



# THE APPLICATION OF SPEAKING SKILLS TO LOCAL TOUR GUIDES IN THE DEVELOPMENT OF COMMUNITY BASED TOURISM IN UITIUH TUAN VILLAGE, SOUTH SEMAU DISTRICT, KUPANG REGENCY

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**Abstract** - This research is entitled the application of speaking skills to local tour guides in the development of community-based tourism in Uitiuh Tuan village, South Semau District, Kupang Regency. The aims of this research are 1) To find out the extent of mastery of speaking skills by the local tour guides, 2) Which of the four indicators is the most difficult for local tour guides to implement? And 3) What are the obstacles faced by local tour guides related to the application of these speaking skills? The research method used in this research is descriptive qualitative with one of the data collection techniques is in-depth interview. The results of this study indicated that local tour guides in Uitiuh Tuan village are still not fully able to master speaking skills properly and correctly, especially for indicators of fluency. This was triggered because of the lack of vocabulary mastery by the tour guides; some even resorted to using the dictionary application on their cellphones when communicating with foreign guests/tourists. This is certainly very disturbing the comfort of tourists and even guests who complain about

it. This lack of vocabulary mastery causes them to be less fluent in speaking. For example, when a guest asked about the object or culture of life of the local community, the tour guide was difficult to explain according to the guest/tourist question. In addition to the lack of vocabulary mastery, the use of grammar is also one of the obstacles. Even though guests/tourists may not think that grammar is important, some tour guides feel hesitant or lack confidence to speak in English because they afraid that the grammar is wrong or not quite right. In connection with the factors mentioned above, the head of the Pokdarwis plans to hold regular training related to English capacity, especially in the form of increasing speaking skills in accordance with the components of speaking skills by tour guides which will ultimately lead to improving tourism life and providing welfare for the community around the tourist objects so that community-based tourism is truly felt by the people in Uitiuh Tuan Village.

**Key Words:** Speaking skills, Tour Guide, CBT

## I. INTRODUCTION

The development of tourism in the current era of globalization requires us to be able to have competitiveness in various fields, to advance an area to a better era, especially in the field of tourism. Etymologically, tourism comes from the word tourism which can be interpreted as a journey. Soemanto (2010) defines tourism as a planned travel activity for at least 24 hours and then return. This definition explains that travel in any form can be categorized as tourism, such as official travel, business, education, family visits, leisure, to travel in the context of health recovery. Tourism is currently one of the sectors that is a priority and focus of the government to be developed, because the tourism sector is currently experiencing extraordinary rapid development.

The development of the tourism sector in Indonesia should be followed by an increase in resource capacity, so that more people are absorbed in the tourism sector and are able to improve the standard of living of the Indonesian people. Various skills are needed to be able to compete in the world of work in the tourism sector. One of the skills that people need to have in order to be able to compete is English language

skills. The use of English (English capacity) is the main model in the development of the tourism industry (Afifulloh, 2018: 135). Especially for the tourism industry, which targets foreign tourists, for whom English is the main communication language. However, English is one of the six official languages of the United Nations whose use is carried out by the world community (Sastrio: 2017). English is important because it relates to the service image of a tourism industry. Moreover, in 2019 the central government is targeting 20 million foreign tourist visits to Indonesia. However, Indonesian people's English skills or abilities are still in the lowest position among the countries that are members of the MEA (ASEA Economic Community). The English ability of the Indonesian people is in the range of 38.45 – 54.06 (Iriance, 2018: 776).

Seeing from this fact, people only have few opportunities to compete in the global world, especially when the Asian Economic Community is being promoted, so that workers from other countries in Asia can easily enter Indonesia. How is the use of English in the world of tourism? What is the role of English in this globalized industry? And to what extent are English language skills needed in the world of tourism? These questions deserve serious attention from all parties, be it the community itself as a candidate for

employment, the government as policy makers, and educational institutions as human resource builders. This human resource capacity is a real problem in the center of the tourism industry. Almost all agree that human resources (HR) are the main elements in tourism development (Atmaja, and Ratnawati, 2020: 49-69). In particular, if the tourism sector being developed is service based. HR occupies a key position in realizing the success of a performance. At least what was stated by Evan, Campbell and Stonehouse who saw the urgency of HR in the work of an organization (Roni Ika Setiawan, 2016: 24). In general, speaking skills include the following 4 things; 1) Fluency, 2) Vocabulary, 3) Grammar, and 4) Pronunciation.

