

# CHAPTER I

## INTRODUCTION

### A. Research Context

The current era of globalization necessitates our ability to compete in a variety of fields in order to advance a region to a better era, especially in the field of tourism. Pamekasan Regency, with a total area of 972.30 km<sup>2</sup>, is one of Madura's four districts. It is located at 6<sup>0</sup>51'- 7<sup>0</sup>31' south latitude and 113<sup>0</sup>19'- 113<sup>0</sup>58' east longitude, with an altitude of 6-312 meters above sea level, according to the stars.<sup>1</sup> Pamekasan district is situated in the north of the Java Sea, with the Madura Strait on the south, the Sampang Regency on the west, and the Sumenep Regency on the east. Pamekasan is Madura Island's smallest district, with only four other districts. Pegantenan District (mountainous area) has the highest elevation in Pamekasan, while Galis District has the lowest elevation (coastal area). The area's altitude varies greatly, resulting in distinct characteristics in each sub-district, both in terms of opportunity and population livelihoods.

Pamekasan is a beautiful tourist destination because of its natural beauty. This is a fantastic draw for the tourism industry in this region. Pamekasan is known for its pristine culture, which exemplifies the city's tourism appeal. This city's tourist destination are capable of attracting out-of-town tourists. Beaches, for example, are a popular destination for local tourists who want to see the sunrise or sunset. The Youth, Sport, and Tourism Department of Pamekasan district local government is

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<sup>1</sup>Sukandar, dkk, *Profile Of The Coastal Village Of East Java Province*, trans (Surabaya: CV. Vox Consultindo, 2016), 144.

attempting to increase the number of tourist destination by exploring nature and designing new vehicles.

The city's weakness is in promoting existing tourism destination to international visitors. This is a concern that must be tackled. The first step in introducing tourist destination, whether in person or in writing, is to use promotions that use English communication. As a result, if tourists are at ease, they will return to Madura's tourist destination, especially Pamekasan. So far, existing tourist destination have been poorly managed, with a lack of care and monitoring, resulting in many tourist objects losing their aesthetic value and receiving less positive reviews from visitors, especially foreign tourists. As a result, Pamekasan's tourist destination are less well-known and attractive.

To support the rise in tourist visits, both parties must have a shared understanding of the problems that must be considered, understood, and mastered, as well as enhance the standard of service offered to tourists. Local governments must pay particular attention to boosting the tourism sector's growth, which includes assisting the public and private sectors in managing tourism potential, such as promotion of the area's tourism potential. Mastery of a foreign language (English) is particularly important for improving services to foreign visitors and cannot be ignored. English is a tool for communication, and when it is used correctly, it will result in effective communication. However, if used wrongly, it can result in a negative reaction. As a result, all parties involved in the tourism industry, especially those in front-line positions, must maintain a level of language proficiency that allows them to effectively use English.

Since we need to achieve more than the bare minimum of effectiveness, communication is critical to any complete and fulfilling aspect of life. One of the most important skills, for achieving success and satisfaction is effective communication. When interacting with people from other countries who speak a different language, knowledge of a foreign language in which both parties can understand one another is a must. Greeting is a means of communication in which people make their presence known to one another, to display interest in one another, and to indicate a sort of relationship or social status between individuals or groups of people who come into contact with one another.

International tourists visiting Pamekasan are visitors who must be served, while tourism actors are servants who must serve guests like kings. That is why, in this case, it is the tour operators in Pamekasan who must learn foreign languages in order to interact and provide excellent service to foreign tourists. A good communication skill is a good trait for good performance, while a poor communication skill results in a lot of uncertainty and a lot of adversity.

English is a commonly spoken language around the world. It is commonly used as an official language in many countries, in addition to native speakers. In the fields of technology, tourism, and other fields, English has become a common language. With the aid of communication through the medium of English, a large number of people in many countries around the world can be reached; it is a common means of knowledge communication. The ability to communicate effectively through the use of a language is an integral aspect of communication skills. The ability to use language correctly is referred to as language communication skills.

