

**THE INVESTIGATION OF TOURIST GUIDES COMMUNICATION
BARRIER IN GUIDING FOREIGN TOURIST IN GAYO LUES**

THESIS

Submitted in partial fulfillment of The requirement for the degree of
“sarjana pendidikan” (S1)

By

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BINA BANGSA GETSEMPENA
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2023**

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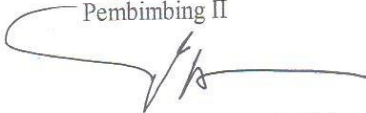
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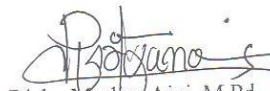

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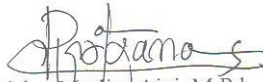
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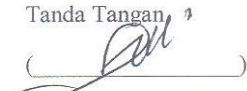



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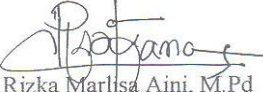
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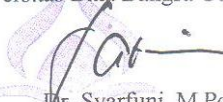
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Menyatakan bahwa hasil penelitian atau skripsi benar karya saya sendiri, bukan jiplakan orang lain, baik Sebagian maupun seluruhnya. Pendapat atau temuan yang saya siap menerima sanksi akademis dari prodi atau dekan fakultas Universitas Bina Bangsa Getsempena.

Banda Aceh, 6 Mei 2024

Yang membuat pernyataan,



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This thesis has been prepared to fulfilment one of requirements for obtaining a bachelor of education degree in the Department of English education study program at Bina Bangsa Getsempena University. In the process of completing this thesis, the researcher believes that this thesis will be carried out, would not have been completed without the help, support and advice from various parties. Therefore, the researcher would like to express her deepest gratitude to all those who have helped, supported and advised her during the process of writing this thesis to:

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This, the researcher compiled this thesis, hopefully it can be useful for all of us and the writer himself. Perfection only belongs to Allah SWT. Critics, comments and suggestions are truly appreciated to improve the thesis. May Allah SWT blesses us.

Banda Aceh, 6 April 2024

The writer

Tariani

ABSTRACT

Tariani. 2023. **The Investigation of Tourist Guides Communication Barriers in Guiding Foreign Tourist in Gayo lues**. A Thesis, English Education Program, Faculty of Teacher Training and Education, Bina Bangsa Getsempena University. Advisor I. Dr. Sariakin, M.Pd, Advisor II. Mulyadi Syahputra, M.Pd.

The purpose of this research is to identify the tour guides difficulties factor and types of difficulties faced by foreign tourist in Investigation of Tourist Guides Communication Barriers in Guiding Foreign Tourist in Gayo lues. This research was descriptive quantitated research. The research subject is tour guide in Gayo lues. Data collection techniques were interview and survey questionnaire. There are 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 are 15 statements of questionnaire which aimed to identify the types of communication barriers between tour guide and foreign tourist. The result showed 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.

Keywords: Communication Barriers, Communication Barriers Factors. Tour Guide, Foreign Tourist.

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CHAPTER I

INTRODUCTION

This chapter cover the background of the study, previous study, research problem, objective of study, significate of study, hypotheses, and frame of discussion.

1.1 Background of Study

The beauty of the natural tourist's potential of Aceh is beyond doubt every region on the meccan colonnade has its own pre-eminence, not in the Gayo Lues district or often called the Gayo Lues land. Gayo Lues country is one of the districts in this shitty day, Blangkejeren. Gayo Lues district geographically has an area of 5,719.58 km. With such a beautiful landscape, it's like a piece of land in heaven. The natural beauty of the land that has been called the land of a thousand hills, and the vest natural wealth of rolling hills, beaches, rivers, waterfalls, and the lush flora and fauna of mount leuser national park. In addition to the natural wealth of natural beauty, Gayo Lues country also houses thousands of cultural mores such as the arts: dance saman, bines, didong, dabus, curling, and traditional horse races that become the attraction of local and international travellers to Gayo Lues.

Travel to the tourist won't be complete without a tour guide. The tour guide is "informing" and "mediator". The role of the tour guide for

tourists are not only information but also a guide to follow the direction given by the tourist guide, which is expected to make the trip smooth. The presentation of information given by the tour guide includes public information and special information about the region visited by tourists. General information includes geographical conditions such as road conditions to pursue, whereas special information is more profound about an object including local wisdom surrounding the object.

The tour guide plays a key role in being able to influence tourists to visit an attraction so that they can eventually influence the tourists to return. In addition, a tour guide must have an advantage a special feature in the ministry and thus be able to give tourists a sense of accomplishment. One of the advantages a tour as be being able to communicate well. Being able to communicate well in this case is being able to give the right information to the tourists. Therefore, for a tour guide it requires good verbal language skills. A tour guide is required to have a fine verbal language ability to care for his duties. The three main tasks of a tour guide are; a) to organize and carry out the travel activities for the designated tourist itinerary, b) to point out and transport tourists to the desired attractions and tourist attractions, c) to share information and explanations of the tourist attractions and attractions visited, historical and cultural information, and other information. All three have led to the ability to speak tourist.

In addition, the guide does not rule out the possibility of obstacles or difficulties in communication barriers faced by tour guides. There are also obstacles or difficulties faced by tour guides, namely: background, tourists, local

people, uncertified tour guides, no selection for tour guides, rarely training for tour guide and so on. Communication barriers that often occur in interactions between tour guides and tourists. The communication barrier is that a person who misunderstands and understands what is being said is therefore undesirable. Furthermore, cultural and cultural differences between tourist guides and tourists are an ineffective factor in communication in habitat. At the moment the tourist attraction has to be able to theorize when explaining something. The tourist guide has to be a good speaker so that listeners can understand and understand the information being presented. Only after a tourist responded and there was a dialogue between the two. A tour guide's error in speaking and producing the jaccas will reduce the level of tourist satisfaction, even damaging the image of the tourist attraction.

Social relationships are always preceded by communication, and culture is an influential factor in the continuation of a relationship. As cultures strongly influence communication as they do the opposite, every act of communication performed by the person will be strongly influenced by a culture that is a way of life or the distinctive characteristics of a particular person, depending on the area in which they live. Besides culture, discomfort in terms psychological and physical can also influence during interaction. The comfort can be its different languages, values, norms society or communication behaviour. The term culture shock is commonly known or a cultural shock. According to Gudykenst (2013), that there are differences in cultural background, causing differences in perception

between participants in communication, resulting in anxiety and anxiety and the need for adaptation of accommodation.

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 politicly dressed Gayo Lues people, who include their own religion and clothing 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.

Although it may seem simple, being a tour guide is one thing. It is not uncommon to take one look at the field of sightseeing guides. Being a tour guide has to have a professional tour guide certification. The tour guide is responsible for the tourist trip to assist, instruct, and guide all visiting tourists. However, some tour guides were not certified because of the lack of training or selection and the lack of training that the Gayo Lues county administration had received. Hence, the tour guide in Gayo Lues was only a local tour guide who spoke only English at the base. So, their difficulty or obstacle is in the likelihood that the guides encounter effective communication. Yet, communication between cultures can serve as a bridge to unite people from different cultural background and to acquaint them with and strengthen their relationships. Communication between cultures is a society of different cultures, whether within a nation or between a nation. Hence communication very closely with human behaviour.

For one of the above concerns about communication between tourist with guides in Gayo Lues, it can offer an informant input on conveying messages and impressions in communicating or navigating between foreign tour guides and

tours. In knowing the causes and impediments to communication or between foreign tour guides and tour. Therefore, the researcher intended to do research under the title **"The Investigation of Tourist Guides Communication Barrier in Guiding Foreign Tourist in Gayo Lues"**

1.2 Research problem of study

Based on the background described above, the problem in this study is:

1. What obstacle and factors affect communication barriers between tour guides and foreign tourists?

1.3 Research Objective of study

Based on research issues, this research is aimed for:

1. To find out the factors that influence barriers in communicating between tour guides and foreign tourists.

1.4 Significance of the study

This research is supposed to provide some theoretical and practical meaning to readers, such as lecturers, students, tourism guides, and communities as objects of research. Also, researchers should benefit from this study.

1. Theory

This research is expected to provide information as study and reference student in Indonesia especially English Study Program in University Bina Bangsa Getsempena Banda Aceh, to participate in the development of tourism in Indonesia.

2. In practice

It is hoped to benefit tour guides, student, campuses and other research.

a. For the tour guides

The study can provide information and images of tour guides in Gayo Lues and can give the public an idea of how to optimize the quality of the tour guide's service to consumers who use the tour guide on field trips.

b. For county governments

It is hoped that governments can improve sustainability in helping to improve sustainable tourism and in improving the potential of tour guides to generate skilled field guides in the field.

c. For researchers

This study may use as an input in the study of communication barriers between foreign tourists and tour guide, and it is hoped that it can be used as a reference and information for others.

1.5 The scope of the study

There are four language skills such as speaking, understanding, reading and writing, so researchers focus on speaking skills as the limits of this study. Researchers focused on speaking skills because this research process led to the communication barrier between the tourist guides and the foreign tourists that frequently occur in interacting between cultures.

1.6 Definition Key of term

To avoid the misconception toward the reader in interpreting this research, the researcher provides the definition of some important key point which become the focuses of the research.

1. Communication barrier

Communication barriers are all forms of interference occurring in the process of transmission and receiving messages between individuals, largely because of the environment, physical, and psychic factor of the individual involved.

2. Tour guide

A tour guide or guide, commonly called the tour guide, is a field of tourism. Tourist guides are responsible for debriefing tourists and providing guidance and guidance to travellers.

