

THE LOCAL PEOPLES OBSTACLE IN COMMUNICATION WITH THE FOREIGN TOURISTS WHO COME TO VILLAGE PENOSAN SEPAKAT GAYO LUES

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ABSTRACT

This research focus to identify the tour guides difficulties factor and types of difficulties faced by the local people's obstacle in communicating with the foreign tourists who come to village penosan sepakat, gayo lues. This research was descriptive qualitative research. The research subject is tour guide in Gayo lues. Data collection techniques were interview and survey questionnaire. There were four tour guides interviewed by the researcher to obtain the data of tour guide difficulties factors in communication between tour guide and foreign tourist. In addition, there were 15 statements of questionnaire which aimed to identify the

types of communication barriers between tour guide and foreign tourist. The result shows that there is some factor of tour guides: lack of proficiency in English, cultural differences, unfavorable environmental conditions, character, government contribution, and uncertified tour guide.

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INTRODUCTION

Communication between humans has been carried out for a long time, where communication is a human activity as a social being, both in large and small groups. Communication is also an aspect of natural needs and is a condition of human development both individually and as a community group. Communication is one of the requirements for the relationship between human beings, because basically humans are social creatures who always communicate with other humans. (Cangara, 2002). Therefore, communication is a common thing in human life, someone communicates because he wants to maintain a relationship with his environment.

Foreign tourists or tourist from around the world travelled on vacation or visited the tourist areas of Gayo Lues. The presence of foreign tourists also results in social inequality, a west-western tradition of dress immodest for women such as wearing shorts

or short skirts and clothing that does not cover underwear. They are not ashamed or ashamed of the opposite sex when wearing short clothing does not cover their entire body. This was so normal that they were afraid to wear the garment. However, this is different from the politically dressed Gayo Lues people, who include their own religion and clothing and thus create a discomfort between local guide and local communication toward foreign tourists.

Community participation in the maintenance of natural resources is a large part and is a potential tourist attraction. Furthermore, by including people in the process and in the development of tourism, it is so important that society itself has a sense of responsibility to preserve the potential of natural resources. Communities, as a major component of community-based tourism development, play a key role in supporting tourism development aimed at developing local natural-based, cultural or economic potential for communities. The share of society in caring for the natural and cultural resources it possesses is a large and potential tourist attraction.

The lack of potential human resources in Gayo Lues certainly resulted in community participation. The limited knowledge of tourism and limited limitations of communities in gaining knowledge of tourism and the local community's lack of knowledge and insight toward foreign travellers is even more so when it comes to a different cultural background, local communities give no pleasant signals and messages to foreign travellers. Some communities can work only in informal sectors such as commerce, transportation and other informal activities. With the awareness and support of governments to increase knowledge and experience in tourism certainly had a positive impact on communities in the development of tourism in Gayo Lues.

The people of village Penosan Sepakat, Gayo Lues live in the central aceh province Gayo Lues high. Gayo people used a thick gayo language in everyday conversation that had distinct dialects and enunciations from indonesia. Although the gayo people communicate using gayo but as a large group gayo can also speak indonesia. The local people who come from the aceh region have a broad range of language that are spoken in their daily speech. The local people had a language between one tribe and another, although they lived in one province but the local people also did not understand english very well. So there will be communities and communicators that are radically active, so to speak, because local communities are active in english and passive in the sense of only using nonverbal language to communicate. When a tourists wants to communicate with the local becomes an obstacle to them because of the differences between the language

and the country. Thus some of them use active English and others use nonverbal sign communication. But communicating by gestures does not ensure communication is effective.

From the foregoing, we can conclude that the local people of Gayo Lues could not speak a language (English), so it did not have an effective communication between local people and foreign tourists. Local people are communicating with them, because it's caused by the language and the country. Hence the authors are interested in research and research about communication processes and also cross-country communication barriers with local communities and foreign tourists. Where research would be carried out on foreign tourists from countries such as Europe, and Asia who had either stayed for a while or were on a holiday in the village Penosan Sepakat, Gayo Lues, Aceh.

For such issues of communication between the local people and the foreign tourists visiting to village Penosan Sepakat, Gayo Lues, may provide important input impressions in communicating or interacting between local communities and foreign. In knowing causes and obstacles to communicating or inaction between local communities and foreign tourists.