The use of English in the tourism industry makes it easier for tourism actors and visitors from all over the world to interact. The use of English is one of the criteria for promoting a tourist attraction in order to increase the tourist destination's service quality. In the field of promoting, for example, to improve the quality and quantity of promotions aimed at international tourists, the use of English is an absolute necessity that must be met in order to advance and build a positive impression or picture, as well as the introduction of tourist destination, especially in the Pamekasan district.

In the legal sense of promote, the word "promotion" is a technical term. Promoting is described as the creation of material or anything for the general public. Although the more complex applications which differ depending on the situation, they are typically used for text, photographs, or other audio-visual material in either medium or directly. Having something that includes a tourist destination, which is then applied in writing or in pictures (indirectly) and expressed using good words, is known as promoting a tourist destination (directly). This is done to gain the interest of both domestic and international visitors. So that tourist destination will become well-known and popular.

A tourist item, also known as a tourist spot, is something in a tourist destination that draws tourists to come see it. A tourism destination is a geographical region within one or more administrative areas that includes tourist attractions, public services, tourism facilities, accessibility, and communities that are interconnected and complement tourism. Meanwhile, tourism encompasses all aspects of tourism, including tourist destination and companies involved in the implementation of

tourism. A tourism destination can also be described as anything with uniqueness, elegance, and value in the form of variety, natural resources, culture, and man-made products that attract tourists.

A tourism destination, according to the above description, is a place visited for a variety of beauty, a place to participate in tourism activities, a place to have fun for a long time for satisfaction, good service, and beautiful memories at tourist attractions. Several methods of good English communication are needed for the promotion process to run smoothly and produce optimal results. The author proposes "The Use Of English Communication Skills To Promote Tourism Destination In Pamekasan" as a solution to this issue.

## **B. Research Focus**

Based on the foregoing context, the researcher formulates the problems that will be studied in this analysis in such a way that they are oriented and in compliance with the research plan. The following are some of the issues that the problem focuses on:

1. What is the importance of English communication skills to promote tourism destination?
2. How is the English Communication Skills of tourism guide in promoting Pamekasan tourism destination?
3. What are the Youth, Sport and Tourism Department English programmes to promote tourism destination in Pamekasan?

### **C. Research Purpose**

The research goal is a consequence, something that is produced after the research is done, something that will be accomplished in a report. The research purpose is an expression of the need to obtain answers to research problems.<sup>2</sup> The researcher has two goals to achieve based on the problems listed above:

1. Know the importance of English communication skills to promote tourism destination.
2. Know the English Communication Skills of tourism guide in promoting Pamekasan tourism destination.
3. Know the Youth, Sport and Tourism Department English programmes to promote tourism destination in Pamekasan.

### **D. Significant Of Study**

The benefits of study will be explained in this case. Either a personal or a social profit. Individual advantages may help people cultivate abilities or skills that will help them advance, resulting in a variety of experiences.<sup>3</sup> Social benefits are methods or steps toward resolving social issues. In other words, this clarification explains why the researcher's investigation of the issue is acceptable.

The consequences of the results for educational practice and theory are referred to as study usefulness. What is important from the study is to illustrate how it can be used, or what can be considered research benefits. Theoretically and

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<sup>2</sup> Firdaus, Fakhry Zam-zam, *Application Of Research Methodology, tran* (Yogyakarta: Deepromote, 2018), 46.

<sup>3</sup> Hamid, Darmadi, *Introduction To Globalization Education Era, tran* (Banten: Animage, 2019), 32.

practically, this is possible. The researcher or the participants in the study will benefit from the usefulness or research benefits.

**a. Theoretical Application**

Theoretical usefulness is a concept used to describe anything that is useful in the advancement of science. This study's findings are intended to provide insight into the analysis. The research findings can then be used as a guide to educate readers about good and proper promoting practices.

**b. Practical Application**

The findings of this study are intended to serve as a tool for learning about the usage of English communication and developing this theory.

