Mastering Speaking English And Implementation of Communication Hospitality Skills on Museum Guide Service in Bandung

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Abstract

The implementation of tourism requires the ability of good service providers in terms of interacting with visitors. /1Especially if the tourist destination is a destination that has the potential to receive guests/visitors from various nations. So in providing services to tourists, it is necessary to master English and Hospitality communication, which prioritizes hospitality. This study aims to determine the mastery of English and also the implementation of hospitality communication in museum guide services. The method used is descriptive qualitative by describing the depth of the data. Data collection was carried out in 3 ways: observation, interviews, and distributing questionnaires to 20 respondents consisting of museum guides and educators. The results of the study found that the guides' mastery of English in terms of the 4 speaking elements was in the "quite good" category with an average of 3.28. From the application of hospitality communication, it was found that museum guides had carried out courtesy in the excellent category with an average of 4.63 and an understanding of grooming in the good category with an average of 3.22.

Keywords*: Communication of Hospitality; Museum Tour Guide; Speaking English*

Introduction

Indonesian government has projected that the tourism sector will become one of the main mainstays of the country's foreign exchange receipts. To achieve this goal, the government continues to prepare and improve various supporting facilities and infrastructure, such as tourist attractions, as well as all preparations

and improvements in physical facilities followed by an increase in professional human resources.

A professional is defined as something that requires special intelligence to run it. The existence of education, training, guidance, and development both in the field of knowledge and skills are factors that support professionalism (KBBI, 2001). Skills and expertise are needed to fully know the job and to improve service to guests. One concrete example of serving guests in the world of tourism is the ability to communicate fluently in foreign languages, especially English.

The role of English in the tourism industry is very important. In this global era, mastery of foreign languages is one of the important factors in supporting the success of the tourism industry. It is indispensable for building social relationships and as a means of communication. The role of English in the tourism sector is to facilitate communication, avoid misunderstandings, strengthen relationships, and can create a family atmosphere between service providers and foreign tourists. To be able to compete in this global era, workers who can communicate in English are needed because language is an important communication tool in the business, economic, social, tourism, and technology sectors. There is no a single tourism activity that does not involve language as a means of communication. /1

English has become a mandatory ability that must be possessed by students or professionals. With the development of science and technology and the demands of an increasingly advanced and modern era, it takes a mastery of language skills, especially English as an international communication tool. The role of English in tourism cannot be underestimated, because language can be a factor causing foreign guests to feel comfortable and vice versa. For this reason, hospitality communication skills and English as a means of international communication are needed by professionals in the field of tourism. The importance of role of English in communication in the international world makes English play an important role in all fields. However, besides that, hospitality communication skills also need to be possessed by museum guides or museum educators. These two competences would support and complete each other in order to strengthen the capabilities of the museum guides or museum educators.

Tourism is inseparable from industries that include accommodation facilities, food and beverage providers, travel, and other business fields. One of the services that play an important role in tourism is a tour guide. With the rapid development of the tourism industry, it needs to be balanced with human resources that are able to drive tourism activities. Serving guests certainly needs to be supported by professionals who are able to speak English and have good hospitality communication skills. This is so that service providers are able to

compete globally and be able to interact professionally with foreign guests or foreign tourists.

One of the destinations of tourists visit a place is to see beauty, look for something new, look for experience, hunt for culinary, and others. From the various attractions that exist, visiting the museum is an activity that can attract tourists. Currently, museums not only function as a place to store public items and tell historical stories. The paradigm of tourists has now shifted, where in traveling not only enjoy pleasure but can get learning value. Museums can be used as educational tourist attractions where tourists visit a place to get a direct learning experience in the field, (Sharma, 2015). Of the 4 types of educational tourism described by Rodger (1998), museum tourism can be classified as cultural tourism (heritage) where in general tourists want to know the origin of objects or events authentically. The end of the museum is generally for tourists who are interested in special interests in accordance with the theme of the museum.

