

AN ANALYSIS OF COMMUNICATION STRATEGIES USED BY SURF GUIDES IN THEIR INTERACTION TO FOREIGNERS

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Abstract

Tourism is a field which demands people to have good communication skills including the people who work as surf guides in Medewi Beach tourism object. In some occasions, they faced problems in conducting communication and solved them by using communication strategy. This study aimed at finding out and describing types of communication strategy which were used by the surf guides in their interaction to foreigners in Medewi Beach. This study was in the form of descriptive qualitative and the data were analyzed by using Dornyei's communication strategy theory. The data were obtained through observation and interview method by involving five surf guides. There were 177 communication strategies found and classified into twelve types, namely Approximation, Word Coinage, Circumlocution, Literal Translation, Code Switching, Appeal for Help, Nonlinguistic Signal, Topic Avoidance, Message Abandonment, Use All-purpose Word, Foreignizing, and Stalling or Time-gaining. The result of data analysis showed that Approximation became the strategy which was most frequently used by the surf guides for 52 occurrences. Based on the interview results, the guides' reason for doing the Approximation was because they learned English mostly by self-taught or practiced English autodidactically with foreigners. Thus, they did not pay attention to grammar which triggered the Approximation happening.

Keywords: communication strategy, surf guide, Medewi Beach.

INTRODUCTION

Communication is the way how people transfer their thoughts or feelings to each other. By using communication they will be able to share ideas and opinions. Rahayu (2010) defines communication as symbolic activity, process, and meaning transferring. Symbolic activity is the communication which happens through meaningful symbols in the form of verbal or non-verbal communication. Verbal symbols relate to spoken or written words which are commonly used in communication. Meanwhile non-verbal symbols are an alternative way to communicate. For instance gestures and face expression. There is also a process in communication which is called meaning transfer. It happens based on the following formula: message source- message- channel-

receiver- effect. The formula is a dynamic activity which occurs continuously. Further, it is a process in which the expectation of the sender to receiver is to understand directly the messages while they are being transferred.

In order that people make the communication run effectively, the people have to understand what is being transferred that can be done through various ways of communication, and one of those ways is by using language. Language refers to verbal communication which is practiced in its spoken or written form. There are a lot of languages which are used around the world by people for communicating. Furthermore, a country can have several languages that are used to communicate in daily life. For instance, according to Natsir (2012), Indonesia has one national language and more than 700 vernaculars (local languages). However, people around the world need to have a global language. In this case, English is properly referred to as the global language because this language has globally learned for many fields.

Tourism is one of the fields that use English as language for general communication since it becomes the most language spoken by visitors during their vacation. Hence, People who work in the tourism industry are demanded to be able to speak English fluently. This phenomenon also occurs in Bali. Bali is an island which is located in Indonesia. The beauty of its nature and culture leads Bali to become one of famous tourist destinations which are well-known around the world. Sutawa (2015) states that Bali has attracted many local and foreign tourists as a tourism object since 1920s and it has continued to increase since 1994. There are many reasons why tourists are interested in coming to Bali. According to Suradnya (2006) there are eight factors of attraction for tourists to visit Bali, namely: (1) reasonable price of products, (2) culture in various manifestations, (3) beaches with all their appeal, (4) comfortable travel, (5) vast opportunities for relaxation, (6) image of famous name of Bali, (7) natural beauty, (8) the friendliness of local people.

Many tourism objects in Bali attract the tourists as the options to be visited. One of those objects is Medewi Beach which is located in Medewi Village, Jembrana Regency, west of Bali. According to Ardianti (2017) Medewi beach is a cape which has a long big wave which is potentially used for surfing. The beach is naturally formed by rocks along the seashore which makes the wave break regularly. In this place, the tourists also can enjoy the beauty of sunset. Medewi Beach is also easily accessed by the tourists because it is really close from the main road. It is only about 2.5 hours from I Gusti Ngurah Rai international airport. Along the way to Medewi beach, the tourists will be impressed by many large rice fields in Tabanan regency. Those factors lead Medewi Village to be visited by many tourists every day for surfing. Hence, that becomes the reason why many local people work as surf guides in this area.

Amato (1979) an expert from United Nations Development Program states that "Tour Guide is the person employed either by the traveller, a travel agency or any other tourist organization, to inform, direct, and advise a tourist before and during his/her visit". It shows that guides are obligated to give instruction of what to do and share information about the places which are visited. Furthermore, the other roles of the guides are to promote the tourism object and give the best service which leads the tourists to have the willingness to visit it again and again. Wilson (2008) states a tour guide is the one who directs tourists and gives them any relevant information about the place being visited. A tour guide is demanded to be able to interpret the cultural custom and natural heritage. In addition, based on the interview conducted with Dayat the leader of Medewi Board Riders (Surf Guides Association in Medewi), the guides in

Medewi Beach must be able to communicate with the tourists by using English because most of the tourists use it as daily communication in this area. It encourages guides in Medewi to learn English in various ways. Commonly, they practice speaking English directly by listening to conversations which are conducted by friends who have mastered English. There are also guides who practice to speak English directly to the tourists.

