

**THE INTERPERSONAL
COMMUNICATION SKILL USED BY
THE TOUR GUIDES IN
BOROBUDUR TEMPLE AREA**

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Abstract

Communication is one way for humans to interact with other. Communication is also a way for humans to give or get information. In tourism sector, tour guides must have good communication to speak with tourist. The aim of this thesis is to describe the Interpersonal communication skill used by the tour guides in Borobudur Temple area. To answer the question, the writers uses Joseph DeVito Theory about the effectiveness of interpersonal communication. The findings show the aspect of Interpersonal communication by the tour guides in Borobudur Temple area. The aspects are openness, positiveness, supportiveness, empathy, and equality. The

Interpersonal communication used by tour guides in Borobudur Temple went well and effectively, all the tour guides can apply 5 aspect of Interpersonal communication such as tell the truth, think positively, support with the tourist, have empathy with the tourist, and respect to other culture.

Keywords: *Interpersonal Communication, Tour Guides, Borobudur Temple, Tourist, Tourism Sector*

A. Introduction

Tourism is one of the important thing to develop economic sector in the country. Pardevi (2019: 1) states, "Tourism is now becoming one of the most vital industries in the world and is still continuing expansion over the years despite the problems and conflicts that are happening all over the globe." Statistics Indonesia (BPS) records that the number of foreign tourist visits to Indonesia reached 345,440 in June 2022 or an increase of 1,973.96 percent from June 2021 and up to 62.69 percent from May 2022, based on the conference held by Margo Yuwono as The Head of BPS Indonesia.

Language is an expression that intends to convey something to others. Something in question is a piece of information that can be understood and understood by listeners or interlocutors. According to Jeans Aitchison (2008: 21), "Language is patterned system of arbitrary sound signals, characterized by structure dependence, creativity, displacement, duality, and cultural transmission." In terms of tourism services, foreign tourists who come to Indonesia are guests who must be served well. A tour guide must have good language skills, so that good and effective communication is established in his service. The importance of language in the tourism

sector is one of the most important things, because with language skills a tour guide can carry out communication, tourism promotion, reservation services, and guiding services. The more languages a tour guide masters in Indonesia, the more the value and visits of tourists in the tourism sector, especially in Indonesia, will increase.

Interpersonal communication is one of the communication skills that must be possessed by tour guides in guiding tourists so that communication that occurs can run well and effectively. Interpersonal communication goes well when there is reciprocity take turns in receiving information between communicators and communicants alternately so as to create a dialogic atmosphere that makes the guide as well as tourists can be more open in the delivery of current information guidance in the field which of course will accept one another. Interpersonal communication allows interaction to be more open and intimate so that the process of sharing information can take place properly. Interpersonal communication skills are basically owned by Indonesian tour guides, because our culture is always friendly to everyone. With this communication, tourists can make good use of the information they get at Borobudur Temple.

In service, tour guides must have foreign language skills that are easily accepted or understood by the tourist. The role of foreign languages in the tourism sector includes promotion abroad, reservations services, accommodation services, guiding services, and communication between tourist and the society near the place.

B. Literature Review

Communication is one way for humans to interact with other, communication is a way for

someone to give or get information. Communication is defined as behavior to express or exchange information to express thoughts or feelings to others, with communication helping humans to function in an orderly and productive manner. The tour guide must be able to communicate properly and effectively so that the message conveyed can be received properly and clearly. According to Wibowo (2002: 162), "Communication is an activity of conveying what's on our minds, the concepts we have and the desires we want to convey to others. Or as the art of influencing others to get what we want."

According to Devito (2016: 26), "Interpersonal communication is the communication that takes place between people who are in some way connected." Interpersonal communication is the verbal and nonverbal interaction between two (or sometimes more than two) interdependent people.

Interpersonal communication is considered the most effective communication because it is carried out directly between the communicator and the communicant, so they can influence one another. According to Wiryanto (2005: 36), "In essence, interpersonal communication is communication between communicators and communicants."

According to Devito (1997: 259-264), there are 5 effectiveness of Interpersonal communication:

- 1) Openness, openness is an attitude that can accept input from other people and is willing to provide important information to other people and is willing to admit feelings and thoughts that are owned and responsible for establishing an effective interpersonal communication.
- 2) Supportiveness, supportive behavior If a person has supportiveness behavior, interpersonal communication will be effective. The point is that

there is a commitment from each party in communication activities that aim to support the implementation of open interactions.

- 3) Positiveness, a positive attitude is having positive behavior such as thinking positively about yourself and others. A positive attitude can be shown by a variety of behaviors and attitudes, namely: respecting others, thinking positively of others and believing in the importance of others, giving praise and appreciation, so that the commitment to establishing good cooperation is formed.
- 4) Empathy, a person's ability to put himself into the position or role of another person can feel and understand something that has been experienced by someone, and understand an issue from another's point of view.
- 5) Equality, the similarities possessed by actors can determine the effectiveness of communication interpersonal. Equality in question is like values, character, behavior, habits, experience, and so on (Devito, 1997: 259). Equality is meant here an acknowledgment or awareness and letting go in placing oneself equal and not there is superior or inferior with communication partners.