When visiting a museum, the role of a tour guide is very important. The task of a tour guide is to provide information in good language and also display correct hospitality communication so that visitors feel comfortable with the services provided. KAA Museum is one of the museums visited by many foreign tourists. With the commemoration of the Asian-African Conference which takes place every 10 years, of course, it also has an impact on tourist visits to the museum. Currently, the KAA museum has made English one of the *standards* in employee acceptance, but in fact, there are still some who have difficulties and have not been able to communicate using English fluency. Research from Juhana (2010) regarding difficulties in speaking English is caused by two factors, namely psychological and linguistic factors. Psychology includes fear of making mistakes, embarrassment, excessive anxiety, lack of confidence, lack of understanding of grammar, and improper pronunciation. In line with this, Erikson (2009) said that obstacles in speaking and communicating in English are due to limited vocabulary and grammar.

The implementation of tourism requires the ability of good service providers in terms of interacting with visitors. Moreover, if the tourist destination is a destination that has the potential to receive guests/visitors from various nations. Then a good command of English is needed. In addition to English, communication skills are also needed, especially in this case service communication that prioritizes hospitality aspects. With mastery of English and hospitality communication skills, the guide will be able to improve good service to museum visitors, so that it can positively impact the quality of service to museum guides. Based on the explanation above, the purpose of this study is to

find out How is the mastery of English Tour Guide in providing services to tourists? and How is the implementation of Hospitality Communication skills carried out by Tour Guides in Museums?

English as an International Language that is used in almost all countries is a communication tool that can be used to interact. English skills include 4 skills, namely; listening, Reading, Speaking, and Writing. Speaking is one of the abilities that must be mastered by a tour guide. Speaking is one skill that is considered difficult because producing a text will be related to the context in which there are pronunciation, grammar, intonation, vocabulary, and others. This is in line with Ur (2009) which states that speaking skills are very important skills to master because speaking is not only producing the language used but also must understand when, why, and in what way the language is used

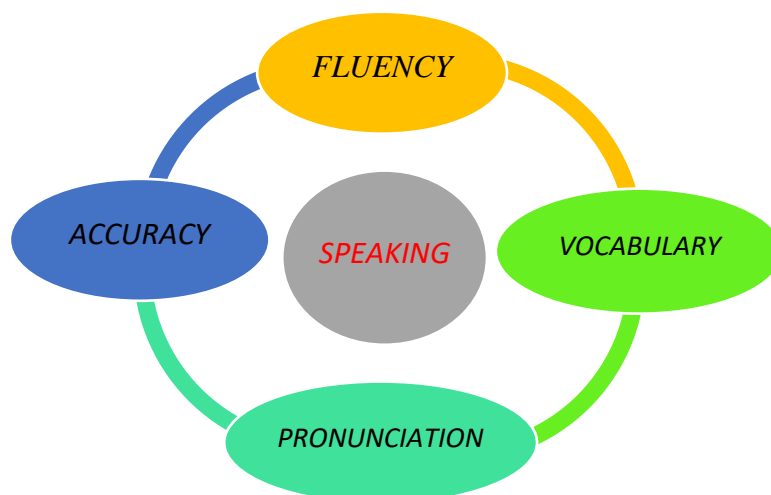In addition, Brown (2001) mentions speaking skills consist of 4 elements, namely:

Figure 1. The Four Speaking Skills

1.   Vocabulary, this is related to understanding the meaning/meaning of the word used. Having a collection of vocabulary is a determinant of individuals having good speaking skills. If you have a limited vocabulary, you will have difficulty speaking English.

2.   Accuracy, the importance of accuracy in this case is related to Grammar in which there are parts of speech, tense, and others. The importance of grammar in speaking aims to make the interlocutor understand what is meant.

3.   Pronunciation, as is known many words that have different sounds and meanings. Even the different accents and dialects of each country can be miscommunicated. Therefore, to pronounce the word must be clear and it is necessary to maintain intonation and emphasis of sound.

4.   Fluency, associated with fluency in speech and speaking swiftly and confidently. It can be said that we know when to pause or stop and talk without faltering.

