

Communication Competence For Tourism Industry: Phenomenology Study about Building Communication Competences based on The Local Wisdom of West Java

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Abstract— Competition between industries or companies engaged in the service sector has been increased, which is the front line of a company, it is needed to build the ability to communicate are qualified to improve the quality of service. West Java is one of the provinces in Indonesia which has a wide range of cultural values of local wisdom sublime. The value of local wisdom can be used as a foundation to build a unique form of interpersonal communication that is typical of West Java

This study uses an interpretive paradigm (subjective) through constructivist methods Phenomenology. Symbolic interaction theory and phenomenology will be used to explore the phenomenon in this study. The purpose of this study aims to explore and analyze the values of local wisdom in improving communication competences, and develop a service concept that is characterized by typical West Java. Based on the research, found a Hospitality Communication concept is lifted from the values of local wisdom of West Java. This concept can be used as a potent model in the face of business competition, especially to enhance the tourism industry in West Java.

Keywords— Local Wisdom, Interpersonal Communication, and Hospitality Communication

I. INTRODUCTION

Referring to the concept of interpersonal communication have different definitions of some communications experts, perhaps should be defined in the broadest sense to include all interactions where there is a relationship between all participants (DeVito, 1997: 232). Then communication competence included in the study of interpersonal communication, because somehow in communicating with others in this case the tourists who come, will always involve an element of interpersonal relationships. The tourists will feel communicate with the public or if treated with care officer familiar.

Interpersonal communication is the most effective form of communication for minimal distortion of the message caused

by dialogical process that had been face to face which the message can be received by each individual as a whole and intact both verbal and non-verbal. Of course for hospitality workers engaged in the tourism business will be directly dealing with guests from both overseas and domestic. So good and effective communication has become an essential necessity owned by each employee.

Indonesia is a nation with a rich culture and tradition of good service but already much forgotten, but can be the basis for winning business competition, especially in the tourism business. Similarly, in West Java, which has a wide range of local cultures, especially cultures that vary depending on the area of Sundanese. Some places that I visited to explore the values of local wisdom are Garut, Tasikmalaya, Bandung, and Sukabumi.

I had experience that related to communication failure during my visitation to the capital city last year. On 25 November 2015 I arrived in a two star hotel at Gatot Subroto street in Jakarta, the hotel front office clerk since we arrived did not show a friendly attitude, as seen from the face of the stiff smile. The officer spoke with a tone that is high on every guest coming. I consider carefully the behavior of the hotel front office staff, looks very unpleasant either verbally seen from the words it uses less polite, and nonverbal visible from the face and gestures mimic rough hands.

Unfortunately there was one guest who was offended and angry with the service of the front office personnel, and finally there was a very hot arguments to the general manager was called. The guests initially decided not to stay at the hotel, but the general manager immediately correct the error officers in how to deal with such guest by himself. Finally, with approaches and an apology from the general manager of the hotel, guests will still stay at his hotel even though just one night.

These events further strengthened my understanding of how important hospitality with sincerity in communicating to

avoid communication failures such as the case of the hotel staff I have told above. Communication does not just convey information, but also its meaning lies of how to convey that information. Especially in the field of tourism, the ability to communicate it is very important that more and more guests who come to a place because of the convenience and friendliness of the people.

Complaints from consumers and customers is the great enemy in the tourism business, especially in this era of communication technology, where every consumer interconnected with social media. The power of social media by a few media studies research has informed how powerful the effect of social media to influence public perception. Assessment of the community is very concerned with image formation of companies in the tourist field, will indirectly affect the number of consumers and customers who come. Every organization wants a good reputation, a good reputation can be achieved by the formation of a positive image. The management of a positive image is the duty of every employee in the company, especially those directly related to the consumer, such as front desk, maids, and public relations officer.