3. Foreign tourists

A traveller is one who travels from his residence to visit other by enjoying the trip from his visit.

CHAPTER II

REVIEW OF LITERATURE

2.1 Communication Barriers

In communication between individuals, there are often obstacles caused by the absence of in-depth knowledge of the different cultural background of the other party. In fact, intercultural communication can function as a bridge to unite people with different cultural backgrounds and make people know and strengthen cultures, both within a nation and between nations. Therefore, communication is closely related to human behaviour.

According to Lewin, behaviour is the result of an interesting interaction between the individual uniqueness that exists in humans and situational generality in their environment. Meanwhile, Rogers and Shoemaker define behaviour as a manifestation of actions and attitudes, while attitudes are influenced by perceptions, and perceptions are influenced by individual characteristics. Communication behaviour is a habit of individuals or groups in receiving or delivering messages indicated by participation, relationship with social systems, cosmopolitan relations, relationships with reform agents, active seeking of information and knowledge of new things. Dood describes intercultural communication in the context of communicating involving communication participants who represent personal, interpersonal and group representations with

emphasis on differences in cultural background that affect the communication behaviour of participants. Meanwhile, Porter defines intercultural communication between people of different cultures, for example between ethnic groups, between ethnicities and races and between social classes.

2.2 Types of Intercultural Communication Barriers

The communication barrier in intercultural communication has the form of an iceberg that is immersed in water. Where the existing communication barriers are divided into two above the water (above waterline) and under water (below waterline) are factors that shape a person's behaviour or attitude, this kind of obstacle is quite difficult to see or pay attention to. The types of barriers of this kind are perceptions, norms, stereotypes, business philosophy, rules, networks, values, and subcultures groups.

Meanwhile, there are 9 (nine) types of intercultural communication barriers that are above that water (above waterline). Communication barriers of this kind are easier to see because many of these barriers are physical. These barriers are (Chaney and Martin, 2004):

1. Physical

This kind of communication barrier comes from the barriers of time, environment, self-needs, and also physical media.

2. Culture

These barriers come from different ethnicities, religions, and also social differences that exist between one culture and another.

3. Perception

This type of obstacle arises because everyone has a different perception of something. So, to interpret something every culture will have different thoughts.

4. Motivation (Motivational)

This kind of barrier is related to the level of motivation of the listener, meaning whether the listener who receives the message wants to receive the message or whether the listener is lazy and unmotivated so that it can become a communication barrier.

5. Experience (experiential)

Experiential is a type of obstacle that occurs because each individual does not have the same life experience so that each individual has different perceptions and concepts in seeing things.

6. Emotion

This relates to the emotions or personal feelings of the listener. If the listener's emotions are bad, the communication barriers that occur will be even greater and difficult to pass.

7. Language (Linguistics)

The follow communication barriers occur when the sender of the message (sender) and the recipient of message (receiver) use different languages or use word that are not understood by the recipient of the message

8. Nonverbal

Nonverbal barriers are communication barriers that are not in the form of words out can become communication barriers. An example is the angry face made by the recipient of the message (receiver) when the sender of the message (sender) communicates. The angry face that is made can be an obstacle communication because it is possible that the sender of the message will feel not optimal or be afraid to send a message to the recipient of the message.

9. Competition

This kind of obstacle arises when the recipient of the message is doing other activities while listening. An example is receiving a cellular phone while driving, because doing 2 (two) activities at once, the recipient of the message will not listen to messages conveyed through his cellular phone to the fullest.

2.3 Communication

Communication is an inseparable part of human life, learning it can make it easier to do all activities and achieve the despised goals. Communication is related to human behaviour and its satisfaction is fulfilled by the need interaction with other humans. Almost everyone needs social relations with other people, and this need is met through the exchange of message that serve as a bridge to unite people who would otherwise be socialised 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 context of social relations, each individual will interact with other individual. Nasrullah, (2012; 2)

Communication is very unique and common from. 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. According to Ahmat (2014), that the term communication adopted from English is “Communication”. This term comes to divide something with someone else, giving some to someone, exchanging, something to someone, conversing, exchanging ideas, relationships, friendships, and so on.

According to De Vito (2009), Interpersonal communication as the process of sending and receiving messages between two or more people, formal or informal. Interpersonal communication is understood as feedback that is related to each other with the aim of helping someone improve personal effectiveness and effectiveness between individuals. Interpersonal communication requires actors to face to face between two or more people by bringing verbal and nonverbal messages so that each can understand each other and interact effectively. Rogers

(in Rahmat, 2012), says that the better interpersonal communication, the more open a person expresses himself and his positive perception of others exceeds his own perception. (Tubbs and Moss (2008), Interpersonal communication as a process of communication between the communicant and the communicator which is characterized by the realization of mutual understanding, pleasure, mutual influence, good social relations, as well as real action as feedback. Communication is expected to reduce the negative impact caused arise in groups related to job burnout). Cangara (2005), states that interpersonal communication is very important for improving relationships between individuals, avoiding and overcoming personal conflicts, reducing uncertainty, sharing knowledge and experiences with others, controlling behaviour, motivating, as emotional encouragement, and providing information.

Communication is a complex phenomenon and therefore, every individual who observe the symptoms of communication has a different approach. Communication is process in which information, ideas and feeling are shared between individuals. Communication touches the deeper aspects of everyone involved in the communication, both about past life, about family, and activities being carried out now. One component of communication is listening to each other. Listening is very important, because by listening each party involved in a communication event can understand each other and give feedback or respond in a good way and according to what is expected. Each party can be the sender and receiver of message at the same time. In addition to the process, communication can also be interpreted as an information transaction which is not only related to

the physical. Communication is also an action that is psychological, which is related to the impression and the people involved in the communication. Impressions are formed in the minds of the people involved in the communication.

According to Naim (2016), communication is a process of interpersonal statements. The thing that is stated is one person's thoughts or feeling towards another person using language as a channelling tool. In language communication, the statement is called a message. People who convey the message is called the communicator (Communicator). Meanwhile, people the person who receives the statement is called the communicant. Strictly speaking, communication means the process of delivering messages by communicator to communicant. According to Nofrion (2016), communication between humans (Human communication), a group of communication scholars defines that communication is a transaction, a symbolic process that wants people to regulate their environment by (1) building human relations; (2) through the exchange of information; (3) for strengthen the attitudes and behaviour of other; and (4) trying to change attitudes and that behaviour.

Based on several definitions that have been expressed by experts, then it can be interpreted that communication is a process delivering messages use certain symbols or symbols in building relationships or maintain existing relationship by exchanging information, knowledge, or insight attitudes and behaviour of each other.

Communication has components or things that must exist for it to work properly. According to Laswell (Mulyana, 2012: 69-71) the communication components, are:

a. Messenger

Everyone involved in communication because they have the information, ideas, and feeling they share with other. Communication doesn't run a one way, but is reciprocal between the messenger and the recipient of the message. The giver of the message can be the receiver of the message, and the receiver of the message can be the giver of the message. These roles can accord during communication.

b. Message

The message is ideas and feelings that are shared between the sender and the recipient. The essence of a communication event is a message, a purpose or idea that it wants to convey. The factor that affects a received message is the clarity, readiness, recipients, complexity, length of the message and information that are organized. Ideas and feeling that communicate if ideas and ideas are treated to symbols. The symbol is two, that is, verbal and nonverbal. The verbal symbol is both limited and complex, whereas the nonverbal symbol can be facial expressions, gestures, body posters, sound pressure, and appearance.

c. Feedback

Feedback is a response given by the receiver and the signaller in a communication event. With feedback, participants involved in a communication event can come to the conclusion that the ideas or feeling they receive are in line

with the expected. The senders and the recipients of the message in face-to-face communication have an excellent opportunity to provide feedback directly. In this face-to-face communication, participants can have opportunity to see if the message being presented is understood and followed or not.

d. Disruptions

Distractions are everything that interferes with communication, including the attitudes and emotions of the receiver and the giver of the message. Stress, anxiety, negative attitudes and low motivations are factors that influence disorders. Interruptions can occur in three external, internal, and semantic forms.

1. External noise

External interference comes from the environment. The environment can be both hot and cold, other unpleasant noise and excitement. Unpleasant conditions can interfere with receiving and receiving messages in understanding message being delivered.

2. Internal interference (internal noise)

Internal interference occurs in the mind of the receiver and the giver of the message. When the giver and the receiver do not focus on the current message or communication, they are neither understood or conveyed as they should be. For example, one student does not listen to his teacher, while his teacher is teaching, so the student does not understand the material being taught.

3. Semantic noise

Semantic disorder is caused by the emotional reaction of participants to the word used. Participants usually have a negative reaction to those who make the testimony.

4. Media/ channel

Media/ channels are intermediaries used to convey a message. In face-to-face communication, the main media are voice and sight. Other media in the form of radio, television, tape, newspapers, and magazines.

5. Settings (environment)

The setting is the environment in which communication occurs. Settings can have a significant influence on communication. Formal settings are appropriate for formal presentations. For example, the auditorium is good for giving speeches and presentations, but not for personal and intimate conversations.

6. Openness (openness)

This means that each party is willing to open up or provide information about himself that is usually kept secret, and is also willing to listen to messages from the start, speak openly and respond honestly.

7. Empathy

This means the individual's ability to understand the interlocutor based on the interlocutor's point of view. This ability helps individuals to understand what the other person is going through emotionally and to feel other people's feelings.

8. Positiveness (positive attitude)

Positive traits refer to the individual's ability to use positive messages. Praise the positive thing that the other person has, express satisfaction in communicating with him, smile, maintain close body position when speaking.