According to Suwarno (2004: 13), "The tour guide is someone who gives explanations and guidance to tourists and other travelers about everything they were about to see and be seen when they visited an object, place or specific tourist areas". The function of a tour guide is a function of service, almost as a maidservant, specifically in the Tourism sector, providing accurate information about objects in the region, helping guests in innumerable different ways.

C. Method of Investigation

The writers use descriptive qualitative method. The source of the data is tour guides in Borobudur Temple area. To collect the data, First, the data reduction is analyzed by changing the audio record from interview with the tour guides into transcriptions. Second, the writers organize the information which come from data interview and observation to process the data based on the aspect of interpersonal communication, and displays the data to describe the result of information that had been obtained by the writers. Third is in drawing conclusion, the writers concludes all information about the data which come from data interview, observation, and documentation based on the aspect of interpersonal communication. Fourth is describe the analysis in each identification by the writers' interpretation, the last step is describing conclusion based on the result of the analysis that has been found.

D. Findings and Discussion

There are 10 tour guides in Borobudur Temple that had been observed and interviewed by the writers. The name of 10 tour guides as a respondent in this thesis are Mr. Hatta, Mr. Handai, Mr. Taufiq, Mr. Jamaludin, Mr. Nurudin, Mr. Prass, Mr. Aris, Mr. Fachrurrozi, Mr. Wahyu, and Mr. Sofi.

1. Openness

The indicator of openness is that tour guides must be open to tourists, tell the truth, and be able to provide information to tourists. All tour guides in Borobudur Temple always provide valid information history based on existing data and history. The information in a tourist spot must be conveyed properly and in accordance with the facts, so that there are no misunderstanding of

information or history about the tour. Based on the research results, tour guides in Borobudur Temple have good Interpersonal communication skills by being able to be open to tourist, tell the truth, and provide information to tourists.

2. Positiveness

The indicator of positiveness is that tour guides must show positive attitudes and positive feelings towards tourists. A positive attitude can be marked by smiles, greetings, and greetings made by tour guides when starting and ending the trip. In addition to a positive attitude, tour guides must have positive feelings by not being suspicious of tourists, but by being aware and careful in guiding foreign tourist. Based on the result, tour guides in Borobudur Temple have good Interpersonal communication skills by being able to apply a positive attitude which is marked showing positive attitude with smile, greetings, humble, and politeness shown directly by the tour guides. The tour guides in Borobudur temple area also thinks positively and is not suspicious of tourist but always alert when guiding tourist.

3. Supportiveness

The indicator of supportiveness is the tour guide must speak descriptively and give tourists the opportunity to give their opinion. One of the supportive attitudes shown by tour guides in Borobudur Temple area is to provide an opportunity to ask questions and provide opinions, this is useful for understanding between tour guides and tourists. A tour guides must also be able to communicate descriptively; it means that everything said by tour guides must be clear when describing an event or history. A supportive attitude is also shown by tour guides with

Borobudur management by establishing good communication and mutual support within the same workplaces. Based on the result, tour guides in Borobudur Temple has the ability to be supportive to tourists by communicating clearly and always giving tourists the opportunity to ask questions and give opinions.

4. Empathy

The indicator of Empathy is Tour guides must have an attitude of empathy and give attention to the tourist. One example of the emphatic attitude shown by tour guides to tourists is having a caring attitude by always checking on the condition of tourists. In addition, the empathy attitude shown by the guides is to pay attention to every tourist, the attention gives in in the form of the best service in providing experience and comfort for tourist. Based on the result, tour guides in Borobudur Temple have an empathetic attitude which is shown by an empathetic attitude by tour guides and always pays attention to tourist. Overall, empathy between tour guides and tourists is the key to creating a positive, satisfying, and memorable tourism experience for all parties involved.

5. Equality

The indicator of Equality is Tour guides must be able to realize the differences in the culture and feelings of need for each other. All tour guides in Borobudur Temple can appreciate and be aware of cultural differences between tour guides and tourists. In addition, tour guides in Borobudur Temple also apply a feeling of mutual need between tour guides and tourists which is shown by respecting the position of tourist as guests who must be served and given the best service from the

tour guides. Based on the result, tour guides in Borobudur Temple has a high equality attitude by respecting the position of tourists in their tour. By having an attitude of equality, tour guides are not only the messenger of history, but they also ambassadors who reflect the positive of their destinations. They can act as a link between local culture and tourists, creating a memorable experience for everyone who comes to visit.

E. Conclusion

Based on the results of the qualitative descriptive analysis in this study, it can be concluded that the Interpersonal communication carried out by the tour guide at the Borobudur Temple went well and effectively.

This has been proven by conducting research using the theory of Interpersonal communication effectiveness according to Joseph A Devito with five theoretical aspects namely Openness, Positive Attitude, Empathy, Supportive Attitude and Equality. Each of these attitudes has the following percentage achievements.

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