II. BACKGROUND TO THE STUDY

West Java has a diverse culture and beautiful natural conditions, which became one of the destinations of local and foreign countries. This triggers the emergence of tourist businesses in West Java, such as hotels, restaurants, entertainment venues, special events, and others. These conditions encourage the businessmen of tourism to improve the quality of human resources, and the most important is the quality of the ability to communicate with others, consumers and customers.

Based on experience in the field, a lot of complaints of consumers and customers, in this case the tourists field, which is caused by the communication skills of employees that are less good. Excellent communication skills will directly generate good business growth. But still a lot of human resources in the field of tourism are not yet mastered the ability to understand the importance of good communication. The reality is still a little industry of tourism businesses that cultivate and customer service to customers by maximizing their ability in communication competences.

West Java has beautiful views of nature and so many unique culture that can impressed tourism from domestic and overseas. This is our chance to improve and find the best ways for gaining more tourism.

Communication is key of tourism businesses success, but some people doesn't realize it. Many tourism businesses do not survive long due to forget the importance of communication as an element of hospitality.

Based on the above background, the purpose of this study are:

- a. To explore and analyze the values of local wisdom in improving communication competences.

- b. To develop a concept of service characterized by typical West Java.

III. THEORITICAL BACKGROUND

This is a qualitative research with subjective paradigm, so ofcourse we used the theories those related with the research object. Here are some of the theories and concepts those we used for analyzing the reaseach.

3.1 Phenomenological Theory

Phenomenology is the science of the phenomenon as distinguished from something that has become and classify phenomena. In other words, phenomenology study the phenomena that appear in front of us, and how appearance. Phenomenology refers to all the social science view that considers the meaning of human consciousness and subjective as a focus for understanding social action.

Phenomenological approach is focusing on subjective experience. This approach is related to the personal views about the world and the interpretation of the various events that it faces. This approach seeks to understand the phenomenal events experienced by individuals without the burden of preconception. Thought of Alfred Schutz in his book titled "The Phenomenology of The Social World", as described George Walsh (in Kuswarno, 2009:109-110):

Schutz become interested quite early in the work of the greatest of German sociologist, Max Weber, especially in the latter's attempt to establish a consistent methodological foundation for the social sciences.

Metodologis foundation in social science based on Schutz's thought is known as the study of the phenomenological, which is actually nothing else is Schutz's criticism of Weber's ideas, besides Husserl about sociology. Schutz agreed with Weber's thoughts about the experience and human behavior (human being) in the everyday social world as a meaningful reality is socially (socially meaningful reality). Schutz called humans who behave as "actors".

For Schutz, and understanding of the phenomenological, the main task is to reconstruct the world of phenomenological analysis of human life "is actually" in the form of their own experience. The reality of that world is intersubjective in the sense that community members share a basic perceptions about the world that they are internalized through socialization and allows their interaction or communication.

Schutz agreed with Weber's argument that the social phenomenon in its ideal must be understood correctly. Schutz also not just accept the view of Weber, even stressed that social science is essentially interested in social action (social action). The concept of "social" is defined as behaviors that make up the meaning of subjective (subjective meaning). However, according to Schutz, meaning subjective not exist in the world is private, personal or individual. Subjective meaning in the social world formed by the actors in the form of a "similarity" and "togetherness" (common and shared)

among the actors. Therefore a subjective meaning referred to as "intersubjective".

In addition to the meaning of "intersubjective", social world, according to Schutz, must be viewed historically. Schutz therefore concludes that social action is action on the behavior of one person or another person in the past, present, and future. Schutz hereinafter explained that looking ahead to the future is essential for the concept of the act or action. Action is behavior that is directed to realize the goal in the future that has been established. The actual sentence also implies also that a person has a past. Thus the purpose of the action has the elements of the future and elements into the past. To illustrate that the purpose of a person's social actions are complex, Schutz borrows terms of grammar, by calling in the future perfect tense. Meanwhile, an action can be "on going action", and actions that have been complete. To borrow a term from Heidegger, Schutz said that "the completed act thus Pictures in the future perfect tense as the project (Entwurf) of the action". What is referred to as a "project", Schutz explained "is the act the which is the goal of the action and the which is brought into being by the action".

