

CHAPTER I

INTRODUCTION

In this part, the writer presents the background of the study, the research question, the definition of key terms, the objective of the study, the significances of the study, and the organization of the thesis.

A. Background of the Study

Language is a tool of communication. Language is used by all the people in the world to build communication. Society is the most important element to build our communications with others. We as the member of the society or social group use language to convey our needs, desires, and everything to the wide society. The Language indicates the existence of human beings. It means that we, as human, cannot do our activities without using language. Whatever we do in this world, we use language to express ideas in our mind. The nations over the world speak different language and to communicate, an international language is used to make it clear between different speakers and listeners. According to Crystal David (2003: 172) English language is going to be influenced by those who speak it as a second or foreign language as by those who speak it as a mother-tongue. It has routinely in evidence, publicly accessible in varying degrees, and part of the nation's recent or present identity.

People from different countries use English to communicate or share ideas in business, politics, education, culture, especially for tourism purposes. Tourism is one among plural strategies to explore different countries, history, culture and natural beauty to the world. There are many tourists from different countries such as America, Dutch, German, England, France and Japan, visited Indonesia for holiday, usually they are guided by a tourist guide. Through a tourist guide, they can obtain the information about the tourist attraction. Not only provide information about the tourist attractions that they visit but also provide information that is more relevant to the location where even the Indonesian culture. Tour guides contribute more to important information. Tourist guides in Indonesia are some of the most important people in the travel trade. They interact on a personal level daily with tourists, and a good tourist guide can make a holiday visit really memorable.

There are several tourism objects in Indonesia. Some special tourist destinations in Indonesia are Bali, Jogjakarta, Lombok, and each other. The most interesting is when Barack Obama visited Borobudur in Magelang. The main purpose Barack Obama visited Borobudur temple in Magelang was on short vacation. The interesting one is when Barack Obama accompanied by family and his state team talked with a tour guide in Borobudur temple. What are being discussed between Barack Obama with tour guides and what kind of English language used by the tour guide when talking to Barack

Obama? Learning English used in tourism such as diplomacy is very important.

According to Laura (2015: 137) tourism for diplomacy is also defined as “soft diplomacy,” exposing the vast and unique components of country’s culture to populations around the world. As the writer observed, there is still lack of study on the use of English language in tourism for diplomacy. For example Nawamin Prachanan (2012) the student of Buriram Rajhabat Thailand University with his research entitled, “Needs Analysis on English Language Use in Tourism Industry”. The purpose of this study was to find out the functions and problems faced by tourism employees who work in the international tour companies in Thailand. Further, Ravantharanathe Rao (2013) the student of Faculty of Communication and Modern Languages University Utara Malaysia Kedah, Malaysia studied about “The Role of the English Language in the Tourism Industry”. The objective of the study was to giving important component in the tourism industry. They are only focus on English language for tourism purpose.

According to Fabio (2017: 62) the cultural diplomacy is to use culture and intercultural dialogue to build positive relations, peaceful and highly constructive at the international level. All those circumstances that provide access to different cultures potentially represent vehicles of cultural diplomacy. In this perspective, one of the human activities that best reflects this characteristic the opportunity to meet different communities and

cultures is tourism. The research of tourism for diplomacy explains about diplomatic relations among countries through tourism.

To know there is a diplomacy function of the English language characteristics used in tourism, in this study the writer will compare the English language used by a tour guide for diplomacy and tourism purposes.

Based on the problem described above, the writer conducts a study with the title "Comparative study of English for Diplomacy and for Tourism Purpose (A Case Study of a Tour Guide for President Barack Obama at Borobudur)".

B. Limitation of Study

Based on the problem in the background the writer would like to limit only on English characteristics for Diplomacy and for Tourism Purpose (A Case Study of a Tour Guide for President Barack Obama at Borobudur).

C. Research Question

Based on the problem found in the background of the study above, the research question of this study is formulated as: How is the comparison of English for Diplomacy and for Tourism Purpose (A Case Study of a Tour Guide for President Barack Obama At Borobudur)?

D. Definition of Key Term

The writer will define the key terms to avoid misunderstanding related to some terms in the content of the thesis. The writer will explain the key term of the study, as follows:

a. English Language

According to David (2003: 4), English language is the first choice of foreign language in most other countries of the world, and it is that status that has given it the position of a global [lingua franca](#). Meanwhile Nawamin (2012: 1) states that English language plays a very crucial role as the predominant tool for communication in the global community. English has become an international language and is widely used as a medium for understanding and exchanging ideas among people all over the world. One among English important is for tourism industry as a means to communicate, negotiate, and execute transactions with tourists by tourism employees. It means that the Language is tool of communication between speakers and listeners.

b. Comparison study

According to Pickvance (2005: 1) comparison study is conducted mainly to explain and gain a better understanding of the casual processes involved in the creation of an even, feature or relationship usually by bringing together variations in the explanatory variable or variables. In this study the writer will compare the characteristic of English language used by tour guide for diplomacy and tourism purpose at Borobudur temple.

