sup>

The pattern of message delivery that Talang Siring beach tourism actors use is dominated by the use of informative expressions where the delivery tends to use statement sentences and very rarely uses persuasive invitation sentences. There are also those who only use short sentences and those who do not use any sentences. Some examples of these statements include the following:

**1) Instagram ( The Youth, Sport, and Tourism Department, Tourist Guide, Local Guides, and Talang Siring Beach )**

- a) Using a hashtag aims to make it easier to search for Talang Siring beach. Hashtags commonly used for tourism promotion are used by Pamekasan tour guides and also the Youth, Sport, and Tourism Department such as #explore Madura, #wonderful Pamekasan, #visit Madura, #talang siring beach, #explore Pamekasan, #vacation, etc.
- b) “The beauty of Talang Siring beach suitable for enjoying the sunset, while enjoying a cup of coffee or just chatting and selfie.”
- c) Let’s go to the people of Pamekasan spice up festival of *Ketupat Raksasa*, while enjoy the beauty of Talang Siring beach.

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<sup>34</sup> Aji Setyanto, *The Importance of Mastery of Foreign Languages* , 4.

- d) This mangrove tour was opened since the beginning of last year located in Talang Siring beach Pamekasan, a heavy mangrove with a row wooden or bridge makes this tourism cool and instagramable.
- e) For those who spend Eid holiday in Pamekasan, this is the list of tourism plus culinary that you can enjoy. So you don't need to be confused to find your holiday destination later.
- f) Let's come to Pamekasan, awesome Pamekasan, the spirit of Madura.
- g) Mangrove forest.
- h) Preservation of one's own culture does not require contempt or disrespect for other cultures.
- i) Earth always sufficient to meet the needs of every human being, but it will never be enough to satisfy the greed of one man.
- j) No need to be far, in our own city there are many good tourist destinations to visit one of them is Talang Siring beach.
- k) One of the must visit packing tours.
- l) Refreshing for a moment together. Because nature gives calmness and new inspiration to step forward.

**2) Facebook to Explain Some of the Things that Happened at Talang Siring Beach**



“Talang Siring beach is pretty close from the downtown area. If you’re driving your own car or rent a car here, it will take you 30 minutes from downtown. It’s more if you take public transport. But the good thing about this place is because there’s a bus runs across the street so if you’re not driving, catch the bus. They are all convenient and affordable....

### **3) Youtube for Video Introduction to Talang Siring beach**

This media is also inseparable from the media used for promotion. Because it is considered that, if YouTube can display videos with good quality, with a very long duration. Posts that are usually done by tour guides and the Youth, Sport, and Tourism Department are more about showing videos about Talang Siring beach and adding a little information.

From the data above, it is known that the sentence model used is an informative sentence. While the sentences used to express expressions are descriptive sentences. A descriptive sentence is a sentence that describes something specifically.<sup>35</sup> In addition, in English sentences, several errors were also found, such as vocabulary, word choice, and so on. Examples of mistakes in the word selfie should take pictures, the word plus should and. In addition to spelling errors,

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<sup>35</sup> Agus Hari Wibowo, and Diah Kristina, “Persuasive Use of English in Solo Raya Tourism Promotion Media Viewing From Pragmatic Point of View,” *Prasati II*, 221 [http://digilib.mercubuana.ac.id/manager/artikel\\_abstrak/Isi\\_Artikel\\_620713191216.pdf](http://digilib.mercubuana.ac.id/manager/artikel_abstrak/Isi_Artikel_620713191216.pdf)

grammatical errors such as the festival of Ketupat Raksasa should be the Ketupat Raksasa festival. There are also some fairly short descriptions.

There are also captions such as "Mangrove Forest" which is unclear information. Meanwhile, information posted to social media must be complete and interesting so that readers can get information without asking further. "One of the must visit packing tours." An example of a word choice error. The word "packing" should just be omitted to become "One of the must-visit tours" or replaced with "One of the recommended tours that must be visited". "No need to be far" should be "Don't go far" and other errors.

Thus, it can be concluded that the use of English in promotional media has not been effective because the way of expression is still difficult to understand due to several spelling errors, diction or language selection that have not shown persuasive language which is manifested by the use of opinionated adjectives and the use of sentences in the form of invitations.

### **3. The Youth, Sport and Tourism Department English Programmes to Promote Tourism Destination in Pamekasan**

To achieve foreign language skills (English) in accordance with the roles performed, these abilities are obtained in several ways :

#### **a. Take Advantage of the Kacong Cebbhing Selection Program**

The Department of Tourism and Culture utilizes the Kacong Cebbhing election program as a means of development as well as a test of students' English proficiency in Pamekasan. This is expected to be able to meet the needs of tour guides if needed when there are international visitors.

**b. Participate in English language Training Program for Tourist Guides**

This program is implemented in an effort to answer the challenges of the need for tour guides both in terms of quality and quantity to serve foreign tourists. Tour guide training is usually carried out by the Youth, Sport, and Tourism Department in collaboration with various communities, sometimes also in collaboration with a professional tour guide training program which later after participating in the training will get a license and be allowed to bring local and foreign guests. The material provided during the training is a reference for guides on how to guide foreign tourists using English so that when foreign tourists visit they will not disappoint.

This program is implemented in an effort to answer the challenges of the need for tour guides both in terms of quality and quantity to serve foreign tourists. By participating in the English language training program, it is hoped that tour guides at Wirawisata will gain knowledge, experience and skills that are in accordance with existing standards, especially English language skills when guiding tourists.

**c. Join The Tour Guide Community**

The Youth, Sport, and Tourism Department cooperates with and oversees several communities such as ASPRIM ( Asosiasi Pramuwisata Madura ), ASIDEWI ( Asosiasi Desa Pariwisata Indonesia ), Kacong Cebbhing, and Putri Batik, namely as donors of funds as well as supervisors or controlling. With this they can hold training, which brings in professional tour guides, especially on mastery of foreign languages, how to serve guests, and mastery of knowledge about tourism in Pamekasan.

## 5. Beauty Theory

Beauty is something that must be owned by a tourism industry. This is related to the continuity of interest of local and foreign visitors. Pamekasan has many sources of beauty, only because the lack of an overhaul of the concept of beauty causes a lack of utilization of the existing beauty. Beauty has several kinds such as:

- a. **Beauty of Culture / Arts** : The beauty of art / culture in Pamekasan is very much. Arts such as dance, pencak silat, and others. Pamekasan culture such as "Sape Sonok, Rokat Tase" and others.
- b. **Natural Beauty** : Natural beauty is one of the beauties exhibited by Pamekasan district to the wider community. With beautiful views created from mountains, beaches, and others.
- c. **Moral/Spiritual Beauty** : One of these types of beauty is in Pamekasan, namely the "Batu Ampar Market". This shows that Pamekasan is not

left behind about creating a religious-based tourism industry which then becomes an example for the surrounding villages or towns.

- d. Intellectual Beauty** : Intellectual beauty relates to one's thinking based on knowledge.