Furthermore, the difficulty factor in speaking English proposed by Kustanti and Prihmayadi (2017) states that there are 6 inhibiting factors in speaking, including:
1.   Difficulty remembering words so confused about what to say
2.   Different pronunciations of writing
3.   Confusing pronunciation of letters
4.   There are sounds in English that are difficult to pronounce because they are not in the sounds of Indonesian
5.   Lack of vocabulary knowledge
6.   Lack of habituation in pronouncing language sounds correctly

In looking at the perspective of interpersonal communication, the reference to the theory from Devito (2011) on Interpersonal Communication, states that interpersonal communication is the delivery of messages verbally or nonverbally between two or more people who influence each other. Another definition put forward by Mulyana (2010) is that interpersonal communication is face-to-face communication between humans, which allows participants to capture other people's reactions directly, both verbally and nonverbally.

As for understanding hospitality, the analysis in this study refers to an understanding based on Mirriam-Webster that is meant by hospitality has 2 meanings. These are (1) Hospitable: Treatment, Welcome, and Behavior and (2) Activities or businesses that focus on service to guests. Such as in Hotels, Restaurants, Bars, and the like (Webster).

Another theory that is a reference in analyzing data is the Theory of Non-Verbal Communication which consists of several types, namely: kinesic messages, gestural messages, postural, artificial messages, and touch and smell (olfaction) (Sekardjati, 2014). As for references in analyzing Greeting refers to the standards of the MRA Trainer Guide, namely: Warm smile, Greeting the guest, welcoming, introducing name, and assistance offering (ASEAN-Association of Southeast Asian Nations: 2012).

Method

In accordance with the purpose of the research which is to describe the implementation in the field, the research uses a descriptive method with a

qualitative approach. The data collection technique is carried out through observation, interviews, and questionnaires.

Observations were made in 3 museums, namely the Museum of the Asian-African Conference (KAA), the Museum of Geology, and the Indonesian Education Museum. Furthermore, interviews were conducted with the Head of the KAA Museum and 2 museum educators, and 3 guides from 3 (three) museums in Bandung. The nature of the interview is an open interview. Finally, the questionnaire was distributed to 20 (twenty) respondents consisting of Tour Guide and Museum Educator. To see the respondent's assessment of the elements of speaking English and Hospitality Communication can be seen from the scores given by respondents with a scale score of 1-5. Values of 1.0-1.7 are in the "very poor" category, 1.8-2.5 are in the "not good" category, 2.6-3.3 are in the "good enough" category, 3.4-4.1 are in the "good" category and 4.2-5.0 are in the "very good" category. In addition, to support the data, literature studies are used to find theoretical references and empirical data relevant to the scope of research.

Results

1. Mastery of English Tour Guide in Museum Service

The activity of becoming a guide at the museum begins with watching a short video about the tour guide, continued by reading a dialogue about "describing interesting places", and ends with an individual presentation simulating being a tour guide and telling about the condition of the museum in their respective places and closed by giving reviews and feedback to the guides. The mastery of the museum guide's English can be seen in the chart below:
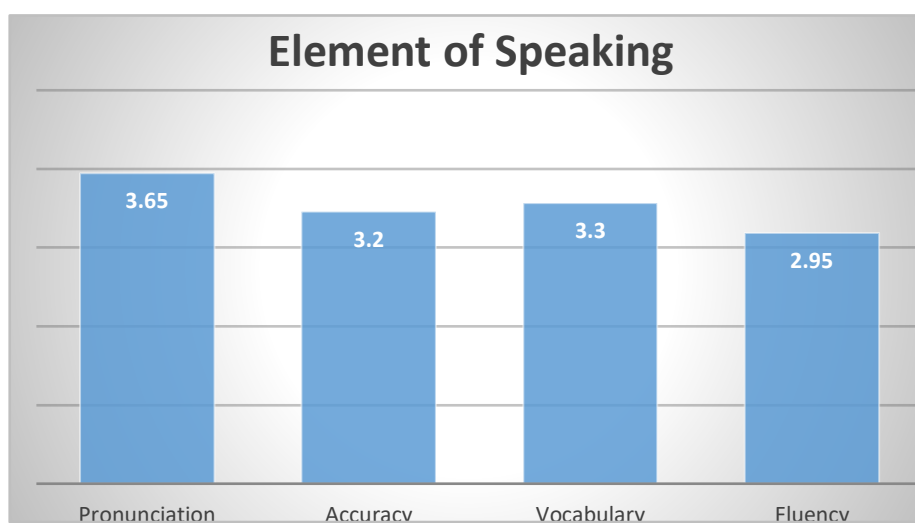