3.2 Symbolic Interaction Theory

According to Weber, not all human action is referred to as social action. An action can only be called a social action if social action by considering the behavior of others and oriented to the behavior of others. So the social action is human behavior that have a subjective meaning to his behavior (Engkus Kuswarno, 2009:109). In this perspective the individual is active, reflective, and creative, interpreting, displaying the behavior of complex and difficult to predict. Got it rejects the notion that the individual is an organism whose behavior is determined by passive forces or structures that exist outside him. Therefore the individual is constantly changing so the society changed through interaction. So the interaction are considered important variables that determine human behavior, not the structure of society. The structure itself is created and changed due to human interaction, ie when individuals think and act in a stable to the same set of objects (Deddy Mulyana, 2006: 61).

Symbolic interaction perspective of trying to understand human behavior from the view point of the subject. This perspective suggests that human behavior should be seen as a process that allows humans to form and regulate their behavior by considering the expectations of others who become their interaction partners. The definition they give to others, situations, objects, and even their own self that determines their behavior. Their behavior can not be classified to the needs, drives the impulse, cultural demands, or demands of the role. Man acts only based on their interpretation of the definition or the objects around them.

Herbert Blumer (in Deddy Mulyana, 2006) describes the life of the group as a formative process of the transaction, he saw the group norms, status positions, roles and relationships as the only framework within which social action takes place and is not an important determinant for the action and force. In view of symbolic interaction as confirmed Blumer, the social process of life in groups that create and enforce rules, not rules that create and uphold group life. In this context, the meaning

is constructed in the process of interaction, and the process is not a neutral medium that allows the social forces play a role, but rather is the actual substance of social organization and social forces. For adherents of symbolic interaction, the community is a process of symbolic interaction.

According to theorists of symbolic interaction, social life is essentially a human interaction with the use of symbols. They are interested in how humans use symbols that represent what they mean to communicate with each other, and also the effects on the interpretation of these symbols on the behavior of the parties involved in social interaction. Adherents of the view of symbolic interactionism, human behavior is essentially the product of their interpretation of the world around them.

3.3 Interpersonal Communications For Gaining Interpersonal Relations

Along with advances in information technology and some people began to forget those who are around him to communicate with. Most of them do not realize how important it is to communicate, one of the effects of the communication process performed by a person against another person is a change in attitude that includes cognitive, affective and psychomotor person in accordance with the message conveyed by that person.

The response received from the communication process would be different in accordance with the technical and communication skills conducted by the communicator. Whether the message is a positive response or vice versa. Communicate direct feedback given to the message sent is the success of a communicator in conveying the message. A person of the ability to communicate demonstrate success in sending messages in a clear, humane, and efficient. Ability is also manifested through receiving messages transmitted accurately. Refers to the ability to communicate one's understanding of the social aspects of communication situations (Wirasasmita, 2002:6).

The One of success keys in communicating face to face is of good relations between the messenger and the recipient of the message, it indicates that interpersonal communication is most effective delivered. The explanation of interpersonal communication researchers have quoted from the book *Introduction to Communication Studies An Introduction*, in this book explained that Interpersonal communication is "a communication between people face to face, allowing each participant capture reactions of others directly, either verbally and non-verbal" (Mulyana, 2003:73).

Furthermore, in the book *Theory of Communication Perspective, Variety and Application* explains that

"effective communication is characterized by good interpersonal relationships. Secondary communication failure occurs, when the content of the message but we understand the relationship between communication becomes corrupted" (Rohim, 2002:70).

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Do not use hard tabs, and limit use of hard returns to only one return at the end of a paragraph. Do not add any kind of From the above explanation, the researchers observed that the communication is done face to face easier to capture the opponent's reaction because it is in communication directly. Reaction / effect given direct feedback of a message / information submitted. Hotel waiter who understand that the effectiveness of interpersonal communication made to consumers / customers is one way to maintain a good relationship between the hotel maid as the perpetrator of communication with consumers / customers.