This human resource capacity is a real problem for the tourism industry center on Semau Island which is trying to develop some of the tourism potential in their area. Especially with regard to English language skills which are as medium of communication with tourists who visit several tourist spots there. In this study, the author focuses more on local tour guides at the Liman Beach tourist attraction. Why Liman Beach? Because this tourist attraction is still a mainstay tourist attraction on Semau Island which is most often visited by tourists, both domestic and foreign tourists. Liman Beach is located in Uitiuh Tuan Village, South Semau District, Kupang Regency. Liman Beach has unique and interesting tourism potential, such as the nature of the beach which is very beautiful with its long stretch of white sand. In addition, on this beach there is a small hill on the edge of the beach which is very beautiful and strategic to be a photo spot and also see the overall beauty of Liman Beach from a height, and also can see Lhaen Ana beach which is right in the southern part of Liman hill. There are many beauties offered by Liman Beach attractions that can attract traveller visits. Along with the increasing number of tourist visits, especially foreign tourists, based on information obtained by the author from several tour guide members, they often experience problems when handling guests, especially foreign tourists. They had difficulty when they had to communicate in English explaining the existence of several Liman Beach attractions, and several other attractions.

As for the formulation of the problem that can be written by the author based on the background, namely 1) How far is the local tour guide's speaking skill in Uitiuh Tuan Village? 2) What are the obstacles in speaking skills in local tour guides. The purpose of this research is to find out the extent of mastery of speaking skills by local tour guides and the obstacles they face regarding speaking skills. The output to be achieved from this research is an increase in speaking skills that are in accordance with the components of speaking skills by a tour guide which will ultimately lead to an increase in tourist life and provide welfare for the community around the tourist attraction so that community-based tourism is truly felt by the community in Uitiuh Tuan Village. Because essentially the important factor in the development of community-based tourism is "from the community, by the community and for the community" meaning that the local community in this case the local tour guide is the main character in the development

of the tourist village and of course they must also enjoy the benefits of the development of the tourist village, especially from economic aspect to improve the standard of living of local communities.

## II. LITERATURE REVIEW

To see further about the application of speaking ability by Pokdarwis, it is necessary to know the components included in it.

### 1. Speaking Skills

Speaking is the most important element of the four main elements when learning English. Jeremy Harmer (2007:343) says that if we want to be able to speak fluently in English, we must be able to pronounce phonemes correctly, use appropriate stress and intonation patterns and speak in connected speech. Still according to Harmer (2007: 284) speaking is the ability to speak fluently and presupposes not only knowledge of language features, but also the ability to process information and language at a moment's notice. There are two main elements to speaking English effectively, namely 1) what you say and 2) how you say it. What you say means your choice of words.

Speaking English as a foreign language is a difficult skill to teach and learn because learners have to master several aspects such as vocabulary mastery, correct pronunciation, knowledge of grammar, and others. When learners want to speak, they also have to think about all those aspects (Haryudin and Jamilah, 2018:59). This is a difficult thing because when people want to talk or say something to others, they have to consider several interrelated things such as ideas, language used, what to say, how to use grammar. Leong and Ahmadi (2017:34) state that speaking is not just saying words by mouth (utterance) but means conveying messages through words. By speaking people can convey information and ideas, express opinions and feelings, share experiences, and mention social relationships by communicating with others.

Brown (2004) states in general, speaking skills include the following 4 things; 1) Fluency is the ability to read, speak or write easily, fluently and expressively 2) Vocabulary, means the correct diction used in communication 3) Grammar is required to arrange correct sentences in conversation according to structure or tenses and 4) Pronunciation is a way to produce clearer language when they speak.

In learning English, especially speaking, there are several factors that often become obstacles, namely internal and external factors, Nuraini (2016:12). Internal factors are problems that arise from internal or students' self, including the way they produce language. These problems are usually an obstacle in learning speaking. External factors arise not from the students themselves but from outside. Such as school factors, family factors, environment and others. Jahbel (2017: 253) shows that in his research there are several problems or obstacles in learning to speak English. 1) Fear of being wrong

and embarrassed, 2) Motivation and belief, 3) Lack of vocabulary and incorrect pronunciation. There are 5 ways to improve English skills, namely 1) Listening. Pay attention and really listen to the other person 2) Pay attention to body language, 3) ask questions if something is not understood, 4) Be bold and to the point, 5) Make important notes or notes.

## 2. Tour Guide

Based on the decision of the Minister of Tourism, Post and Telecommunication of the Republic of Indonesia, a tour guide is someone who is tasked with providing guidance, information and instructions about tourist objects, as well as assisting with everything that tourists need. Furthermore, according to Udoyono in Tanjung (2015: 6) a tour guide is someone who has special skills including foreign languages (one or more of English, French, German, Japanese, Dutch, Italian, Korean, Chinese, and so on). knowledge of history, social, political, economic, and cultural conditions of Indonesia, knowledge of tourist attractions in Indonesia (and abroad), have a positive mental attitude to provide services to both foreign and domestic tourists.