9. Supportive

Supportiveness consists of verbal and unspoken support, such as a smile or a nod of the head. Pay attention with attitude; descriptive is not evaluative, spontaneous is not strategic, and professional is not very sure.

10. Equality

Interpersonal communication will be more effective if the atmosphere is equal. That is, there must be a tacit acknowledgment that both parties are equally valuable and valuable, and that each party likes something important to share. In an interpersonal relationship characterized by equality, disputes and conflicts are seen more as an attempt to understand the differences that inevitably exist than as an opportunity to bring down the other party, equality does not require individuals to accept and agree to all verbal and nonverbal actions of others. The similarity of personality aims to make each party who communicates feel valued and respected as a human being who has something important to contribute to others. To all verbal and nonverbal actions of others. The similarity of personality aims to make each party who communicates feel valued and respected as a human being who has something important to contribute to others.

Based on elements of communication above, the writer concludes that communication elements play a crucial role in building a good communication

process. Without one of the elements, the communication process is not effective and effective.

2.4 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 travellers are those who perform service from their relaxing place without staying in their place. The word travel organization, mentions tourists as travellers 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 Pendit (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, health, education, chores, jobs, business, art, science, worship, spent and exhibitions.
2. To travel and reduce elsewhere for the time being without using force to keep the trim where it is visited.

2.5 Tourism

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 fulfil 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 fulfil curiosity or spend leisure time and vacation and other purpose.

According to (2010), tourism in the modern since 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

2.6 Tourist Guide

According to Nuriati (2013), the tour guide came from Sanskrit, *chamois*, and *ata*. *Pramu* means waiter or one who serves, *wis* means place and or means much. Popular opinion denotes travel as a tour or journey so in this case the tour guide can be said to be an officer that cater to the people on the road trip.

According to Yoeti (2015), The general tour guide is someone who is paid to accompanying tourists on visiting trips, seeing and seeing watching the attract tons and tourist attractions while from a perspective. A tourist tour guide is someone who works for the bureau a journey or a tourism office on duty giving information, direct guidance to tourists before and during the journey. According to (2015), the tour is someone who has an itinerant pleasure, has an interest in

Indonesia's traditional culture problem, has its perk mixing with foreigners has the skills of a foreign language which good at least one, have physical and mental health prime, has the intention to give you a prime service travellers, to have sense of humour, to have broad knowledge in social, cultural, economic, business, political and other matter.

According to Udoyono (2015), the tour guide is someone with special skills covers a foreign language (one or more English, French, German, Japanese, Netherlands, Italy, Korea, China and so on), knowledge about Indonesian history, social conditions, politics, economics, and culture. Knowledge of tourist attractions in Indonesia (and beyond country), have positive mental attitude to give service to travellers both foreign and domestic.

Based on understanding above suggests that the tour guide has a rather daunting task go giving service and information to the tourist with the utmost respect. Tour guide it requires great insight, mastering the battlefield and has work skills supporting his duties lead in carrying out a tour activity starting from preparation until the end of the activity according to the terms in tour package facilities or regulations that have been agreed upon between the bureau a tourist trip.

2.7 Tours

The tour guide is the tour leader tours, in renal a tour guide's duty is as:

1. To conduct/to direct, that is, to conduct and conduct and conduct tourists' tours for his tourists based on a preordained travel program.

2. To point out, that's to show and deliver tourists to desired object and attractions.
3. To ensure, that is to give information and explanation about tourist attractions and attractions, historical, cultural information, and various other information.

2.8 The responsibilities of the tour guide

According to Andrianto (2014), the responsibility of the guide the most important thing is how to fulfil and wishes satisfaction from the visitors in this case is safe and sound free to make your own tours. For it is necessary. Some based preparedness that the scouts have to do, that is will explain the details of this transfer. There are some responsibilities what the field guide should obey is:

- a. It's responsibility to oneself
- b. The responsibility for the tourists
- c. Java respect the country
- d. Responsible for the attractions visited
- e. Responsibility toward local communities (culture and stability)
- f. In charge of the higher-level/partner/travel agency

2.9 Obstacle Communication

According to Imam Alfi (2018), communication barriers are all forms of disturbances that occur in the process of delivering and receiving messages between individuals, which are generally caused by environmental, physical, and psychological factors of the individuals involved.

According to Effendi (2003), it is impossible for someone to communicate truly effectively. There are many barriers that can impair communication immediately something that hinders smooth communication is called interference.

According to Sanjaya (2013), communication barriers are anything that becomes a barrier to effective communication due to cultural differences between communicators and communicants. According to Anugrah (2008), communication barriers are things that cause distortion of the message conveyed so that the communicant cannot receive the message conveyed by the communicator in its entirety.

From the above opinion it can be concluded that communication barriers are anything that hinders or interferes with the achievement of effective communication. Communication barriers can make it difficult to send a clear message, make it difficult to understand the message sent, and make it difficult to provide appropriate feedback.

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, which includes different ways of pronunciation, accents, ways of speaking. Different languages can make words have different meaning or purposes. This is why language is one of the communication barriers that needs to be known. Because language is often a barrier for two individuals to communicate directly. Furthermore, conditions that

can create language barriers are when communicators and communicants have different sources of knowledge and experience. This will make what is being discussed taste bland and the direction is unclear.

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. Sanguinis are easy going 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 unfavourable

conditions affect the way to receive messages from the interlocutor so that misunderstandings occur.

8. Attitude when communicating

This plays a role, and is often the main factor, a person's attitudes that can hinder such communication include:

- a. Hear only what we want to hear
- b. Conducting as assessment of the reader
- c. Busy preparing answers
- d. Not a good listener
- e. The influence of emotional factors
- f. Lack of confidence
- g. Style/way of speaking and tone of voice

CHAPTER III

METHOD OF INVESTIGATION

Usually in a study has a place or research location. The place or research in this research is at the tourist office of the city of Blangkejeren, with various stages including initial observations, preparation of research proposals, to data collection and preparation of research results.

3.1 Research Design

The research design used in this research is descriptive quantitative. The writer used descriptive quantitative 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 quantitative research method that seeks to collect measurable information for population and simple analysis. Sugiyono (2017), states that the characteristics of quantitative descriptive research are: (1) the instrument used is a questionnaire, and (2) the instrument is analysed using statistical descriptions in the form of mean or average and percentage.

3.2 Population and Sample

3.2.1 Population

According to (Sugiyono, 2019), population is a generalization area consisting of objects or subjects that have certain numbers a characteristic determined by writer 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.

3.2.2 Sample

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.

3.3 The Location of the research

The research was carried out at the Gayo Lues Tourism Office, which is located in Gayo Lues Regency, Jl. Datok Sere No. 230 Tel/fax.(0642)-2340018 Blangkejeren 2465web:wisataleuser-gayolues.com Email: parawisata.Gayolues@gmail.com.

3.4 Data Collection Instruments

3.4.1 Questionnaire

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.

3.4.2 Interview

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 was 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.

3.4.3 Sampling Technique

According to Sugiyono (2014), the sampling technique is a sampling technique. Sampling techniques can be classified into two groups, namely: probability sampling and nonprobability sampling. Probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. Meanwhile, non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample. The technique used in this research is nonprobability sampling, or snowball sampling. According to Sugiyono (2014), snowball sampling is a technique for determining a sample that is initially small in number, then enlarges. The researcher chose snowball sampling because, in determining the sample, the researcher first only determined one or four people to complete the questionnaire.

3.5 The Data of Collection Procedure

In this study, the researcher used a quantitative descriptive method. Ress Effendi stated that descriptive research is research that uses observations, interviews, or questionnaires based on the current situation or research subject. Based on this statement, this study used a questionnaire to collection data. The questionnaire is a list of questions or statements about the perception of communication barriers between tour guide tourist. According to Arikunto, questionnaires are several written questions that used to obtain information from respondents about personal reports or thing they know.

3.6 Data Collection

To obtain data the questionnaire, the author uses a survey provided in several papers that can be directly filled in by the respondent. The survey consists of structured and closed questions with four scales for each question. The author will only take sample responses from the tour guide Gayo Lues in accordance with the title of the study. Then the researcher will access the responses from each respondent who has sent responses to the equivalent previously provided questions. Thus, this method is effective and efficient to do because it does not require much time or place to go. Before filling out the questionnaire, the researcher also provided some instructions regarding the survey so that respondents would easily understand how to answer the question.

3.6.1 Research Data Collection Techniques

The research data is the result of the respondents' answers in filling out the survey that was distributed to them. Data collected using a survey tool that has been tested for reliability. The data that has been collected is classified and analysed using descriptive analysis techniques. Descriptive statistical analysis techniques aim to explain the overall data collected by grouping and classifying it into a frequency distribution table, which is then given an explanation. The formula used, according to Sugyono (2009), is as follows:

$$P = F/N \times 100\%$$

Keterangan

P= the percentage of statements

F= the number of frequencies of the respondent classification

N= the number of the tour guide

Questionnaires were distributed to respondents using written questions. The questions that will be given to respondents are closed questions with alternative answers related to research indicators. The survey data obtained is in the form of a score, which determines the score of the answer choices using a Likert scale of 1 to 4. Sugiyono (2014) says that the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena.

Table 3.1 measurement scale

Answer	Score
Strong Agree (SA)	4
Agree (A)	3
Disagree (D)	2
Strong Disagree (SD)	1

3.7 Validity and Reliability of the Instrument

This section is to guarantee that this research valid and reliable to conduct. They validity and the reliability as follow:

3.7.1 Validity

A validity test is used to measure the validity of a questionnaire. An instrument or questionnaire is said to be valid if the questions on the instrument or questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2018: 51).