Figure 1. Graph of Average English-Speaking Elements

Based on the results of a questionnaire (figure 1) of 20 respondents

consisting of tour guides, museum friends, and museum educators related to elements of speaking English in general in the fairly good category (with an average of 3.28). For pronunciation elements with good categories (with an average of 3.65). For the Accuracy element in this case the grammar with the category is quite good (with an average of 3.2). Furthermore, the vocabulary element with the category is quite good (with an average of 3.3). While the fluency element in the category is quite good (with an average of 2.95). /1

2. The Implementation of Hospitality Communication

Hospitality and tourism are two different things. However, the two cannot be separated because they will always be related. The implementation of tourism without a touch of hospitality is not optimal and is not in accordance with the concept of tourism full of service and hospitality. Hospitality is not just about hospitality in the narrow sense of the language (hospitable). However, hospitality is a complex knowledge and art in selling services, namely services with respectful and human services according to the needs of the human soul that wants to be respected and appreciated as a whole person who has reason and mind (Kertajaya in Hermawan, 2018).

In its implementation, Hospitality Communication is a summary of mastery of Communication skills and the application of Hospitality character. This includes skills in several aspects, including Interpersonal Communication which includes Verbal and Non-Verbal Communication, Understanding Ethics and Etiquette, and mastery of Greeting, Gesture, and Grooming. In principle, Hospitality Communication is a procedure for communicating in the context of service by prioritizing ethics, etiquette, language politeness, and procedures that applied specifically to the hospitality realm (Riana, 2023). Mastery of Hospitality Communication is a skill needed by actors and the provision of services in the field of tourism, considering the increasing demands of the community who are service users.

This can be seen from the increasingly selective choices of the tourist community. They determine the higher service standards, especially due to the availability of quite a lot of tourist options. Competition among service providers is also getting fiercer. This gives tourists' full rights and discretion to choose. This makes it increasingly difficult for tour service providers to achieve tourist satisfaction. Therefore, mastery of various skills is needed, one of which is mastery of service communication or hospitality communication.

Discussion

Based on the observations when the guide simulated explaining the tour at the museum, several discrepancies were found in the important elements of speaking skills, as can be seen in the table below:

Table 1. Element Speaking English by Museum Guide

No	Speaking Elements	Expressions used
1	*Pronunciation*	Museum (musium), representaive (/p/)
2	*Vocabulary*	After this we will *eat* lunch *in Café* BMC
3	*Accuracy*	They *can to* go to…, we *must to* visit to…we *going* to the next room
4	*Fluency*	mmm.. eee.. I mean, sorry. it is….

In practice, some of the above aspects become obstacles for guides to master important elements of speaking English. Among them in pronunciation are still found mispronounce in distinguishing the sounds /p/ and /f/, /s/, and /z/. This is related to the background of tour guides who come from the West Java area, which generally have difficulty distinguishing the sounds /p/ and /f/. The incorrect pronunciation will have an impact on conveying different meanings in certain words. Another obstacle is that one of the tour guides uses *a modal* + (to-infinitive) sentence structure as in the example "we must to visit..." This example indicates that the speaker needs an understanding of the use of modal words in sentences or spoken*./1*Similar research was found by Tika and Abadi (2017), stated that mispronounce occurred because they were afraid of making mistake in term of pronouncing the word, because in English pronunciation and writing is different./1Meanwhile, the grammar mistake was found in the context of structure to arrange the sentence with grammar rules. In addition, Thao and Nguyet, (2019) state that making mistakes in speaking English is a natural phenomenon of any non-native speaker of English. It depends on the length of English learning time. However, the mistakes can be reduced by some strategies like creating more opportunities to practice speaking English.