Based on the preliminary observation which had been conducted in Medewi Beach, the researcher found that the English used by the local guides was substandard language. Newmeyer (2003) defines two kinds of languages, standard and substandard languages, based on their usage. Standard language is a language that has been standardized grammatically by a community. There are formal and informal forms which are used based on situation. Meanwhile, substandard language is a language which is not grammatically standard but it still can be understood by the receivers. During the observation, the researcher found the guides to have good interaction using their English, even though the grammar was not generally correct. However, they also dealt with problems when they communicated with the tourists in some situations. Dornyei (1995) states that most people are only able to use 100 words to communicate effectively in L2 (second language). People tend to use their hand, imitate the sounds or movements, or mix language to express the unknown words in target language. The guides had a lack of ability in speaking English because most of them did not learn it intensively from school, educational tourism school, or English education.

To handle this kind of situation, the guides use certain strategies which are known as communication strategies as the alternative ways in their communication to foreigners. Dornyei (1995) defines communication strategies as the strategies which are used by speakers in the form of verbal and non-verbal communication to solve communication problems, thus, they will be able to convey the intended meaning in communication. The verbal strategies which refer to spoken languages are in the form of words, meanwhile the strategies which are not related to the words are non-verbal strategies. If the guides use the communication strategies properly, they will be able to run communication effectively even though their English is not grammatically correct. According to some experts, there are several types of communication strategies that can be used to solve problems in communication (Dornyei 1995, Littlewood 1984, Tarone 1980). (Tarone (1980) presents five types of communication strategies, including: paraphrase, transfer, appeal for assistance, mime, avoidance. Littlewood (1984) describes eight types of communication strategies: they are avoid communication, adjust the message, use paraphrase, use approximation, create new words, switch to the native language, use non-linguistic resources, seek for help. Meanwhile, Dornyei (1995) mentions three main types of communication strategies, namely: topic avoidance strategies (topic avoidance and message abandonment), compensatory strategies (approximation, word coinage, circumlocution, literal translation, code-switching, appeal for help, used all-purpose words, non-linguistic signal, foreignizing), and stalling or time gaining strategies (use of fillers/hesitation devices).

Based on those typologies and the existing problems, the researcher was interested in investigating communication strategies used by surf guides in their interaction to foreigners in Medewi Beach. The typologies had been combined to figure out the communication strategies used by the surf guides in Medewi Beach. Other important things that will be discussed are about the most frequently used communication

strategies by the guides. Other thing becoming the concern of the study is the reason why the guides used a certain communication as the most frequently used strategy.

METHOD

The design of this research is a descriptive qualitative analysis which was conducted in Medewi beach. A qualitative study is chosen because it describes a situation or a phenomenon. The phenomenon was the use of communication strategies by surf guides in Medewi beach to solve communication problem when interacting to foreigners.

There were five surf guides involved to be the subjects of the study from overall 26 surf guides who worked in the area. Meanwhile, the objects of the study were communication strategies which were used by the surf guides. In this case, the researcher attempted to figure out the types of communication strategy and a certain strategy which was most used by the surf guides. Besides that, it was also considered to find out reasons for using a certain communication strategy which was most frequently used by the surf guides.

In this study, the data were collected through several techniques, namely, observation and interview. The observation was conducted to collect the surf guides' utterances when they have conversation with foreigners by using voice recordings. Then, they were transcribed and analyzed by the researcher to know the types and numbers of communication strategies which were used by the surf guides. The interviews were given to the surf guides by asking some questions that had been arranged. The aim is find out the reasons of using the communication strategy which was most frequently used by the surf guide

FINDINGS AND DISCUSSION

Based on the results of observation, there are twelve communication strategies that were used by surf guides in their interaction with foreigners. The communication strategies were Approximation, Word Coinage, Circumlocution, Literal Translation, Code Switching, Appeal for Help, Nonlinguistic Signal, Topic Avoidance, Message Abandonment, Use All-purpose Words, Foreignizing, Stalling or Time-gaining.

Those twelve strategies relate to communication strategies proposed by Dornyei (1995) However, the strategies also related to nine strategies by Tarone (1980) and eight strategies by Littlewood (1984). The strategies that belong to those three experts are literally similar, they have the same characteristics to one another even though Dornyei's (1995) has more types instead of Tarone's (1980) and Littlewood's (1984). On the other hand, there are twelve types and 177 occurrences of communication strategies which were used by the surf guides. The details can be seen in the following table.