The above explanation can be underlined that in order to interpersonal communication that produce to effective interpersonal relationships, then you should communicators can build a sense of trust, attitudes supportive and open attitude that the emergence of mutual understanding, mutual respect and most importantly, both developing the quality of interpersonal relationship well.

IV. METHODOLOGY AND ANALYSIS

Development of phenomenological method leads to the focusing of attention to the phenomena without preconceptions. Process is the famous phrase *sachen zu den Selbst* (directed to the object itself). In this focusing to it, in fact the reality is allowed to disclose the nature itself. The real nature of the phenomenon behind the appearance. The first observation is not necessarily able to make it reveal the nature of the phenomenon itself. Hence, it needs a second observation is referred to as intuitive observation.

In conducting the study, researchers must use the same method with the interpretations of the observed, so that researchers can enter into the world of people who made the interpretation of research subjects. In practice, researchers assume themselves as people who are not part of the observable world, scientists have only cognitively involved with the person being observed (Engkus 2009: 38).

The researchers observed that the communication is done face to face easier to capture the opponent's reaction because it is in communication directly. Reaction/effect given direct feedback of a message/information submitted. Hotel waiter who understand that the effectiveness of interpersonal communication (Interpersonal Communication) made to consumers /customers is one way to maintain a good relationship between the hotel maid as the perpetrator of communication with consumers/customers.

The waiter in this case need to be aware that all hotel services measures implemented in the form of communication, good communication made verbal and nonverbal communication that is done. Therefore, the waiter will understand the functions of communication and attitude and skills need to be developed in communication with consumers/customers, one of them with the understanding of communication interpersonal (interpersonal communications) to build a good interpersonal relations between the hotel maid with consumers/customer.

V. FINDINGS

Garut is the city between Bandung and Tasikmalaya. It has a traditional village named "*Kampung Pulo*". I interviewed a few of the people to find the local values, also observed the daily life of their interaction. There is another traditional village in Tasikmalaya named "*Kampung Naga*", and I did the same with "*Kampung Pulo*" society to this village. In Bandung I met some people who know about Sundanese culture in West Java, such as lecturers, researchers, and the other Sundanese experts. I visited Sukabumi located in the top of Halimun mountain.

There is a unique traditional villages named "*Kasepuhan Ciptagelar*". It has very unique culture and harmful people, also an amazing view of nature. This is a wonderful place I ever visited in my entire life. They are very nice and friendly all welcomed me. I stayed there longer than the previous traditional villages. I really enjoyed and felt comfort during staying in "*Kasepuhan Ciptagelar*", because of the nature, the air, and most excited is the friendly people.

Based on observations to areas in West Java, especially Garut, Tasikmalaya, Bandung and Sukabumi, as well as interviews with the people of West Java especially the customary figures, I find things that are incredible escape my attention during this time. I used to be guided by the theories of communication from abroad as my academic references, but apparently my region, namely West Java has the concept of a genuine communication from the Sundanese region.

Once I observed and learned, it turns out that when the concepts more deeply understood, then it is a communication concept that is purely from the Sundanese region which implies a noble and sacred. It is the local wisdoms of the area of the Sundanese based science communication.

The concept of communication is more likely to form interpersonal communication. It turns Sundanese people have always had a way of interpersonal communication that is appropriate and effective.

Forms of symbols and local wisdom are maintained by the community of "*Kampung Pulo*", "*Kampung Naga*", and "*Kasepuhan Ciptagelar*" which is then used to communicate in preserving and simultaneously convey a concept system at their disposal, as well as the identity of the cultural community of "*Kampung Pulo*", "*Kampung Naga*", and "*Kasepuhan Ciptagelar*" is very likely done by them, because culture is basically a pattern tangible meaning in symbolic forms.