Difficulties Encountered when Speaking English

The duties and roles of a combiner in providing information are certainly related to places, relics or activities, and/or history in certain places. Based on Luoma (2006), there are 4 (four) main aspects called speaking English well, including fluency, pronunciation, intonation, and diction/vocabulary. /1Observations made when the guide simulated receiving guests and explained the place found that some of the museum guides had difficulty speaking English. From these difficulties, the guides use several strategies in dealing with these difficulties. So, in the simulation process, it looks flat and not fluent. Based on observations, the guide's influence in conducting simulations is caused by doubts, filler words, repetition, and also improper diction. This category is distinguished by the type of non-fluency in speaking English and examples of expressed statements. More details can be seen in the table below:

Table 1. Guide Difficulties in Speaking English

No	Types of in fluency	Examples of Expressions
1	*Hesitation*	You know I mean., I think it is…
2	*Fillers words*	Uumm, ee, well…, you know., what is it…,
3	*Repetitions*	It is… it is…, very..very… it seems.., it seems..it likes..
4	*False start*	<u>The heritage</u>… sorry I mean <u>the museum</u>

Based on the data above, the lack of fluency in speaking English in the Tour guide simulation is caused by excessive nervousness (anxiety), so the guide is not ready to present. However, to keep communication running use some strategies, such as using filler words, or mentioning meaningless words while the guide waits and thinks to use the right words or language. In addition, repetition is also used to explain and emphasize important things in their presentations. This is supported by the results of interviews which state that the lack of vocabulary is one of the causes of repeating the same word to make different meanings. Another interesting point from the observation was that some of the guides tried to translate from Indonesian directly to English on a word-by-word basis so that the language used sounded unnatural. Those obstacles occurred in speaking can be

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caused by three main sources of anxiety. Those are communication apprehension, test anxiety and fear of negative evaluation. /1Communication apprehension, in other words the pressure of public speaking can cause anxiety so the speakers tend to speak incoherently and avoid speaking English. In the context of test anxiety, test anxiety was found to have a detrimental effect on abilities and confidence. As well as the fear of negative evaluation, the fear occurs in situation where the speaker has to speak in front of the audiences, Indrianty (2016). In line with the statements above, the data from the interview was revealed that the other sources of anxiety are lack of vocabulary, lack of preparation and being afraid of making mistakes. Therefore, paying attention to the factors causing speaking difficulties is important to be done by the museum guide. Moreover, to have a better speaking skill, they need more practice and enhance self-motivation to speak up.

Interpersonal Communication

Good interpersonal communication between museum guides and tourists will facilitate and facilitate the delivery of services in the museum. Devito (2011) defines interpersonal communication as the process of sending and receiving messages between two people, or small groups of people that provide feedback.

Based on the results of the questionnaire data distributed, 89% of respondents stated that they know and understand interpersonal communication, but generally do not realize that interpersonal communication is the basis for development into hospitality communication that must be applied when providing services. Communication components in interpersonal communication also exist and can occur in hospitality communication, namely when providing information and services to museum visitors/tourists. Communication components in interpersonal communication such as Communicator, Communicant, Message, Media/Channel, Noise, Feedback, and Effects, are all applied to Hospitality Communication.

From these various components, it was found that the 'Channel' component is a component that has not been fully mastered by museum guides, especially verbal skills in terms of choosing special diction. They apply it still the same as in interpersonal communication, that is, between two people or two parties. While in Hospitality Communication there are special procedures. The 'Noise' component is the component that most often gets a response. In the field, this noise is usually in the form of interrupting questions while providing information, or the negligence of one of the tourists (for example missing a group).
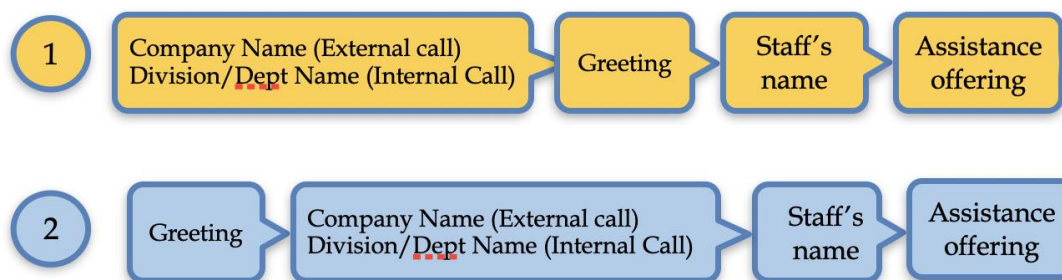
Understanding Ethics and Etiquette