Communication

Communication is an inseparable part of human life, learning it can make it easier to do all activities and achieve the desired goals. Communication is related to human behavior and its satisfaction is fulfilled by the need for interaction with other humans. Almost everyone needs social relations with other people, and this need is met through the exchange of messages that serve as a bridge to unite people who would otherwise be socialized without communication. Without communication, humans cannot put themselves in society to live socially. The act of communicating is basically the essence of human life itself which is natural. Since humans were born into the world, they have communicated, every day people will communicate with one another. People who have never communicated with humans can certainly be lost in contact of social relations, each individual will interact with other individuals. Nasrullah, (2012; 2)

Communication is very unique and common. People are born with the ability to communicate, but not everyone is automatically good at communicating effectively with others, especially people abroad. Each citizen has his recognized in his or her country. Any community that supports a nationality with symbols of sound and

intonation and terminology used to understand and perform things for a person are different audience.

Foreign tourist

According to Sugiana (2011), tourists are individuals or groups who travel for the purpose of resting, doing business, seeking treatment or conducting religious visits and for study trips. By doing his journey and leaving his place of residence for a while, he can be said to be a tourist. In addition, in doing tourist has goals and objective such as resting, doing business, funds and others in his tourist destination.

Foreign or tourists or tourist travelers are those who perform service from their relaxing place without staying in their place. The word travel organization, mentions tourists as travelers who travel short. According to this organization, tourists are those who stay at least 24 hours or 6 months at the most. (Soekadijo: 2007). According to Pendi (2002), foreign tourists are the people who are traveling for fun with the aim of personal, health or people who travel with the intention of attending meetings, conferences, deliberations, or in relationships as representatives of various bodies/organizations. Science, administration, diploma, sport and so on.

Foreign or tourist, tourists are the consumers or regulatory products and services that occur in their lives directly affect tourist needs, in which demand is consumed.

Tourist features are:

1. To do an outdoor trip, which is connected to such needs as recreation, vacation, healthy, education, chores, jobs, business, art, science, worship, sport and exhibitions.
2. To travel and reduce elsewhere for the time being without using force to keep the trim where it is visited.

Obstacle Communication

Communication barriers are various types of distractions when the communication process (Delivery and reception) takes place between one person and another/ it can also be an organization, group, etc. These barriers can be due to personal, environmental, cultural factors, act. Effective or ideal communication can occur when carried out in a two-way manner, which includes individuals speaking, listening and feedback. Even so, there are often messages that cannot be conveyed properly or there are obstacles in communicating.

The following are communication barriers. According to Effendi (2008), that are;

1. Background differences

Everyone wants to be treated as a person, and indeed everyone is different, with regard to differences it is the responsibility of the communicator to recognize these differences and adjust the content of the message to be conveyed to the condition of the recipient of the message appropriate media and communication channels so that the response is appropriate. Expected to be achieved. The greater the equality of the people involved in the conversation, the greater the likelihood of effective communication. Differences that may cause errors in communication.

2. Differences in perception

Everyone has different abilities in terms of interpreting a message or expression. And the one who interprets someone's yell as an assertiveness. But there are also people who interpret the yelling as an act of cruelty and violence. This difference in perception is the reason why the two parties are involved in conflict. Sometimes the same words delivered to different people. Everyone can interpret a straight line as a flagpole but other can interpret a straight line as an exclamation point. Even though they both straight lines.

3. Culture

Cultural differences are also one of the obstacles in communication, especially if each party does not understand the language used. However, this is not a big problem because it can be tracked by using symbolic language or studying each other's culture.

4. Language

Language is often a barrier to communication, this happens when the communicator and communicant use different languages.

5. Environment

Not all communication barriers are caused by humans as communication participants. There are several environmental factors that also influence the process of effective communication. Messages conveyed by communication can experience obstacles that are triggered by environmental factors, namely the physical background or the situation in which communication occurs. These environmental barriers include activity levels, comfort levels, distractions, and time.

6. Character

There are basically three basic human characters, namely choleric, melancholic, phlegmatic, and sanguine. The four of them have opposite characters. Choleric is a strong character who sometimes likes to offend. Melancholy is a gentle and sensitive character. Sanguines are easygoing characters. Phlegmatic is a character who likes give in. Imagine if

these four characters were brought together in a community, what would be the difference between these characters which sometimes becomes a barrier to communication.

7. Condition

Conditions when communicating with interlocutors are also the cause of misunderstandings. It could be that when communication between two parties is taking place, the first party is in a bad condition. As a result, the unfavorable conditions affect the way to receive messages from the interlocutor so that misunderstandings occur.

Tourisme

Based on the law the republic of indonesia No.10 of 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and the support of various facilities and services provided by the community, entrepreneurs, government, and local government.