The concept is, unfortunately, many left by the Sundanese community itself, whereas if associated with the concept of communication of these values is the concept that the original communication from the West Java region, and this is a very effective communication concepts for Interpersonal communication forms. According to Steward L Tubbs and Sylvia Moss cited Jalaluddin Rahmat in his book *Psychology of Communication* (Grace: 1991), said that effective communication led to at least five (5) areas:

First, understanding, acceptance careful of the contents of stimuli as it was intended by the communicator, in this case the receipts careful of the content of the message or information that is intended by the employee or officer services to the public.

Second, comfort, basically the communication is not just to deliver information only and establish mutual understanding, but communication is also intended to have warmth in the interaction with the information or message please others, to do with the company in the field of tourism businesses, which has the ability to convey information to the community may lead to a sense of comfort and safety.

Third, Influencing attitudes, primary domain communication process actually is influenced the attitude of others, to be able to influence others, we need a psychological approach in the form of emotional appeals, this can be done if the communication did psychological approach, in this case the employee or service personnel should consider aspects psychologically attached to the community as the recipient of the message so that it can affect their attitude to behave according to what is expected without feeling forced.

Fourth, the good social relations, communication is aimed at creation of social relationships are nurtured well. In the context of inclusion it is necessary to reinforce the communication for the company and community relations. In the context of the establishment of control then control each other between the company and the community through communication. Meanwhile, in the context of the affection that wants to be loved and to love the absolute need for communication to those needs can be revealed.

Fifth, actions, influence others can succeed if the people take action as what is desired and this is the last indicator in addition to the four items described above. Action is the accumulation of the communication process and this requires knowledge of the mechanism of psychological factors that affect one's actions, in this case the expertise of employees in communication capable of influencing people to take real action. In the case of the tourism business, the first acts of tangible actions could include buying behavior and choosing hotels, restaurants, and tourist attractions specific to their liking.

Other factors that influence effective communication, the choice of vocabulary or language used, as it relates to the value of a sense of language or vocabulary we choose to convey information, in this case the service officer or employee of a company must be clever in choosing words that are appropriate for specific situations in a variety of community character. In addition nonverbal messages also must be considered and adapted to the words spoken so further strengthen and support the verbal messages. Nonverbal messages, namely the movement of limbs, facial expressions, gestures, and appearance. Indeed nonverbal message that is consistent with the verbal message is a natural fit for granted what is in the heart, for that is a factor in good faith and our

conscience will be reflected in facial expressions and body movements.

This is when applied to communicate with anyone, in this case on the tourists who come, it will make the tourist business forward. Human resources who have good communication skills that humans have the ability hospitality communication is high, then the ultimate goal of any communication process, effective communication, will be achieved perfectly.

The attitude of the hotel maid varied depending on the self-concept which is owned by the respective hotel maid. Friendly and courteous attitude certainly can provide value to consumers / customers. Having a friendly attitude and manners is not easy. For those who do not have hospitality and wholeheartedly course will feel tired and miserable and heart kesepenuhan only owned by people who have a positive self-concept. The self-concept is a way of looking ourselves as what is and what our feelings and perspectives of others to ourselves will affect the pattern of our interactions with others.

The self-concept is closely related to the process of interpersonal relationships that are vital to the development of personality. William D. Brooks Reviews

“those defining the concept itself as physical, social, and psychological perceptions of ourselves that we have derived from our experiences and interactions with others. So the concept of self are the views and feelings about ourselves”.

This perception about yourself may be psychological, social and physical (Rachmat, 2008: 99), then Anita Taylor et al. defines the concept of self as an *“all you think and feel about you, the entire complex of beliefs and attitudes you hold about yourself”*(Rachmat, 2008: 100).