Currently, there is still much confusion in distinguishing 'Ethics' from 'Etiquette'. Ethics was etymologically derived from the Greek "Ethos", which means the character of decency or *custom*. Hence it has to do with morals. 'Moral' itself comes from Latin, namely "*Mos*" (in its plural form "Mores"), which means one's custom or way of life by doing good deeds (decency) and avoiding bad things/actions. While 'Etiquette' comes from the French "etiquette" (manners), which is a collection of good manners and attitudes in the association between civilized people. Rules of manners that are approved by certain communities and become norms and role models in behaving as good and pleasant members of society. Therefore, it can be understood that Etiquette is related to the value of courtesy and formal association.

Based on the results of interviews and questionnaires, 3.56 guides have understood and have applied ethics and standards/etiquette in providing services. This can be seen from the guide's understanding of what is meant by ethics. They also generally understand the etiquette of communicating and providing information/services. The obstacles faced in this aspect of Ethics and Etiquette do not come from museum guides, but rather from tourists. Based on the results of interviews, information was obtained that museum visitors do not fully understand the rules (etiquette) when inside the museum, especially visitors from among teenagers.

Greeting

Communication with tourists should always begin with a formal greeting in accordance with the standards set by the management. In tourism terms, this greeting is commonly known as 'Greeting', because it is different from the general greeting. Greetings in the tourism service business are referred to specifically as greetings because they are formal and have a special pattern. Each institution or business related to tourism has its own style, but the standards are generally the same/similar. Greeting this institution will be better if it accommodates local standards/traditions/culture. For example, the use of 'Sampurasun' in West Javanese culture. This greeting is also divided into applications, for face-to-face / direct and by telephone. For face-to-face, greetings usually contain 4 elements: Smile, Greeting, Greeting, and Offer of help. As for greeting by phone, the following options can be applied:

1 → Company Name (External call) Division/Dept Name (Internal Call) → Greeting → Staff's name → Assistance offering

2 → Greeting → Company Name (External call) Division/Dept Name (Internal Call) → Staff's name → Assistance offering

Picture 1 Greeting by Phone

Based on the results of interviews and questionnaires distributed, it was obtained that in general, almost all museum guides in Bandung have applied greetings that are in accordance with hospitality greeting standards. A total of 4.63 guides expressed understanding and have used to carry out greeting standards *to* Museum visitors, for face-to-face greetings. Of all those who have implemented face-to-face greetings, 4.17 of them have implemented local/traditional greetings, and 0.83 have not implemented local/traditional greetings that are typical of the local. In greeting by phone, as many as 3.82 guides stated that they have not fully implemented the standard of greeting by telephone, even though there is still 1 museum that does not have a standard greeting on the phone. The reason guides haven't fully run greetings over the phone is that they rarely take formal calls. The call received is generally a call that goes to a personal mobile phone number, even though it comes from the customer and the object of conversation is related to the trip/tour.

Gesture

Gestures or body language are part of non-verbal communication. Non-verbal itself is communication that uses signs and not words (Mulyana, 2010). A guide who always deals directly with tourists is certainly required to have good mastery or control of his body language. Samovar and Porter say that non-verbal communication includes all stimuli (except verbal stimuli) in a communication setting, generated by the individual and the use of the environment by the individual, which have potential message value for both the sender and receiver of the message (Samovar and Porter, 1991).

Messages delivered through Non-Verbal Communication are divided into 5 kinds of message delivery, namely facial messages, gestural messages

(kinesics), postural messages, artifactual messages, touching and smell messages (olfaction). In this study, the focus of non-verbal studies as a complement to guide hospitality communication is gestural and postural messages. That is how to move some limbs and overall movements/postures, such as how to stand facing guests/tourists, hand movements when giving information/explanations, and so on.

Gestural messages have various meanings, and can be interpreted among others:
1. Encourage or limit
2. Adjust or contradict
3. Responsive or ignorant
4. Positive or negative feelings
5. Paying attention or not paying attention
6. Smooth or non-receptive
7. Approve or reject

The postural message relates to the entire limb and can be interpreted in 3 (three) messages, namely:

1. *Immediacy* (expression of liking or disliking another individual. A posture that leans towards the other person indicates a positive liking or response/judgment, and vice versa)
2. *Power* (expressing high status of the communicator).
3. *Responsiveness* (emotional reactions to the environment, both positive and negative).