The significance test is done by comparing the value of the r count with the value of the r table. In determining whether an item is feasible or not, a correlation coefficient significance test is usually carried out at a significance level of 0.05, which means that an item is considered valid if it has a significant correlation with the total score. If r count is greater than r table and the value is positive, then the item, question, or variable is declared valid. Conversely, if r count is less than r table, then the item, question, or variable is declared invalid.

3.7.2 Reliability

According to Ghazali (2018: 45), reliability is actually a tool for measuring a questionnaire, which is an indicator of a variable or construct. A questionnaire is said to be reliable if one's answers to statements are consistent or stable from time to time.

The reliability test is used to measure the consistency of the measurement results from the questionnaire after repeated use. Respondents' answers to questions are said to be reliable if each question is answered consistently or the answers cannot be random. In seeking reliability in this study, the authors used the Cronbach's alpha technique to test reliability. With the decision-making criteria as stated by Ghazali (2018: 46), that is, if the Cronbach alpha coefficient is > 0.70 , the question is declared reliable, or a construct or variable is declared reliable. Conversely, if the Cronbach's alpha coefficient is < 0.70 , then the question is declared unreliable.

If the alpha value > 0.7 means sufficient reliability, while if alpha > 0.80 this suggests that all items are reliable and all tests consistently have strong reliability. Or, there are also those who interpret it as follows:

If alpha > 0.90 then the reliability is perfect. If the alpha is between $0.70 - 0.90$ then the reliability is high. If alpha $0.50 - 0.70$ then the reliability is moderate. If alpha < 0.50 then low reliability. If alpha is low, it is likely that one or more items are not reliable.

CHAPTER IV RESULTS AND DISCUSSION

In this chapter serve the description of data, the result of research, and discussion about the factor of obstacle communication between tour guide and foreign tourists.

4.1. Validity and Reliability Test

4.1.1 Validity Test

The correlation technique used to test the validity of the questions in this study is the product moment. In determining whether or not an item is appropriate for use, a correlation coefficient significance test is usually carried out at a significance level of 0.05, meaning that an item is considered valid if it has a significant correlation with the total score. If r count is greater than r table and the value is positive then the item or question or variable is declared valid. Conversely, if the r count is less than the r table, then the item or question or variable is declared invalid. The results of the questionnaire validity test for the variables studied are presented in the following table:

Table 4.1

Result Validitas Test

RINGKASAN UJI VALIDITAS			
no. statement	Column1 r hitting	Column2 r table	Column3 status
1	0,283976876	0,05	VALID
2	0,44764158	0,05	VALID
3	0,235993262	0,05	VALID
4	0,395420089	0,05	VALID
5	0,183031682	0,05	VALID
6	0,1450321	0,05	VALID

7	0,308092704	0,05	VALID
8	0,099203	0,05	VALID
9	0,243394471	0,05	VALID
10	0,517737717	0,05	VALID
11	0,24778366	0,05	VALID
12	0,570493279	0,05	VALID
13	0,151176974	0,05	VALID
14	0,248651887	0,05	VALID
15	0,422161981	0,05	VALID

(Source: Ms. Excel, 2021)

In table 4.1 above it can be seen that all question items have a significant validity coefficient that is greater than the r-table of 0.05. So that these items are feasible to use as a measuring tool in research.

4.1.2 Reliability Test

Reliability testing is carried out on question items that are included in the valid category. Reliability testing is done by testing the instrument only once. In seeking reliability in this study, the authors used the Cronbach Alpha technique to test reliability. With the decision-making criteria as stated by Ghazali (2018: 46), that is, if the Cronbach Alpha coefficient > 0.70 , the question is declared reliable or a construct or variable is declared reliable. Conversely, if the Cronbach Alpha coefficient is < 0.70 then the question is declared unreliable. The results of the questionnaire reliability test for the variables studied are presented in the following table:

Table 4.2
Result Reliability Test

Koefisien Reliabilitas	r-table	Interpretase
1,068453673	0,700	sangat reliable

(Source: Ms. Excel, 2021)

From Table 4.2 it can be seen that the reliability value of the question items on the questionnaire for each variable being studied is greater than 0.70. This result indicates that the statement items on the questionnaire are reliable for measuring the variables.

4.1.3 Respondent Data

The respondents in this study were tour guides who were registered as Gayo lues tour guides in the last 3 years, namely from 2019-2022 a total of 30 tour guides. Then from the results of data collection and processing through the distribution of questionnaires to respondents, it can be known from the following tables of respondent characteristics:

Table 4.3
Age of respondents

Kategori	Frequency	Percentages
10-15 tahun	0	0.00%
16-20 tahun	3	9.33%
21-30 tahun	23	88.33%
>31 tahun	4	12.34%
Total	30	100%

(Source: Database pariwisata gayo lues, 2022)

From table 4.3 above, it can be seen that most have the age of 21-30 years as many as 23 people or 88.33% of the next 30 respondents, >30 years as many as 4 people or 12.34% of 30 respondents and 16-20 years as many as 3 respondents or 9.33% of 30 respondents

Table 4.4
Gender of respondent

Kategori	Frequency	Percentages
Laki- laki	7	23.33%
Perempuan	23	76.67%
Total	30	100%

(Source: Database pariwisata gayo lues, 2022)

From Table 4.4 above, it can be seen that most of the male respondents were 23 people or 22.33% of 30 respondents and 7 female respondents or 7.37% of 30 respondents.

4.1.4 Findings of Survey Questionnaire

In this section, the researcher provides the tour guide with a survey, and the tour guide presents the researcher's findings in the form of responses to the survey. This has to do with the communication barrier between tour guides and foreign tourists, the researcher finally got some data. The data of research findings are presented in the following descriptions. In the e survey questionnaire, the participant of survey questionnaire is 30 tour guide and consist of 15 questionnaires classified into six based on the critical factors of obstacle communication.

Table 4. 5 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
1.	Communication barriers often occur in different cultures different races, backgrounds	Strong Agree	17	56.66%
		Agree	12	40%
		Disagree	1	3.33%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

The first, statetment of the questionnaire is whether cultural differences between tour guide and tourists can result in communication delays. Based on the result above, it can be seen that the first question was responded to by 56.66% strongly agree, 40% agree, 33.33% answered agreed 33.33%, and no one

answered strongly disagree. It can be interpreted that tour guides have difficulty communicating with tourists due to different cultural differences.

Table 4.6 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
2.	Norms, different languages, groups, levels result in ineffective communication barriers.	Strong Agree	11	36.66%
		Agree	19	63.33%
		Disagree	0	0%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

The second, statement of the questionnaire is whether differences in norms, language, class, different groups can result in communication barriers. Based on result above, it can be seen the second question was responded to by 36.66% strongly agreed, 63.33 %, agreed, disagreed 0% and no one answered strong disagree. It can be concluded that differences in norms, languages, classes, and group can cause communication barriers between guides and tourists.

Table 4.7 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
3.	Feeling of joy, worry, anxiety, anger, and confusion influential in communicating.	Strong Agree	8	26.665
		Agree	20	66.66%
		Disagree	2	6.66%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Thirdly, statement of the questionnaire is whether Feeling of joy, worry, anxiety, anger, and confusion influential in communicating. Based on result above, it can be seen the thirdly question was responded to by 26.66% strongly agreed, 66.66% agreed, 6.66% answered disagree, and no one answered strongly disagree. Can conclude that Feeling of joy, worry, anxiety, anger, and confusion influential in communicating.

Table 4.8 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
4.	Environmental factors that are not conducive to making ineffective communication.	Strong Agree	11	26.66%
		Agree	15	50%
		Disagree	4	13.33%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Fourthly, statement of the questionnaire is whether can the lack of local government contribution hinder a communication those who answered strongly agree 26.66%, agreed 46.66%, disagree 13.33% and answered dtrongly disagree 3.33%. can conclude that Environmental factors that are not conducive to making ineffective communication.

Table 4.9 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
5.	Speaking too past, stuttering, and pronunciation unclear	Strong Agree	15	50%
		Agree	15	50%

	words can hinder bad communication	Disagree	0	0%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Fifthly, statement of the questionnaire is whether Speaking too past, stuttering, and pronunciation unclear words can hinder bad communication those who answered strongly agree 50%, agreed 50%, the answered disagree 0%. And no one answered strong disagree. It can be concluded that Speaking too past, stuttering, and pronunciation unclear words can conductive to making ineffective communication.

Table 4.10 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
6.	Disorders of the five senses that are felt (minus eye, hearing loss and others) interfere with the communication process	Strong Agree	15	50%
		Agree	14	46.66%
		Disagree	1	3.33%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

The six, statement of the questionnaire is whether disorders of the five senses that are felt (minus eye, hearing loss and others) interferes with poor communication process those who answered strongly agree 50%, agreed 46.66%,

the answered disagree 3.33%. And no one answered strong disagree. It can be concluded that sensory disturbances that are felt by minus eyes, hearing loss of tour guides or tourists can interfere with communication so that communication is not effective.

Table 4.11 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
7.	A good explanation of cultural rulers of about tourists a back encourages good interactions between tour guide and tourists to make it more enjoyable.	Strong Agree	16	53.33%
		Agree	13	43.33%
		Disagree	1	3.33%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Seventh, statement of the questionnaire is whether a good explanation of cultural rulers of about tourists a back encourages good interactions between tour guide and tourists to make it more enjoyable. those who answered strongly agree 53.33%, agreed 43.33%, the answered disagree 3.33%. And no one answered strong disagree. It can be concluded that a good explanation of cultural rulers of about tourists a back encourages good interactions between tour guide and tourists to make it more enjoyable

Table 4.12 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
8.	High feedback or good response allows communication to run effectively lack of.	Strong Agree	11	36.66%
		Agree	18	60%
		Disagree	1	3.33%

		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Eighth, statement of the questionnaire is whether high feedback or good response allows communication to run effectively lack of those who answered strongly agree 36.66%, agreed 60%, the answered disagree 3.33%. And no one answered strong disagree. It can be concluded that high feedback or good response allows communication to run effectively lack of.