Positive self concept which is owned by the hotel maid would provide maximum results in the process of hotel services, due to the positive self-concept is at least the hotel maid can play its role with a sincere heart regardless of who the guests are coming and with a positive self-concept will certainly affect the way hotel waiters serving guests in its hotels. In addition to a positive self-concept, the hotel maids are also expected to be able to present themselves both verbally and non-verbally with the best in front of a hotel with the expectations of guests the hotel will provide a good assessment for the image of the hotel that he came, the purpose of self-presentation waitress is the creation of the image, because the hotel maid is a representation of her hotel.

There are two things that need to be understood by a hotel maid in presenting itself, namely the appearance and setting. Appearance and settings can help waiters in preparing the presentation of self in front of the hotel guests in accordance with the concept / theme that has been determined by the company, such as hotel concept that brings local knowledge domain of Sunda. By the time the waiter will interact with hotel guests should first set its appearance from the way they

dress and the use of accessories that reflect characteristic Sundanese, but it is also the waiter should be active in using the Sundanese language is good and true without ignoring Indonesian and international language when interacting by hotel guests.

One example of the use of three languages presented by the waiter for example is at the hotel guests come in both a local and international guests, at the beginning of the conversation should waiter hotel welcomes guests with the greeting welcome beginning to use the language of Sunda “*Wilujeng sumping*” followed by “*Selamat Datang*”, and then “welcome”. Welcome greeting is certainly supported by the expressions (smile) which is unsightly, using voice sounded friendly and gentle, clear articulation and intonation reflects Sunda culture or “*Kesundaan*”.

Three languages spoken waiter was one of preparation before the waiter do presentations themselves. Other conditions that need to be prepared by the hotel maid at the time of presenting itself in front of the hotel guests were to move your body language waiters were adapted to the habits of Sunda example when the waiter pointed toward the target using the right hand and the thumb position upside down, and there are many examples other symbols that can be presented either verbally or non-verbally. The symbols presented when interacting certainly has its own meanings to the Sundanese culture and can be interpreted communicators. Symbols “*kesundaan*” presented continuously during the waiters interact with hotel guests are expected to form the pattern of interaction that become Standard Operating Company (SOP) of the hotel company, then that needs to be done by the waiter at the time of serving hotel guests is the consumer analysis.

Analysis of consumers meant that the waiter can understand the desires and expectations of guests so that consumers/customers felt comfortable, safe and satisfied with the services and facilities provided by the hotel company. Consumer analysis conducted by collecting data/fact finding and one of the ways of data collection can be done through a survey of consumer/customer, consumer surveys can be done at the end of the visit hotel guests. Consumers/customers are given the freedom to criticize, give feedback/suggestions on the services and facilities of the hotel.

The survey shows that consumers expect the attention of the hotel maid, although just say the name let alone to remember the consumer will feel happy, cared for and appreciated, consider the quality of the food in the restaurant, manner of presentation, taste quality, cleanliness of utensils. The results of the analysis shows that should the hotel in advance to try the food/beverages will be served to hotel guests in order to maintain standards of taste the hotel's restaurant.

The results of other data illustrates that consumers expect the accuracy of the hotel when the consumer will enter a room that has been determined the hotel, before the waiter coordinating with the other hotels for me-recheck room facilities. The waiter in collaboration with other hotel workers

to ascertain in advance the facilities are in the room to function properly. The waiter also expected to understand some cases can make a negative assessment of the company, for example, the case of the guests who came from Arabic, Arabic people will certainly come out and ask for expedited replace the room when in his room had lizards or cockroaches. Cases like this would need a handler immediately so that consumers/customers are not disappointed and run to the other. Some analysis of the consumer is a consumer enter this course will be the subject of study to be better in providing services to consumers.

A Good service is supported with a good attitude. Attitude is one important element in the process of service. Sunda famous “*someah*”, friendliness owned Sunda also need to be owned by the hotel maid who develop Sundanese culture through the concept of his hotel in order to establish good interpersonal relationships, so that interpersonal communication is done giving birth effective interpersonal relationships, then you should communicators can build a sense of trust, supportive attitude and an open attitude that the emergence of mutual understanding, mutual respect and most importantly, both developing interpersonal relationships with good quality.