According to Andrianto (2014: 35) the most important responsibility of a tour guide is how to fulfill the wishes and satisfaction of the visitors, in this case tourists who are safe and free to make their tourist visits. A tour guide is a leader in a tour, in general the duties of a tour guide are as follows: 1) To conduct / to direct, namely to organize and carry out tourist travel activities for tourists which he handles based on a predetermined travel program, 2) To point out, namely showing and delivering tourists to the desired tourist objects and attractions, 3) To inform, namely providing information and explanations about the objects and tourist attractions visited, historical and cultural information, and various other information.

The materials that must be mastered in guiding, in his book Udoyono (2013:6-11) are as follows: 1) Foreign Languages. Tour guides must have at least one foreign language skill with a high level of fluency. The most important language skills are speaking and listening skills in a foreign language. 2) Recognizing Terrain. Knowing the tourist places to be visited, complete with the road to get there, supporting facilities and so on. 3) Indonesian history. Knowing historical places which is one of the main presentation materials for tourists. 4) Socio-Cultural Conditions. The situation in Indonesia, especially the areas that are passed through, must also be well controlled in order to be able to explain what is interesting before and when watching art performances or watching cultural events. 5) Ethics. Ethics in dealing with tourists. Tour guides must also know the etiquette of socializing with foreign tourists. 6) Foreign Tourist Culture. Tourist culture for example eating etiquette, dressing, talking and so on. 7) Hospitality Knowledge. A tour guide does not have to be a hospitality expert, but at least he should know about hospitality, be it from facilities, room types, prices per night, restaurants in the hotel, etc. 8) Culinary Knowledge. Knowledge of Indonesian and foreign culinary, especially from tourists. Knowledge of

various Indonesian cuisines will help tour guides to provide effective information to tourists about various Indonesian cuisines. 9) Ticketing. Knowledge of ticketing and flights is very necessary because tour guides also have to help reconfirm their guests' flight tickets or even sometimes have to help their guests change flight schedules.

## 3. Community Based Tourism

Based on Law No. 10 of 2009 concerning Tourism mandates that one of the objectives of tourism activities is an effort to preserve nature, the environment and resources based on the principles of preserving nature and the environment, empowering local communities and ensuring integration between sectors, between regions, between the center and the regions which are a systemic unit within the framework of regional autonomy and integration among stakeholders. One concept that explains the role of the community in tourism development is community based tourism (CBT).

Tourism development that is oriented towards community empowerment has become an issue of the current tourism development strategy (Sunaryo, 2013: 138). This strategy is known as community based tourism (CBT). Murphy in Sunaryo (2013: 139) states that essentially tourism development cannot be separated from the resources and uniqueness of the local community, both in the form of physical and non-physical elements (tradition and culture) which are the main driving elements of tourism activities themselves. Tourism should be viewed as a community-based activity. The definition of community-based tourism is as follows: 1) The form of tourism governance that provides opportunities for local communities to control and be actively involved in the management and development of existing tourism, 2) The form of tourism governance that can provide opportunities for people who are directly involved in the business. -Tourism businesses can also benefit from existing tourism, 3) A form of tourism that demands systematic and democratic empowerment and a fair distribution of benefits to disadvantaged communities in the destination. The development of tourism that involves the community is very important with the aim of creating employment opportunities for local communities, providing an understanding of tourism, and improving the economic conditions of the community. Community Based Tourism (CBT) has the following characteristics; 1) Small in scale so that it is easy to organize, friendly to the environment, ecologically safe, and does not cause many negative impacts, 2) more opportunities to be developed and accepted by the local community. 3) It provides more opportunities for the community to participate, starting from the planning, implementation, monitoring and acceptance of benefits and benefits, 4) In addition to emphasizing participation, this concept is also very concerned with cultural sustainability and as a whole seeks to arouse the respect and appreciation of tourists for local culture.

### III. RESEARCH METHODS

This study uses a qualitative descriptive research method, where the researcher must involve himself as an instrument, following the data. According to Bogdan and Taylor as quoted by Lexy J Moleong (2011; 9) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. So qualitative research is research that will produce conclusions in the form of data that describes something in detail, not produce data in the form of numbers. In this study, the location was Uitiuhtuan Village, Semau Selatan District, Kupang Regency. The source of data in this study is the subject from which the data can be obtained. According to Lofland and Lefland, the main sources in qualitative research are "words" and "actions". The rest are extras such as documents and others. The sources of data excavated in this study consisted of primary data sources in the form of words and actions, as well as secondary data sources in the form of documents. Primary data sources are obtained directly from the field or research site. The sampling technique in this study is a purposive sampling technique, which is a sampling technique in the form of data with certain considerations.