Table 4.13 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
9.	Tour guide training so that communication becomes stiff or not smooth when communicating with foreign tourists.	Strong Agree	12	40%
		Agree	18	60%
		Disagree	0	0%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Ninth, statement of the questionnaire is whether our guide training so that communication becomes stiff or not smooth when communicating with foreign tourists those who answered strongly agree 40%, agreed 60%, the answered disagree 0%. And no one answered strong disagree. It can be concluded that guide training so that communication becomes stiff or not smooth when

communicating with foreign tourists, because there is no provision of skills in communication with foreign tourists.

Table 4.14 Suevey Questionnaire

No.	Statement	Responses	Frequency	Percentages
10.	Feeling a lack of vocabulary in English or other foreign languages can lead to ineffective communication	Strong Agree	15	50%
		Agree	15	50%
		Disagree	0	0%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

To ten, statetment of the questionnaire is whether feeling a lack of vocabulary in English or other foreign languages can lead to ineffective communication those who answered strongly agree 50%, agreed 50%, the answered disagree 0%. And no one answered strong disagree. It can be concluded that lack of vocabulary in english or other languages can cause communication barriers.

Table 4.15 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
11.	Providing historical reviews or stories at tourist locations that are not clear can cause obstacles communication	Strong Agree	9	30%
		Agree	18	60%
		Disagree	3	10%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Eleventh, statement of the questionnaire is whether providing historical reviews or stories at tourist locations that are not clear can cause obstacles communication those who answered strongly agree 30%, agreed 60%, the answered disagree 10%. And no one answered strong disagree. It can be concluded that providing historical reviews or stories at tourist locations that are not clear can cause obstacles communication.

Table 4.16 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
12.	Tourists are impatient or feel dissatisfied that the tour guide is giving them the result misunderstanding in communication	Strong Agree	13	43.33%
		Agree	15	50%
		Disagree	2	6.66%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Twelfth, statement of the questionnaire is whether tourists are impatient or feel dissatisfied that the tour guide is giving them the result misunderstanding in communication those who answered strongly agree 43.33%, agreed 50%, the answered disagree 6.66%. And no one answered strong disagree. It can be concluded that tourists are impatient and dissatisfied with the informations conveyed by the tour guide it can cause misunderstandings.

Table 4.17 Survey Questionnaire

	Statement	Responses	Frequency	Percentages
13.	Not adjusting communication techniques to foreign tourist in terms of background, age,	Strong Agree	14	46.66%
		Agree	16	53.33%
			0	0%

	and beliefs can lead to ineffective communication.	Disagree Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Thirteenth, statement of the questionnaire is whether not adjusting communication techniques to foreign tourist in terms of background, age, and beliefs can lead to ineffective communication those who answered strongly agree 46.66%, agreed 53.33%, the answered disagree 0%. And no one answered strong disagree. It can be concluded that not adjusting communication techniques to foreign tourist in terms of background, age, and beliefs can lead to ineffective communication.

Table 4.19 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
14.	When providing information in noisy and crowded places resulting in ineffective communication	Strong Agree	13	43.33%
		Agree	16	53.33%
		Disagree	1	3.33%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

Fourteenth, statement of the questionnaire is whether when providing information in noisy and crowded places resulting in ineffective communication those who answered strongly agree 43.33%, agreed 53.33%, the answered disagree 3.33%. And no one answered strong disagree. It can be concluded that

providing information in noisy and crowded places resulting in ineffective communication.

Table 4.20 Survey Questionnaire

No.	Statement	Responses	Frequency	Percentages
15.	There is no selection and training before becoming a tour guide that unprofessional tour guides can cause communication barriers.	Strong Agree	14	46.66%
		Agree	15	50%
		Disagree	1	3.33%
		Strong Disagree	0	0%
	Total		30	100%

(Source: Survey Questionnaire, 2023)

The last statetment of the questionnaire is whether there is no selection and training before becoming a tour guide that unprofessional tour guides can cause communication barriers those who answered strongly agree 46.66%, agreed 50%, the answered disagree 3.33%. And no one answered strong disagree. It can be concluded that the absence of secection and training before becoming a tour guide is very influential in communicating this is because tour guides feel uncomfortable,insecure and stiff when conveying information on tourist attractions to journalists.

4.2 findings of interview

This section presents the researchers' findings through interviews with four tour guides. This is related to the factors that create communication barriers between tour operators and foreign tourists. The first interview will be coded as tour guide 1, the second interview as tour guide 2, the third interview tour guide 3,

the last interview tour guide 4. Finally, based on the results of field observations and interviews, the researchers investigated the communication impediments that tour guides face when communicating with foreign tourists. We have identified several factors Language, culture, environmental conditions, character, contribution to local government, accreditation.

4.2.1 Language

There are three questions related to language induced barriers in interview. The first question "are there any obstacles or obstacles faced by tour guides when communication with foreign tourists?", the second question is "can tour guide overcome language barriers when tourists are found who do not understand the language used?", the third question is "speaking style, accent, dialect, tone of voice when conveying message can cause communication barriers, moreover each one does not understand the language used?". Researchers have found that language is one of the factors that cause communication delays between tour guides and foreign tourists. This is clear from the tour guide's answer during the interview process.

1. The result of the first question of language induced barriers.

Interviewer : are there any obstacles or obstacles faced by tour guides when communication with foreign tourists?"

Tour guide 1 : *"eumm.....kendala atau kesulitan pasti ada apalagi dalam berkomunikasi dengan orang luar atau turis, kendala yang sering kita..... hadapi saat berkomunikasi dengan turis asing adalah permasalahan bahasa karena kita kan daerah local itu sangat minim berbahasa asing dan saya juga kurang bisa berbahasa apa lagi kalau misalnya, berbicara sama turis asing gak semua ucapan yang turis asing sampaikan kurang bisa saya pahami "*

Translation : *"umm.....obstacles or difficulties must exist especially in communicating with outsiders or tourists, the obstacle that we often face..... when communicating with foreign tourists is a language problem because we are a local area, very minimal foreign language and I also lack What else can we discuss, if, for example, I don't understand all the words that foreign tourists say to foreign tourists"*

He explained that the difficulty of communicating with foreign tourists is that they cannot understand what they are telling them.

Tour guide 2 : *" iya ada, kendala yang paling utama dalam berkomunikasi adalah bahasamisalnya kan.. ketika saya berkomunikasi dengan turis asing itu saya kurang paham apa yang mereka bilang, eummm apa lagi kan eeee gak bisa gitukan berbahasa inggris yang bagus, itu karena saya tidak paham bahasa inggris"*

Translation : *"Yes there is, the main obstacle in communicating is language... for example... when I communicate with foreign tourists, I don't understand what they are saying, ummm what else can't I speak good English, that's because I don't understand english"*

From the testimony of the second tour conductor, it is known that language is a factor that hinders communication due to lack of English proficiency.

Tour guide 3 : *" ehem... iya masalah komunikasi yang sering terjadi memang pada kita yang pemandu wisata, kita sering salah paham dalam mengartikan makna dari ucapan wisatawan asing. Terlebih lagi ada dari kita ada yang kesulitan dalam berbahasa inggris dan bahkan ada yang tidak bisa berbahasa inggris, kita mengetahui bahwa bahasa inggris itu begitu penting terutama dalam bidang pemandu wisatgimana bilanganya eeee sudah tidak seharusnya pemandu wisata tidak bisa berbahasa inggris. Namun, kita memaklumi hal tersebut karena hal seperti sudah lumrah di daerah kita."*

Translation : *" ehem... yes, communication problems that often occur to us as tour guides, we often misunderstand the meaning of the words of foreign tourists. What's more, some of us have difficulty speaking English and some can't even speak English, we knowing that English is so important, especially in the field of tour guideshow to say eeee it's not supposed to be a tour guide that can't speak English.However, we understand that because things like this are commonplace in our area"*

From the third guide's explanation, we can see that the language problem is a barrier to communication between guides and foreign tourists.

Tour guide 4 : " ehemm... iya masalah komunikasi yang sering terjadi memang pada kita yang pemandu wisata, kita sering salah paham dalam mengartikan makna dari ucapan wisatawan asing. Terlebih lagi ada dari kita ada yang kesulitan dalam berbahsa inggris dan bahkan ada yang tidak bisa berbahasa inggris, kita mengetahui bahwa bahsa inggris itu begitu penting terutama dalam bidang pemandu wisatagimana bilanganya eeee sudah tidak seharusnya pemandu wisata tidak bisa berbahasa inggris. Namun, kita memaklumi hal tersebut karena hal seperti sudah lumrah di daerah kita."

Translation : "Yes, there are..... in communicating with foreign tourists, there are lots of obstacles. Moreover, we don't often interact with outsiders, let alone foreign tourists. the obstacles are like not being able to speak English, ummmmm we know that many of us are lacking in language skills and can even just say yes or no, that's the difficulty for us when communicating with foreign tourists who come here"

From the explanation of the fourth tour conductor, we can see that communication is not going well because of the lack of language skills and the lack of interaction with foreign tourists.

2. The result of the first question of language induced barriers.

Interviewer : "can tour guide overcome language barriers when tourists are found who do not understand the language used?",

Tour guide 1 : " eeeee mengatasi belum bisa, tapi saya biasanya menggunakan anroid untuk menterjemahkan Bahasa yang tidak saya pahami Ketika berkomunikasi dengan wisatwan asing."