Both forms of messaging (gestural and postural) are important for analyzing the ability of museum guides to provide services to tourists. The ability to manage gestures and postures will show the extent to which the guide can provide service communication with a hospitality attitude. The more proficient the guide's ability to manage gestures and postures, the better it will be in providing hospitality communication services.

In the tourism business where hospitality communication is absolute, the service provider – in this case the museum guide – must have the ability to manage the role. In communication science, a person has two roles, namely his role on the front stage and his role backstage. The front stage is where he must appear as a professional, representing the brand of the company he represents. In this case, a guide is a representation of the museum where he/she works.

In Goffman's theory of self-concept, he built an idea or view of social life called dramaturgy. This concept is analogous to a series of performances in a play, as performed on a stage. Hence it is called Dramaturgical Theory, where there is a difference in a person's appearance between being on stage (displaying self-image) or being backstage (which more honestly displays his self-concept).

Self-presenting is a process by which a person builds a self-image in front of others about him/her. A person will deliberately carry out certain strategies in order to build an impression and experience of oneself on others. Based on Goffman's thought, self-expression is an activity carried out by humans to identify a situation and social identity. The goal is to influence the interaction both appropriately and not with existing circumstances (Goffman in Amelia, 2022).

In providing services to tourists, a museum guide also performs role management (dramaturgy) and distinguishes the display when being with or serving visitors. Gestures and postures are displayed by adjusting to hospitality standards in communicating with tourists.

Based on the results of interviews and questionnaires included in the data, it was obtained that not all guides understood well related to gestures. A total of 3.72 guides admitted to being more or less familiar with generally accepted non-verbal cues, but stated that they still lacked control over gestures, especially related to hand control. Some 2.87 stated that they still often make excessive hand gestures and/or extend beyond the elbow. Another part, 3.92, said it was enough to control hand and eye movements, but often ignored posture, especially in a standing position.

Grooming

The last aspect that became a study was grooming. Grooming is part of non-verbal, where a polite and neat appearance is a necessity in providing services in the field of hospitality. When the guide communicates with tourists, then a good appearance is absolutely carried out. In line with the front stage above, a good appearance is also a good image representation for the museum.

Museums in Bandung, generally already have a uniform which is the identity of the guide. However, based on the results of questionnaires distributed, museums generally do not regulate more details about hair and nails which actually also include elements of grooming assessment. Museums generally exempt rules about shoes and only regulate uniforms.

From the data obtained through the questionnaire, 3.22 of the guides did not fully understand the details regarding this understanding of grooming. They generally understand that what is meant by grooming is appearance, but do not realize that grooming is a unity of appearance, which is not separate.

Conclusion

1. In providing services to tourists using English, there are still difficulties found by some tour guides. This is due to unpreparedness and also a high sense of anxiety. This difficulty can be seen when the tour guide uses *hesitation, repetition, filler words, and a false start. /1*However, from this aspect, it is used as a strategy to maintain consistency in explaining to tourists, so that communication continues. In addition, in the speaking elements in the aspects of *pronunciation, vocabulary, accuracy, and fluency* there are still some errors. Based on the results of self-perception of their mastery of English, in general, of the 4 important elements in speaking English is quite good, namely with an average of 3.28, with the highest score in the aspect of *pronunciation (*accent/pronunciation) with an average of 3.65 and the lowest in the aspect *of fluency (fluency*) with an average of 2.95./1

2. The application of Hospitality Communication should include several things such as Language politeness, Hospitality, English (and/or other foreign) language skills, application of local culture/attributes in greeting, and *well-groomed* appearance. From the data in the field, it was concluded that 4.63 museum guides in Bandung had practiced polite language in a friendly manner, and 3.32 had mastered English quite well. The application of local culture/attributes in *greeting* has been widely carried out, generally incorporating the word *'sampurasun*'. As for grooming, 3.22 understood the importance of grooming, but 1.78 have not understood that grooming is a unity appearance.

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