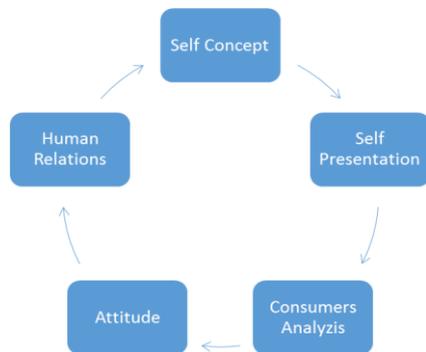
The attitudes taught by Sundanese culture needs to be known and understood and applied by a hotel maid in his hotel guests interacts with. Friendly and open attitude can be seen from the expressions and body language of the waiters, to the maids let keep the body language and facial expression at the time of hotel guests in the beginning of his visit, besides the friendly and open attitude, supportive attitudes also need to be owned by the hotel maid. This supportive attitude can be addressed via the expertise of the waiter to operate and answer the questions of a technical nature as there is still room? how the charge? and so forth. Not stingy either update information about hotel facilities and restaurants as well as information on the outside of the hotel facilities eg tourist information, vehicle information, pulse information hp (sometimes required in certain cases) and others. Other supportive attitude eg waiters quick response in facing problems of both technical (related damage or problems in the room) and non-technical.

Another thing that should be noted and understood by the hotel maids are human reations, not a hotel waiter did not understand the concept of human relations. Human relations can be interpreted simply as an ordinary human relationships or the writer mentioned by humanizing, humanizing here means how to treat the people around us as a whole person, not a machine or an inanimate object that does not have feelings. The concept of human relations is very important to be understood by public servants in order to establish good interpersonal relationships. Good interpersonal relations for the hotel maid was intended to maintain customer loyalty hotel. One form of human relations undertaken by the tourist company/hotel is to say thank you for the confidence of consumers/customers, apologizing in case of discomfort and at the end of the visit the hotel company provides souvenir that has the characteristics of local specialties (eg Cirebon with all

Uniqueness the Cirebon “Batik”, sculpture Cepot, and so forth. Souvenir with all Sundanese culture provided to all guests can certainly make sense for consumers/customers, other than that at the end of the visit the hotel maid should ask hotel guests to provide advice and enter as well as criticism for hotel development hotel in the future to be better than before.

VI. DISCUSSION AND CONCLUSION

Based on the analysis, the authors concluded that the hotel is characterized by a culture of service needs to pay attention to the hotel staff in communicating both verbally and non-verbally. The hotel employers were in direct contact with consumers/customers should understand some of the issues related to interpersonal communication in interpersonal relationships in order to maintain customer loyalty. Some things to note for the hotel staff that has a positive self-concept, self-presentation as a representation of the hotel which has a characteristic Sundanese culture, consumer analysis in order to understand the desires and expectations of consumers, attitude reflecting Sundanese culture and human relations and the following description of Concept Communication Competence of Hospitality West Java (Hospitality Communication) as following:



Application of Communication competence aims to attract tourists to visit because of the appeal of the uniqueness of the concept of hospitality West Java. Application of communication in the business world hospitality tourism in West Java, can be done through a special communication competences training to apply the concept of hospitality communication, given to employees and all parties involved in the tourism business.

The concept of training by applying the values of local wisdom that I have discovered from the results of this study, so useful for enhancing the service quality of service personnel, and become equipped to deal with the character of the consumer/customer in a way that is friendly, professional, and proportionate. Application of hospitality communication could be one solution to improve the quality of service, in the language of the service is to provide excellent service, then become costumers loyalty.

Hospitality communication capabilities could become a major capital to win the competition, especially the tourism business in the era of the Asian Economic Community in the future. This is depended on our local culture and local wisdom to apply the Hospitality Communication. If we want to find the Hospitality Communication, we must learn the culture of the local area.

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