According to Sihite (2002), tourism is a trip that people take for a while, which is organized from one place to another by leaving their original place, and with a plan, and does not intend to try or earn a living in the place visited, but solely to enjoy recreational and recreational activities or to fulfill the dynamics of life. According to Meyers (2009), tourism is a travel activity undertaken while the time from the residence to another area is not to settle or earn a living but only to fulfill curiosity or spend leisure time and vacation and other purpose. According to (2010), tourism in the modern sense is a social phenomenon from today which is basically based on health needs and air changes. While in particular caused by changes in the association of nations and classes of human society. According to Richardson (2004), tourism is activities or people who travel and stay outside their environment for not more than one year in a row for leisure, business and other purpose.

According to Yoeti (2001), tourism is simply a journey for fun. Yoeti also explained that if a trip is not fun, then it is not a tourist trip. Furthermore, it was explained that there are four criteria that must be met to declare a trip undertaken by a person or group as a tourist trip, namely: the trip is solely for fun, the trip must be done from a place (where the person lives or resides) to place other than the city or country that he does not usually live or lives, the journey takes at least twenty-four hours, the trip does not is related to or related to the activity of earning a living. This means that the trip is solely as a consumer in the place.

From the opinion of experts it can be said that tourism is a trip for recreation or vacation and preparation for this activity. Tourists or tourism, as defined by the world tourism organization, are people who travel at least 80 km (50 miles) from their place of residence.

RESEARCH METHODOLOGY

The research design used in this research is descriptive qualitative. The writer used descriptive qualitative study because the writer attended to find out the communication barriers faced by tourist guides to the foreign tourists come to Gayo lues. According to Sugiyono (2017), descriptive qualitative research method that seeks to collect measurable information for population and simple analysis. The research subject is tour guide in Gayo lues. Data collection techniques were interview and survey questionnaire. There were four tour guides interviewed by the researcher to obtain the data of tour guide difficulties factors in communication between tour guide and foreign tourist. In addition, there were 15 statements of questionnaire which aimed to identify the types of communication barriers between tour guide and foreign tourist.

According to (Sugiyono, 2019), population is a generalization area consisting of objects or subjects that have certain numbers a characteristic determined by winter to be studied and conclusion drawn. The population in this study is the guide in Gayo Lues. Tour guides who are able to communicate well and can give the tourists truthful information and are responsible for tourist travel.

The sample is a part or representative of a certain population which is expected to represent the characteristics of each individual in a population; meaning that the sample is part of the population (Arikunto, 2011). In addition, the sample is a sub group of the target population (Cresswell, 2008).

Because the total population in this study are tour guide serving as a tour guide in Gayo Lues. it is agreed that the number of local communities is not so much for the author, so the author take the population as a sample for this study. this, the sample is called snowballing sampling and the number of samples is 30 people.

This instrument used in this study was a questionnaire. According to Sugiyono (2017), a questionnaire is a data collection technique that is carried out by giving questions or questions to respondents and then answering them. Furthermore, the questionnaire consists of 15 questions that describe the factors that cause barriers to communication between local people and foreign tourists came to Gayo Lues, namely; background

different, differences in perception, culture, language (verbal and nonverbal), environment, character, condition, attitudes when communicating.

Interviews were conducted with conversations containing opposing intentions carried out by two parties, namely the interviewer who asked the question interview who gave the question. Interviews, this study were conducted in-depth interview techniques. Researchers can ask information about the facts of an event in addition to their opinions about existing events.

This type of question is open-ended and leads to deepening of information in order to explore the views of the subject being studied on many very useful things to become the basis on for further research. The parties interviewed were the head of the tourism office, tourist guide, tourists. This interview was conducted repeatedly on the same information with questions increasingly focused on a problem as the information collected became more detailed and in-depth.

RESULT AND DISCUSSION

In this section, data is selected through interview guidelines and survey questions. The data will be discussed and analyzed to draw conclusions about the information from the informants in this study. Researchers will use any information and responses from each other so that conclusions can be drawn. In addition, researchers also use documentation during interviews as notes that can show the reliability of conclusions, responses, and information from research subjects.

1. *interview research results*

Based on information from interviews and survey questions about communication barriers, there are similarities in the obstacles encountered in communicating with foreign tourists. The common constraints include a lack of mastery of the English language, which is still weak and passive, resulting in less effective delivery of messages using only sign language or communication aids. According to tour guides, understanding language is one of the main keys to their ability to mingle with foreign tourists, and vice versa. And even most of the tour guides do not speak English or other foreign languages.

However, there are also several tour guides who can speak English well. They are senior tour guides or have been working as tour guides in the area for a long time. Tour guides sometimes try to speak sober English with foreign tourists, and vice versa. And when tour guides communicate with foreign tourists, they usually use English, which they understand, and if they don't understand tourist speech, they try to overcome this by

asking tourists for help who can speak English or using technological aids such as Android and others. Besides that, the dialect or accent of English makes tour guides who don't understand the language feel confused when talking to foreign tourists.