To collect the data needed for discussion and analysis, the writer uses observation, interview, and documentation techniques. The researcher in this case will conduct interviews with 5 (five) members of the tour guide in the village. The interview technique used by the researcher is an in-depth interview. In-depth interviews in general are the process of obtaining information for research purposes by means of face-to-face questions and answers between the interviewer and the informant or the person being interviewed, with or without the use of interview guidelines. The process of data analysis is carried out in a stimulant manner with data collection, meaning that researchers in collecting data also analyze data obtained in the field. Activities in data analysis are data reduction (data reduction), data presentation (data display), and data verification and conclusion (conclusion drawing/verification).

### IV. RESULTS AND DISCUSSION

Semau Island is one of the islands located in East Nusa Tenggara which has many beautiful beach attractions. One of them that is well known is Liman Beach which is located in Uitiuhtuan Village, South Semau, Kupang Regency, NTT. Besides having a beautiful blue beach, a cluster of hills can also be the main attraction at Liman Beach. Uitiuhtuan Village is one of the tourist villages based on the decision of the Governor of NTT which made Liman Beach as one of the leading destinations of the 7 leading destinations in East Nusa Tenggara. Liman Beach, which is one of the seven new leading destinations built with a community-based approach (tourism estate) through the support of the provincial budget. On the edge of Liman beach, several resorts have been built so that tourists who come can stay while enjoying the beauty of Liman beach. As a tourist village, of course, the role of local communities is very important. This is of course the target of the development of community-based tourism (CBT). In this

regard, one important thing related to the development of community-based tourism (CBT) is the improvement of community resources (HR). Various skills are needed to be able to compete in the world of work in the tourism sector. One of the skills that people need to have in order to be able to compete is English language skills. The use of English (english capacity) is the main model in the development of the tourism industry (Afifulloh, 2018: 135). Especially for the tourism industry targeting foreign tourists who use English as the main communication language. In this regard, the role of Pokdarwis in this case includes local tour guides who have a very important role in the development of the tourism sector on Semau Island, especially on Liman Beach because they are actors who are directly related to other tourism actors, especially foreign tourists.

Based on the results of research using interviews with several local tour guides in Semau according to the indicators of English speaking skills (Speaking Skills), the authors found that some local tour guides had not fully mastered Speaking Skills properly and correctly, especially for fluency indicators. This was triggered by the lack of vocabulary mastery by the tour guides, and some even resorted to using the dictionary application on their cellphones when communicating with foreign guests/tourists. This is certainly very disturbing the comfort of tourists and even guests who complain about it. This lack of vocabulary mastery causes them to be less fluent in speaking. For example, when a guest asks about the object or culture of the life of the local community, the tour guide finds it difficult to explain according to the guest/tourist question. In addition to the lack of vocabulary mastery (vocabulary), the use of grammar (grammar) is also one of the obstacles. Even though guests/tourists may not think that grammar is important, some tour guides feel hesitant or lack confidence to speak in English for fear that the grammar is wrong or inaccurate. In connection with the factors mentioned above, the head of Pokdarwis in collaboration with the village government plans to hold regular training related to English capacity, especially in the form of increasing speaking skills in accordance with the components of speaking skills by tour guides which will ultimately lead to an increase in tourist life and provide welfare for the community around the tourist attraction so that community-based tourism is truly felt by the people in Uitiuhtuan Village.

### V. CONCLUSION

The development of the tourism sector is very closely related to the role of local communities and also the quality of the human resources of the community itself because the development of community-based tourism villages (CBT) is an approach that offers more roles for the community to be involved in the whole process of developing a tourist village. The development of community-based tourism villages also recognizes the existence of the community as an integral part

of the village, so that the process carried out is fully aimed at empowering the community and providing the greatest benefit to the community.

Reliable human resources are needed in the tourism sector, especially in this modern era. English language skills are also a factor that cannot be ignored by tourism actors, in this case local tour guides. English is very important in the communication process that occurs in the tourism industry, both for the sake of communication between tourists and tourism actors as well as in business matters. In general, this study aims to see the extent of mastery of the English language (speaking skills) of several local tour guides on Semau Island. Based on the results of the study, the authors conclude that the local tour guides in Uitiuh Tuan village are still not fully able to master speaking skills properly and correctly, especially for indicators of fluency or fluency. There are several factors behind this, one of which is the mastery of vocabulary which is still very minimal. This is very impactful, especially when communicating directly with foreign tourists who come to enjoy the beauty of Semau Island, especially Liman Beach. In connection with these inhibiting factors, Pokdarwis in collaboration with village officials plans to conduct routine training related to English Capacity, especially in the form of improving speaking skills in accordance with the components of speaking skills for local tour guides on Semau Island in order to increase the human resources of local communities who in eventually it will lead to an increase in tourist life and provide welfare for the community around the tourist attraction so that community-based tourism is truly felt by the people in Uitiuh Tuan Village.

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