**1. For the IAIN**

Students should use the findings of this study as a source of study, both for enriching lecture materials that are relevant to the findings of this study and for research purposes where the main study is similar.

**2. For Visitors / Tourists**

- a) The tourist destination to be picked can be chosen and modified.
- b) Recognizes the importance of English in establishing effective communication, especially with foreign visitors.

**3. For Tourist Attractions**

- a) By effectively interacting, can assist in the promotion of established tourist attractions.
- b) As a training tool for tourist attractions that want to improve their English communication skills.
- c) As a benchmark for the development of the tourism sector in the Pamekasan district, for one tourist spot and another.

#### **4. For Researchers**

The findings of this study will be one of many opportunities to broaden one's horizons of thought and scientific understanding, as well as a guide for researchers. This research will provide expertise and benefits to all, especially researchers, as well as the ability to expand the researcher's knowledge.

#### **E. Definition Of Key Terms**

To prevent misunderstandings about the key words used in this research proposal, we need to define the terms as follows:

##### **1. English Communication Skills**

The ability to communicate in English, as described in this review, involves both speaking and writing abilities. The ability to communicate directly with tourists is included in the promoting process. Meanwhile, writing skills are being used to promote tourism attractions through social media and other forms of media.

##### **2. Tourism Promotion**



Tourism promotion is communication in tourism marketing. Tourism promotion held is to inform, persuade, or increase consumers or tourist to tourist destination in Pamekasan both directly (by conveying to visitors) and indirectly (by writing about these tourist destination on websites or social media). So that concerned have the desire to come to visit the area that has been promoted.

### **3. Tourism Destination**

A tourism destination is a place to visit with a wide range of natural beauty, a place to engage in tourism activities, and a place to have a nice time with a long period of pleasure, good service, and beautiful memories. The researchers selected a number of tourist destination in Pamekasan that have been visited by international visitors.

### **4. Pamekasan Tourism Destination**

Pamekasan tourism which is discussed on this issue is a tourist spot located in the village of Montok, Larangan district. The selection of this tourist spot is based on tourist attractions that are favorite destinations and one of the tourist destination that are managed directly under the supervision of the Pamekasan Regency Tourism and Culture Office.

## **F. Previous Study**

Previous studies are literature reviews or studies of a common theme that later researchers use to compare and discover areas of study that have not been explored

by previous researchers<sup>4</sup>. The researcher lists the findings of previous studies relevant to the study to be conducted in this section, then summarizes both promoted and unpromoted research (thesis, dissertation and so on). This move will reveal the degree of the originality as well as the location of the research to be conducted.

1. Indar Prahara Putra's research, **The Importance of Using English in Improving Marketing Quality at the Raja Tours and Travel Agency in 2011**, has a connection or relationship with this study. This study resulted in several things about the use of the English language of the travel agency officers which was quite satisfactory, and the quality of the English language of the travel agency employees at Raja Tours and Travel, especially in marketing to attract customers by improving the quality of service, especially the services provided by employees to customers, in order to increase the positive image of the company in their eyes. The similarity with my research is knowing the ability of English to promote something. The difference is the promotion of a Raja Tours and Travel Agency office, while my research is about a tourist spot.
2. **The Effectiveness of the Use of English in Solo Raya Tourism Promotion Media Towards the Development of an Online Tourism Promotion System in 2018**, by Agus Hari Wibowo. The results of the study show that the promotion of Solo Raya tourism which is carried out online in English is still very limited, mainly carried out by the district/city governments in the Solo Raya area. English expressions used to promote Solo Raya tourism still have many errors, both in terms of grammar, word choice (diction) and spelling. The similarity is the

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<sup>4</sup>Dave Randall, *Fieldwork For Design Theory and Practice* (UK: Lancaster University, 2007), 154.

importance of English communication skills in promoting tourist attractions. The difference is in the object of research, this research focuses on promotions carried out by the Youth, Sport, and Tourism Department, while my research focuses on the English communication skills of a tour guide.