c. Tour guide

Tour guiding has been an area of research activity for the past years. Robotic (2010: 214) explains that “the origin and evolution of the

role of tour guide was expounded, who was a pioneer of making tourists guiding a matter of scientific attention".Cruz (1999) adds that other names of a tour guide in tourism industry include tourist guide, local guide, and city guide. In this terms the writer focus only the tourist guide who guide the forty-fourth president of America Barak Obama. His name is Mr. Mura Aristina. His position as the public relations of *Balai Konservasi Cagar Budaya Candi Borobudur* (Borobudur Study and Conservation Center).

d. Diplomacy

According to Oscarson (2009: 24) diplomacy is also defined as Cultural diplomacy' really defines a specific practice from a specific time period, a new dimension in the conduct of its diplomatic relations with other countries, by adding to the formally established relationships with the official spokesmen of other governments a program designed to cultivate closer contacts between the people of the United States and those of other countries through educational and cultural exchange.

Cultural diplomacy was understood to serve solely national interests (Arndt 1943:109)

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that provide access to different cultures potentially represent vehicles of cultural diplomacy. In this perspective, one of the human activities that

e. English for diplomacy

Kurbalija and Slavik (2001: 4) states that a set of basic principles for diplomats: methods for maintaining or attempting to create a situation in which interpretation, rhetoric and ethics are all balanced and productive negotiation is possible, of the central concern in the field of negotiation is the use of ambiguity to find formulations acceptable to all parties. According to Friedrich (2015: 12) English language for diplomatic purpose (EDP) is especially to negotiating in English. In diplomacy, it is understanding that the considerations necessary for negotiations and persuasive talk and meetings to work different from almost any other interaction.

f. Tourism

Lickorish (1997: 1) tourism is an activity which cuts across conventional sectors in the economy. It requires inputs of an economic, social, cultural and environmental nature. While, Lickorish (1997: 8) tourism is now recognized as being an economic activity of global significance. As the importance of the activity has increased, so too has the attention given to it by governments, organizations in both the public and private sectors, and academics.

According to Spillane (1982: 29) tourism is using for relaxing minds, recovering the physical and spiritual fitness, refreshing the

fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort. Tourism has recognized that many visitors specifically attracted by recreational offerings. In support of recreational activities government has taken an important role in a creation, maintenance, and organization and whole industries have developed merchandise or service. Many people choose tourism for entertainment as the agenda for relaxing their main and body to refresh and to save every moment in vacation as the history in their life. It means that tourism for entertainment is use for the research of tourism itself.

g. English for tourism

Renata (2008: 13) says that tourism has become one of the central phenomena of a post-modern society greatly owing to its liaison with language. Especially prominent is the link between tourism and English language which, being the global lingua franca, not only monopolises all negotiations/transactions that take place in a tourist destination, but also functions as a creator of a destination's many realities, indeed as the very embodiment of processes in tourism.

E. Objective of the Study

Based on the formulation of the problems above, this study is aimed to find out the different characteristics of English used in tourism for diplomacy and tourism purpose, we can understand English in tourism can

be used for diplomacy as “soft diplomacy” used by tour guide for President Barack Obama at Borobudur temple.

F. Significances of the Study

The study is expected to be able to offer useful contribution in three aspects of education, such as:

a. Theoretically

It can be used as a reference for the next researcher who wants to conduct study or research on the use of English language for diplomacy and tourism purpose.

b. Practically

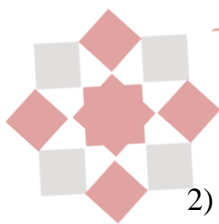
It tells the advantages of the research for the writer and for the readers.

1) The Writer

This study can add the knowledge of the writer on English language used in diplomacy and tourism and increase the writer's skill on academic writing.

2) The Readers

The writer hopes this research can be implemented by tour guide to serve the over side and local tourist so that, they will be more successfull.



c. Pedagogically

This study is pedagogically expected to contribute ideas on the educational world. It will be useful not only for the students majority of English but also for the students of tour guide.

G. Organization of the Thesis

To make easy in understanding the content of this study, the thesis entitled, "Comparative Study of English for Diplomacy and for Tourism Purpose (A Case Study of a Tour Guide for President Barack Obama at Borobudur)" will be organized into five chapters. The names of every chapter are introduction, review of related literature, method of investigation, findings and interpretation, conclusion and suggestions.

Chapter I is introduction. It consists of background of the study, research question, definition of the key terms, objective of the study, significances of the study, and organization of the thesis. Chapter II is review of related literature which contains theoretical study, previous studies, and theoretical framework. Chapter III is method of investigation. It covers of research design, source of data, technique of data collection and technique of data analysis. Chapter IV is findings and interpretation. Chapter V is conclusion and suggestions.