Translation : " eeeee, I can't solve it yet, but I usually use Android to translate languages that I don't understand when communicating with foreign tourists"

Tour guide 1 responded that tour guides could not overcome communication barriers, but they could improve communication by using Android devices and

smartphones to translate words and phrases they did not understand when conversing with foreign tourists. It shows that I was trying to overcome the wall of

Tour guide 2 : "belum bisa, mmmm tapi biasanya saya kalua berbicara dengan turis asing itu bilang terus apa yang bisa mengerti. Misalnya kan, mereka menanyakan arah jalan dalam Bahasa Inggris saya bilang the road to oooo mount leuser from..... penosan village.... Terus ke ... go up. Biasanya kalua berkomunikasi dengan turis asing itu bercampur Bahasa saya.... Kan yang penting mereka gerti dan kita pun mengerti"

Translation : *"Not yet, mmmm, but usually when I talk to foreign tourists, they say what they can understand. For example, they ask for directions in English. I say the road to oooo mount leuser from..... penosan village.... Continue to ... go up. Usually when communicating with foreign tourists it mixes my language.... What's important is that they understand and we understand too"*

From Tour Guide 2's reply, we can see that the tour guide was unable to overcome the communication barrier when conversing with foreign tourists. But tour guides try to overcome these hurdles by communicating confidently despite their mixed languages.

Tour guide 3 : " hal tersebut bisa diatasi walaupun ada beberapa pemandu wisata yang tidak memahami bahasa Inggris tetapi mereka menggunakan anroid mereka untuk mengatasi hal tersebut."

Translation : *"This can be overcome even though there are some tour guides who don't understand English but they use their android to overcome this."*

From the tour guide's explanation 3, we can see that communication barriers can be overcome when dealing with foreign tourists.

Tour guide 4 : "belum sepenuhnya bisa, eeee untuk mengatasi permasalahan biasanya ketika saya dalam permasalahan tersebut saya mencari kawan dari pemandu wisata yang memang betul-betul fasih dalam bahasa Inggris.....membantu saya dalam mengartikan Bahasa yang wisatawan sampaikan "

Translation : "Not, yet fully able, eeee to solve the problem, usually when I'm in that situation I look for friends from tour guides who are really fluent in English...to help me interpret the language that tourists convey."

From the tour guide's statement 4 it can be seen that the tour guide has not been able to overcome communication barriers, but he is trying to find friends to help him overcome communication barriers.

3. The result of the first question of language induced barriers.

Tour guide 1 : " iya, gaya berbicara yang berbeda, aksen dan dialek saat berbicara dengan turis asing membuat saya bingung karena saya hanya mengetahui bahasa inggris itu hanya dasarnya saja itu tidak begitu bisa"

Translation : " yes, different speaking styles, accents, and dialects when talking to foreign tourists make me confused because I only know English, it's just the basics, it doesn't really work well"

From the explanation of tour guide 1, it can be seen that different speaking styles and dialects when talking to foreign tourists, the tour guide is confused because of differences in speaking styles.

Tour guide 2 : " iya..... gaya berbicra, logat atau dialek tersebut dapat menyebabkan berbicara yang tidak efektif, eeee..... karena kan berbahasa inggris ini pun kan belum begitu fasih, nah..... di tambah lagi mereka (wisatawan) berbica pakai logat kan tambah tidak mengerti kita terhdap apa yang mereka (wisatawan) sampaikan....."

Translation : "yes,..... this style of speaking, accent, or dialect can lead to ineffective speaking, eeee..... because even speaking English is not very fluent, well..... plus they (tourists) speak with an accent, or We don't understand more about what they (tourists) convey.....".

From the explanation of the tour guide 2 said that speaking style, accent or dialect can cause communication barriers because it makes the communication conveyed ineffective.

Tour guide 3 : *“menurut saya hal itu tidak menjadi masalah ketika berkomunikasi dengan turis asing, eehmm..... karena gaya berbicara, aksen dan dialek mereka (pemandu wisata) yang bisa berbahasa inggris sudah paham dengan aksen dan dialek kecuali mereka (pemandu wisata) yang belum bisa berbahasa inggris.....”*

Translation : “I don't think it's a problem when communicating with foreign tourists, eehmm..... because of their speaking style, accent, and dialect (tour guide) who can speak English already understand the accent and dialect except for those (tour guides) who can't speak English”

From the explanation of tour guide 3, it can be seen that speaking style, accent, and dialect have no effect on communication, and he (tour guide 3) also said that unless they cannot speak English.

Tour guide 4 : *“tentu saja..... bisa menyebabkan kendala berkomunikasi terutama karena dapat menyebabkan pesan yang disampaikan tidak sesuai dikarenakan logat bicara, dan aksen yang berbeda..... Terutama bagi pemandu wisata yang tidak bisa berbahasa inggris, itu akan membuat mereka bingung.....”*

Translation : “Of course..... it can cause communication problems, especially because the message conveyed is inappropriate because of the accent, and a different accent..... Especially for tour guides who can't speak English, it will make them confused.....”

Based on the explanation of to tour guide 4, it can be seen that speaking style, accent, and dialect are obstacles to communicating, especially for tour guides who cannot speak English.

4.2.2 Difference Culture

There are two questions related to difference culture in interview. The first question is “there are communication barriers caused by cultural difference and customs between tour guide and foreign tourists?”. The second question is” lack of knowledge, experience, and insight into foreign cultural can caused communication barriers?”

1. The result of the first question of difference culture.

Interviewer : there are communication barriers caused by cultural difference and customs between tour guide and foreign tourists?”.

Tour guide 1 : *" iya,..... ada kemungkinan terjadi hambatan komunikasi antara pemandu wisata dengan wisatwan asing yang disebabkan oleh perbedaan pandangan, dan adat- istiadat, hambatan komunikasi antara budaya sering terjadi.."*

Translation : *"Yes,..... there is a possibility of communication barriers between tour guides and foreign tourists caused by differences in views, and customs. Communication barriers between cultures often occur .."*

Based on the explanation of tour guide 1, it can be seen that cultural differences and customs can cause communication barriers due to different views.

Tour guide 2 : *" iya,..... perbedaan nilai,norma, dan etika antara budaya pemandu wisata dan wisatawan asing dapat mengganggu proses komunikasi ... seperti perbedaan pandang, apalagi beda Bahasa yang kita gunakan dan gaya hidup mereka (wisatawan)... yang berbeda dengan kita sehingga sulit untuk kita untuk berbaur dengan mereka (wisatawan) "*

Translation : *"Yes,..... differences in values, norms, and ethics between the cultures of tour guides and foreign tourists can interfere with the communication process... such as differences in views, especially the different languages we use and their (tourists) lifestyles... which are different from ours, so it is difficult for us to mingle with them (tourists)".*

From the tour guide's statement 2, it can be seen that cultural differences can interfere with the communication process because they are caused by different views, languages used, and lifestyles that make it difficult for tour guides to mingle with foreign tourists.

Tour guide 3 : " iya,..... eeee . ada kemungkinan terjadi hambatan komunikasi seperti misalnya eeee.. penampilan dan perilaku wisatawan mungkin tidak sesuai dengan harapan pemandu wisata dapat menimbulkan kesalahpahaman, seperti kita ketahui di daerah kita yang mayoritas umat muslim dan berpakaian yang sar'ii dan kita bertemu dengan wisatawan yang berpakaian kurang sesuai membuat kita kurang nyaman untuk berkomunikasi..")

Translation : "yes, eeee there is a possibility of communication barriers such as, for example eeee .. the appearance and behavior of tourists may not be in accordance with the expectations of tour guides can lead to misunderstandings, as we know in our area where the majority are Muslims and dress in syar'ii, and we meeting tourists who dress inappropriately makes us less comfortable communicating."

Based on the explanation of tour guide 3, it can be seen that different cultures can result in communication barriers such as inappropriate appearance and clothing that make the tour guide uncomfortable to communicate, causing obstacles in communicating.

Tour guide 4 : " iya.....ada kemungkin terjadi hambatan komunikasi karena kita mengetahui bahwa perbedaan norma, bahasa, ras, suku, budaya yang berbeda dengan kita jadi susah untuk berbaur... emmm dan Ketika berkomunikasi dengan wisatawan asing informasi yang di berikan tidak tersampaikan dengan baik. "

Translation "Yes,there is a possibility of communication barriers because we know that differences in norms, languages, races, ethnicities, and cultures that are different from ours make it difficult to mingle... ummm, and when communicating with foreign tourists, the information provided is not conveyed properly."

From the explanation of tour guide 4, it can be seen that cultural differences impede communication because they can result in conveying information that is not good or ineffective.

2. The result of the second question of difference culture.

Interviewer :” lack of knowledge, experience, and insight into foreign cultural can caused communication barriers?”

Tour guide 1 :” *iya,... kurangnya pengetahuan, pengalaman dan wawasan tentang budaya luar dapat menyebabkan hambatan komunikasi dalam berintraksi dengan oranya yang berasal dari budaya yang berbeda*”

Translation :”*yes,... a lack of knowledge, experience, and insight about foreign cultures can cause communication barriers when interacting with people who come from different cultures.*”

Based on the tour guide's explanation 1, communication barriers occur due to a lack of knowledge and insight into foreign cultures.

Tour guide 2 : *iya,..... kurangnya pengetahuan tentang budaya luar dapat menyebabkan prasangka negatif terhadap budaya atau orang berbeda dapat menimbulkan kesalahpahaman dalam berkomunikasi*”

Translation :” *yes, a lack of knowledge about foreign cultures can lead to negative prejudice against different cultures or people, which can lead to misunderstandings in communication*”

From the explanation of tour guide 2, it is clear that a lack of knowledge and insight into foreign cultures can cause negative prejudice, causing misunderstandings in communication.