Table 1. Occurrences of Communication Strategy by All Five Surf Guides

No	Communication Strategies	Surf Guides					F	%	Rank
		1	2	3	4	5			
1	Approximation	7	14	13	8	10	52	29%	1
2	Word Coinage	1	-	2	-	-	3	1.69%	7
3	Circumlocution	-	-	-	1	-	1	0.56%	9
4	Literal Translation	2	9	7	5	3	26	14.58%	3
5	Code Switching	4	5	2	3	1	15	8.47%	4
6	Appeal for Help	-	2	-	1	-	3	1.69%	7
7	Nonlinguistic Signal	4	3	2	1	3	13	7.34%	5
8	Topic Avoidance	-	1	1	-	-	2	1.12%	8
9	Message Abandonment	-	-	2	-	-	2	1.12%	8
10	Use All-purpose Word	5	1	1	1	-	8	4.51%	6
11	Foreignizing	-	-	-	1	-	1	0.56%	9
12	Stalling or Time-gaining	16	15	4	15	1	51	28.81%	2
Total Frequency of Communication Strategies							177		

Table 1. explains about the occurrences of communication strategies by all five surf guides in Medewi Beach. There is also a ranking part to know communication strategy which is the most frequently used by the surf guides. Based on the table above, all five surf guides had 52 Approximations, 3 Words Coinage, 1 Circumlocution, 26 Literal Translations, 15 Codes Switching, 3 Appeals for Help, 13 Nonlinguistic Signals, 2 Topic Avoidances, 2 Message Abandonments, 8 Use All-purpose Words, 1 Foreignizing, and 51 Stallings or Time-gainings. Thus, there were 177 total occurrences of communication strategies. It can be concluded that Approximation became the most frequently strategy which was used by the surf guide in Medewi Beach as the alternative ways in conducting communication to foreigners

Moreover, it describes that Approximation became the first rank as strategy which was most frequently used by all five surf guides for 29% occurrence. It was followed by Stalling or Time-gaining at the second rank for 28.81% occurrence, Literal Translation at the third rank for 14.58% occurrence, Code Switching at the fourth rank for 8.47% occurrence, Nonlinguistic Signal at the fifth rank for 7.34% occurrence, Use All-purpose Word at the sixth rank for 4.51% occurrence, Word coinage and Appeal for Help at the seventh rank for 1.69% occurrence on each strategy, Topic Avoidance and Message Abandonment at the eighth rank for 1.12% occurrence on each strategy, Circumlocution and Foreignizing in the ninth rank for 0.56% occurrence on each strategy.

Further, the interview results showed the surf guides had enough education from formal school. One of them graduated from junior high school and four of them graduated from high school. They clarified that they were taught English structure or grammar in their schools, but, in fact, it was only a few grammar taught that they used when interacting with foreigners. This is because they learned English autodidactically or self-taught English with no guidance in Medewi beach after they graduated from their schools. It made their English structure sometimes incorrect, but the foreigners still

understood it. This phenomena triggered the Approximation were used often by surf guides in Medewi beach. Because as we know, according to Tarone (1980), Approximation is a communication strategy that uses a single target language vocabulary or item or structure which is not in the correct form, but it can convey the intended semantic feature to the interlocutor.

CONCLUSION AND SUGESSTION

Based on the findings and discussion which has been presented in the previous session, it can be concluded that there were twelve communication strategies which were used by surf guides in their interaction to foreigners in Medewi Beach. They related to communication strategies belonging to Dornyei (1995), in which he mentions twelve strategies in his theory. The strategies are Approximation, Word Coinage, Circumlocution, Literal Translation, Code Switching, Appeal for Help, Nonlinguistic Signal, Topic Avoidance, Message Abandonment, Use All-purpose Words, Foreignizing, and Stalling or Time-gaining.

Moreover, Approximation became a strategy which was most frequently used by surf guides in Medewi beach. It was also followed sequentially by Stalling or Time-gaining as the second, Literal Translation as the third, Code Switching as the fourth, Nonlinguistic Signal as the fifth, Use All-purpose Word as the sixth, Word Coinage and Appeal for Help as the seventh, Topic Avoidance and Message Abandonment as the eighth, Circumlocution and Foreignizing as the ninth.

Furthermore, the interview results showed the reason why Approximation became the strategy which was most frequently used. It was because the surf guides were not concerned with grammar when speaking English, even though they had learned it in their formal school. They were confident to say anything that they wanted to say in the simplest way, thus, it still could be understood by foreigners.

Since the surf guides abandoned the use of grammar in their speech, they should pay attention to it to be improved. It is suggested to learn appropriate rules of grammar to have higher impression from foreigners and to avoid misunderstanding between the surf guides and the foreigners. However, there was an advantage of the way they spoke. They presented confidence and simplicity in the way of speaking. This literally can be an example to any student who learns English.

Students are suggested to learn both grammar and vocabullary not only at school. They can learn them at home independently using technology, since there are a lot of Applications which can support the students to learn english at their homes autodidactically.

It is looked forward to teach students in a contextual way which is not only focused on the grammar, since real life conversation gives more chances for students to learn how to speak and build up their confidence to learn vocabularies starting from early childhood. More speaking practices will give them more experiences, further, the more confident speaking skill they will gain. Even though there will be a lot of grammar mistakes they made, it can be improved as the time goes by.

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