Lack of language skills, this results in ineffective communication because some foreign tourists use their own language to communicate with tour guides. When that happens, the tour guide is confused in conveying information to foreign tourists because usually when traveling they use English. communication barriers or difficulties between tour guides and foreign tourists, of course, requires good English language skills in order to communicate with foreign tourists or convey information on various tourism matters easily. For this reason, good skill and mastery of language are needed for tour guides. The use of English both actively and passively in order to be able to increase quality and effectiveness in promoting Gayo Lues tourism properly. English has an important role in developing tourism so that the staff working in the tour guide section can communicate well.

Furthermore, the lack of knowledge and insight of tour guides about foreign cultures is due to differences in cultural backgrounds. Communication barriers between tour guides and foreign tourists are caused by cultural differences and customs as well as different perceptions, such as the fact that the language used by foreign tourists may not be familiar to tour guides, both in pronunciation, vocabulary, accent, dialect and grammar which are different so that it is difficult for tour guides to understand and differences in norms, values, and ethics between cultures.

The external environment, which presents many distractions such as noise, crowds, and visual disturbances, can hinder the effectiveness of the tour guide in telling stories or providing information related to tourist attractions. In terms of noise, the sound of vehicles, music for entertainment venues, and the sound of crowds can distract and break the concentration of the tour guide in explaining the information or story he wants to convey. Unconducive environmental conditions are also a barrier to communication. The tour guide stated that when conveying information about tourist objects to foreign tourists in an environment that is not conducive, it disrupts the message conveyed.

In addition, the local government and the tourism service to tour guides by provide facilities and infrastructure to tour guides. Such as holding routine selection, training, and training for prospective tour guides before becoming tour guides that aim to improve the ability of professional tour guides. There are many tour guides who are not certified, this happens because there is no training or selection held by the local

government and the tourism service for tour guides before becoming professional tour guides, and there are even tour guides who are not certified as tour guides. This is because there is no tourism guide certification program for the ministry of tourism and creative economy. This program aims to provide certification and certification for qualified and professional tour guides.

Furthermore, holding a mentoring program with senior tour guides or experienced mentors. These mentors can provide valuable experience, knowledge, and practical skills for new tour guides so that new tour guides can improve their skills in providing accurate, interesting information, and offering unique and fun travel experiences for tourists.

2 . Research Result survey questionnaire

The figure below shows the results of respondent’s survey on communication barriers between tour guides and foreign tourists conducted by conducting survey questions on tour guides. This writer focuses on four answers, namely: strongly agree, agree, disagree, and strongly disagree.

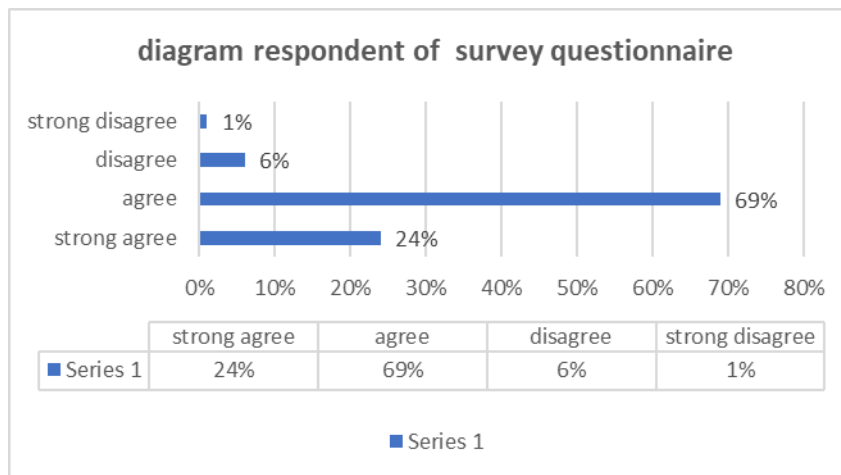


Table 1. diagram respondent of survey questionnaire

From the results of the diagram above, it can be concluded that those who answered the questions strongly agreed (24%), those who answered questions agreed (69%), and those who answered questions (6%), while those who answered strongly disagreed (1%) of the 30 respondents with a total of 15 questions from six aspects of the question.

CONCLUSION AND SUGGESTIONS

Based on the research findings, it can be concluded that there are several factors that hinder communication between tour guides and foreign tourists. These inhibiting factors are language, cultural differences, environmental conditions, character, certified tour guides, and the lack of government contribution to tour guides, resulting in ineffective communication between foreign tourist guides and tour guides. It is hoped that tour guides can overcome the obstacle factor in communicating in their role as professional tour guides and have important obligations for a trip by accompanying tourists and providing directions and guidance to tourists.

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