Tour guide 3 : *"iya,.....kurangnya pengetahuan dan wawasan dapat menyebabkan hambatan komunikasi.. apalagi kan budaya local kita nih.. dengan budaya luar itu berbeda.... misalnya berbeda pandangan, keyakinan, dan Bahasa kita juga beda dengan mereka (wisatawan) sehingga dapat menyebabkan perbedaan*

*dalam pandangan dan pendekatan terhadap wisatawan asing
Ketika berkomunikasi dengan mereka.... ”*

Translation : "Yes, a lack of knowledge and insight can cause communication barriers. especially our local culture. With foreign cultures, it is different.... For example, our different views, beliefs, and language are also different from theirs (tourists), so it can cause differences in views and approaches to foreign tourists When communicating with them."

From the explanation of tour guide 3, it can be seen that a lack of knowledge and insight into foreign cultures can lead to differences in views and approaches toward foreign tourists when communicating with them.

Tour guide 4 : "iya, karena kurangnya pengetahuan atau wawasan tentang budaya luar seperti norma dan etika yang berbeda dapat mengakibatkan kesalahan penafsiran dalam komunikasi sehingga penyampaian pesan tidak tersampaikan dengan baik."

Translation : "Yes, because of a lack of knowledge or insight into foreign cultures, such as different norms and ethics, it can lead to misinterpretation in communication so that the message conveyed is not conveyed properly."

From tour guide 4, it can be seen that a lack of knowledge and insight can cause errors in interpreting communication so that the information provided is not conveyed properly.

4.2.3 Environmental Conditions

There one question related to environmental conditions in interview. The question is “loud music, strong winds, and the sound of vehicles around due to environmental factors can impede bad communication?”.

1. The result of questions in environmental conditions

Interviewer : “loud music, strong winds, and the sound of vehicles around due to environmental factors can impede bad communication?”.

Tour guide 1 : " iya,..... Emm suara-suara yang keras seperti music atau angin kencang dapat mengganggu komunikasi. Eeee dann kondisi lingkungan yang tidak kondusif berpengaruh pada saat kita berbicara, apalagi kan kita berbicara sama turis itu bisa jadi informasi yang kita sampaikan tidak terdengar oleh wisatawan.."

Translation : "yes,..... Emmm, loud noises like music or strong winds can interfere with communication. Eeee and environmental conditions that are not conducive affect when we talk, especially when we talk to tourists, and the information we convey will not be heard by tourists."

From the explanation of tour guide 1, it can be seen that environmental conditions are very influential in communicating, especially in conveying information to tourists, not be conveyed because it is disturbed by the environment.

Tour guide 2 : " iya,..... angin kenjang, suara musik yang keras atau kendaraan dapat menggau komunikasi. Karena suara tersebut dapat membuat bisingan wisatawan dan sulit untuk mendengar dengan baik Ketika pemandu wisata menyampaikan informasi kepada pemandu wisata"

Translation : "yes,..... flat winds, loud music, or vehicles can interfere with communication. Because these sounds can make tourists noisy and it is difficult to hear properly when the tour guide conveys information to the tour guide."

From the explanation of tour guide 2, it is known that environmental conditions can interfere with communication. He stated that loud noises cause noise for tourists, so it is difficult for tourists to approach the information conveyed by tour guides.

Tour guide 3 : "iya.....suara kendaraan, musik dan suara kerumunan orang dapat mengganggu dan memecahkan konsentrasi pemandu

wisata dalam menjelaskan informasi atau cerita yang akan disampaikan kepada wisatawan asing."

Translation : "yes,....the sound of vehicles, music, and crowds can distract and break the concentration of the tour guide in explaining information or stories to be conveyed to foreign tourists."

From the explanation of tour guide 3, it can be seen that loud noises and crowd noise can disturb and break the concentration of communication when interacting with tourists.

Tour guide 4 : *"iya, kondisi lingkungan yang tidak kondusif dapat menyebabkan hambatan komunikasi yang tidak baik eeee karena iya... karena lingkungannya bagus itu bisa mengganggu konsentrasi kita ketika berbicara dengan turis asing. Misal... kita bicara di dekat keramaian seperti sedang menjelaskan objek wisata gitu kan tapi karena suara keramaian ucapan kita itu kepotong-potong gitu. Dan tidak jelas didengar oleh wisatawan "*

Translation : "yes, environmental conditions that are not conducive can cause communication barriers that are not good eeee because yes... because the environment is good, it can disturb our concentration when we talk to foreign tourists. For example... we talk near a crowd as if we were explaining a tourist object like that right, but because of the noise of the crowd, our speech is in pieces like that. And it's not clearly heard by tourists "

From the explanation in Tour Guide 4, it can be seen that environmental conditions that are not conducive can cause ineffective communication barriers. This is because when the tour guide conveys information in a crowded place so that the message is not clearly heard by tourists.

4.2.4 Attitude when Communicating

There two questions related to attitude when communicating in interview. The first question is "can someone's attitude and speech (tour guide/ foreign tourists cause communication barriers?", the second question is "good or

unhealthy physical condition (tour guide/foreign tourist) can hinder effective communication?”.

1. The result of the first question of attitude when communicating

Interviewer : “can someone’s attitude and speech (tour guide/ foreign tourists cause communication barriers?”

Tour guide 1 : *"iya,..... sikap dan ucapan dapat pengaruhi hambatan komunikasi seperti tidak kita diperhatikan ucapan yang disampaikan baik itu pemandu atau wisatawaneee dan tidak diapresiasi, sehingga lawan bicara merasa tidak nyaman dalam menyampaikan informasi"*

Translation : *"yes,..... attitudes and speech can affect communication barriers such as we don't pay attention to the words conveyed by either guides or touristseee and are not appreciated, so that the interlocutor feels uncomfortable in conveying information"*

From the explanation of tour guide 1, it can be seen that attitudes and speech in speaking can affect communication, such as not being noticed and not appreciated by someone's speech, causing a feeling of discomfort to the other person.

Tour guide 2 : *"iya.....ucapan dan sikap seseorang dalam berbicara dapat menimbulkan komunikasi yang tidak efektif.... Misalnya, nih.. kan kamu mengkritik saya yang berlebihan atau tidak pantas gitu kan.. itu bisa membuat lawan bicara merasa tidak dihargai dan menyebabkan lawan seseorang menjadi tidak nyaman. Sehingga komunikasi yang di sampaikan tidak efektif."*

Translation : *"yes.....a person's speech and attitude in speaking can lead to ineffective communication.... For example, here...you criticize me excessively or inappropriately, right...it can make the other person feel unappreciated and causing one's opponent to be uncomfortable. So that the communication conveyed is not effective"*

Based on the explanation in Tour Guide 2, it can be seen that a person's speech and attitude lead to ineffective communication, For example, criticizing

someone excessively and using inappropriate words makes the other person feel unappreciated and uncomfortable in conveying information.

Tour guide 3 : *iya,... kesulitan berkomunikasi juga bisa terjadi karena ucapan dan sikap seorang.... Ehmmm misalnya ketika seseorang berbicara terlalu cepat atau terlalu lambat dalam menyampaikan pesan dan informasi sehingga lawan bicara merasa kewalahan atau semacam geregetan dalam mencerna informasi yang disampaikan itu dapat menimbulkan komunikasi yang tidak efektif atau menyebabkan hambatan komunikasi seperti kamu katakan."*

Translation : *"yes,... difficulties in communicating can also occur because of someone's speech and attitude.... Ehmmm, for example, when someone speaks too fast or too slowly in conveying messages and information so that the other person feels overwhelmed or a kind of nervousness in digesting the information conveyed, it can lead to ineffective communication or cause a communication barrier, like you said."*

From the explanation of the tour guide 3, that the speech and attitude of a person in conveying messages too slowly and quickly create obstacles in communicating.

Tour guide 4 : *" iya,...atau tidak mendengarkan dengan baik. ketika seseorang tidak memberikan perhatian yang cukup pada lawan bicaranya, maka bisa saja kehilangan konteks atau pesan yang ingin disampaikan hai itu memang sering terjadi Ketika kami berkomunikasi dengan turis asing dan bahkan ada yang tidak mau dengar seperti kemarin wisatawan yang berasal dari Malaysia Ketika saya menjelaskan arah jalan ke gunung lueser tapi memotong pembicaran ingin cepat naik ke gunung lueser alhasil mereka tersesat "*

Translation : *" yes,...or didn't listen well. when someone doesn't pay enough attention to the person they are talking to, they can lose context or the message they want to convey, Hey, that often happens when we communicate with foreign tourists, and some don't even want to listen, like yesterday, tourists who came from Malaysia when I explained directions. the way to mount Lueser but cut off the conversation wanting to quickly go up to mount lueser as a result they got lost. "*

From the explanation of tour guide 4, it can be seen that the speech and attitude of a person in communication need to be considered and listened to properly so as not to lose the context and message when communicating.

2. The result of second question in attitude when communicating

Interviewer : “good or unhealthy physical condition (tour guide/foreign tourist) can hinder effective communication?”.

Tour guide 1 : *" iya,.. seseorang yang kehilangan pendengaran atau tidak mendegar dapat mengalami ...eeeeee, kesulitan dalam mendengarkan dan memahami apa yang dikatakan oleh lawan bicara hal ini dapat menyebabkan hambatan berkomunikasi "*

Translation : *"Yes,.. someone who has lost their hearing or can't hear can experience ... eeeee, difficulties in listening and understanding what the other person is saying, this can cause communication barriers"*

From the explanation of tour guide 1, it can be seen that physical conditions such as hearing loss can cause communication barriers.

Tour guide 2 : *" iya,.. kondisi psikis seperti stres, kecemasan, dan kurang kesehatan juga dapat menyebabkan hambatan komunikasi karena kan kalau kita kurang sehat dalam berkomunikasi dengan orang sekitar kita saja malas kita berbicara apalagi dengan wisatawan sehingga komunikasi tidak lancar "*

Translation : *"yes,... psychological conditions such as stress, anxiety, and lack of health can also cause communication barriers because if we are not healthy in communicating with people around us, we are lazy to talk, especially with tourists, so communication is not smooth."*

According to the explanation given by the tour guide 2, physical conditions such as health and stress can cause communication barriers because communicating with tourists who are in an unhealthy condition result in poor communication.

- Tour guide 3 :*" iya, gangguan bicara atau kelainan dalam pengucapan...ehmm orang yang mengalami gangguan bicara atau kelainan dalam pengucapan, seperti bermulut melebar dalam menyampaikan informasi atau cerita , hal ini membuat kesulitan dalam menyampaikan pesan dengan jelas"*
- Translation :*"yes, speech disorders or speech disorders...umm, people who have speech disorders or pronunciation disorders, such as wide mouths when conveying information or stories, this makes it difficult to convey messages clearly."*

From the explanation of the Tour guide 3, that interference in speaking or experiencing abnormalities in a person's pronunciation can cause the delivery of information and messages that are not clear, so that the communication that is conveyed is not effective.

- Tour guide 4 :*" iya, kondisi psikis seperti stres, kecemasan, juga dapat menyebabkan hambatan komunikasi .. missal saya sedang stress banyak pikiran gitukan terus berbicara dengan turis hal itu dapat mengganggu konsentrasi saya dalam berkomunikasi. Itulah sebabnya berkomunikasi dengan wisatawan harus dengan kondisi yang sehat agar penyampaian informasi dengan baik. "*
- Translation :*"Yes, psychological conditions such as stress, anxiety, can also cause communication barriers. For example, if I'm stressed, I have a lot of thoughts, so I keep talking to tourists, it can interfere with my concentration in communicating. That's why communicating with tourists must be in a healthy condition so that information can be conveyed. well. "*

From the explanation of the tour guide 4, that physical conditions such as health, stress, and anxiety can cause communication barriers with tourists.

4.2.5 Local government contribution

There are two questions the related of local government contribution in interview.

1. The result of the first question of local government contribution

Interviewer : “there are training held the local government to improve the ability of the professional tour guide?”

Tour guide 1 : *" iya ada... akan tetapi dari 2019 sampai saat belum ada selenggarakan karena terhalang covid 19 mungkin"*

Translation : *" yes there is... but from 2019 until now it hasn't been held due to the obstruction of covid 19 maybe"*

From the explanation of tour guide 1, that there is indeed training held by the government. However, from 2019 until now, there has been no planning by the local government or tourism.

Tour guide 2 : *" ada, namun saat terjadi covid 19 pemerintah daerah belum ada menyelenggarakan laithan lagi"*

Translation : *"Yes, but when Covid -19 happened, the local government didn't hold another training yet."*

From the explanation of tour guide 2, it was stated that the local government had organized training, but during COVID-19, the local government no longer provided training For tour guides.

Tour guide 3 : *"iya..... training ada memang di laksanakan oleh pemerintah. huuu.... akan tetapi tidak sering di selenggarakan 2 sekali atau 3 tahun sekali yang terakhir kalinya di selenggarakan di tahun 2018, untuk sekarang belum ada lagi diselenggarakan terlebih lagi pada 2019 terjadi covid19 sampai 2021. Jadi kan itu terkendalanya. Ehmmm.. Untuk saat ini saya rasa pemerintah sudah seharusnya menyelenggarakan training lagi untuk pemandu wisata. "*

Translation : *"yes... there is training carried out by the government. huuu.... However, it is not often held once every 2 or 3 years, the last time it was held was in 2018, For now it has not been held anymore, especially in 2019, When there was COVID-19 to 2021. So that's a problem. Ehmmm.. For now, I think the government should organize more training for tour guides"*

From the explanation of tour guide 3, that training and exercises were not often held in the past until now by local governments or tourism for tour guides,

especially because they are hindered by the pandemic period in 2019 - 2021. Tour Guide 3 hopes that the government can organize training or more training for tour guides.

Tour guide 4 : *"ada, tetapi itupun tidak sering diselenggarakan kadang-kadang setahun 3 kali atau 2 kali diselenggarakan."*

Translation : *"Yes, but even then, it is not often held, sometimes 3 times a year or 2 times a year."*

From the explanation above, tour guide 4 said that local governments often hold training and exercises for tour guides.

2. The result the second question of local government contribution

Interviewer : Is it adequate for the availability of tour guide facilities and infrastructure for implementing travel trips with foreign tourists?

Tour guide 1 : *"kesedian sarana dan prasana yang disediakan pemerintah sejauh ini masing kurang harapan di perbanyak lagi seperti alat bantu komunikasi dan peralatan untuk kemah juga perlu di tambah"*

Translation : *"The availability of facilities and infrastructure provided by the government so far has not been hoped that it will be added more, such as communication aids and equipment for camping, which also needs to be added."*

From the explanation of tour guide 1, it can be seen that the availability of infrastructure and facilities is still lacking by the government.

Tour guide 2 : *"sarana dan prasana yang sediakan oleh pemerintah ada, eee... tapi sudah di layak di gunakan seperti tenda untuk kemah berbolong-bolong dan sudah seharusnya di ganti"*

Translation : *"The facilities and infrastructure provided by the government are there, eee... but they are not suitable for use, such as tents for camping with holes, and they should be replaced."*

From the explanation of tour guide 2, it is hoped that the local government can pay attention to the advice and infrastructure of the tour guide.

Tour guide 3 : *:" kesediaan prasana dan sarana yang sediakan pemerintah masih kurang, seperti perlengkapan kendaraan untuk tour ke objek wisata belum di sediakan sama sekali dan untuk perlengkapan untuk berkemah sudah tidak layak lagi untuk digunakan akan tetapi karna pemerintah belum memberikan yang baru jadi yang ada saja digunakan ketika ada wisatawan yang ingin berkemah ... kami sudah pernah mengusulkan hal tersebut ke parawisata dan pemerintah daerah, tapi sampai sekarang belum juga diberikan oleh pemerintah"*

Translation : *"The willingness of infrastructure and facilities provided by the government is still lacking, such as vehicle equipment for tours to tourist objects that have not been provided at all and equipment for camping that is no longer suitable for use, but because the government has not provided new ones, what is there It's only used when there are tourists who want to camp ... We have already proposed this to tourism and the local government, but until now the government has not given it."*

From the explanation of tour guide 3, it could be seen that the infrastructure and facilities were still lacking from the government, he said that he had already proposed this to the local government. However, regional orders have yet to be responded to.

Tour guide 4 : *" ada,..... namun sudah banyak yang tidak layak dipakai seperti tenda untuk berkemah dan saya harap pemerintah daerah dapat memperhatikan sarana dan prasana, agar wisatawan yang datang berkunjung ke objek wisata disini merasa nyaman dengan fasilitas yang sediakan "*

Translation : *"Yes,..... but there are not many that are not suitable for use, such as tents for camping, and I hope the local government can pay attention to the facilities and infrastructure, so that tourists who come to visit tourist objects here feel comfortable with the facilities provided."*

From the explanation of tour guide 4, he said that many of the facilities and infrastructure were not suitable for use, and he also hoped that the government would pay attention to the facilities and infrastructure of the tour guide.

4.2.6 Certification

There are two questions the related of certification in interview

1. The result of the first question of certification

Interviewer : are the tour guides directly selected by tourism service or are they selected by advance by the tourism service to become tour guides?

Tour guide 1 : *"emmm kalau saya sendiri sebelum menjadi pemandu wisata dihubungi oleh parawisata dan diberikah arah gitu tentang tugas pemandu wisata dan selanjutnya menjadi pemandu wisata"*

Translation : *"ummm,.. if I myself, before becoming a tour guide, was contacted by tourism and given directions about the duties of a tour guide, and then to become a tour guide."*

In the explanation of tour guide 1, he admitted that it was the government that contacted him to become a tour guide.

Tour guide 2 : *" kalau saya sendiri tidak ada diseleksi sebelum menjadi pemandu wisata, pertamanya saya di ajak kawan untuk mengawani dia untuk melakukan tour dengan turis asing, dan setelah itu saya juga berikan arah gitu dari parawisata gitu untuk jadi pemandu wisata "*

Translation : *" I myself was not selected before becoming a tour guide. First, I was invited by a friend to accompany him on a tour with foreign tourists, and after that, I also gave directions like that from tourism to become a tour guide. "*

From the explanation of Tour Guide 2, it can be seen that he was not selected at all by the government to become a tour guide.

Tour guide 3 : *" iya saya di selekdi dulu sebelum menjadi pemandu wisata..... memeng ini sudah seharusnya menjadi pemandu wisata yang profesional di seleksi terlebih dahulu, seperti kami dahulu di adakan traning selama 6 bulan ada beberapa orang kami di bawa ke Medan dan Jogjakarta oleh bupati kita untuk dilatih menjadi pemandu wisata, namun sekarang tidak ada diseleksibaik dari parawisata dan pemerintah untuk menjadi pemandu wisata"*

Translation : *" Yes, I was selected before becoming a tour guide..... This member should have been a professional tour guide selected beforehand, like we were previously held in training for 6 months and some of our people were brought to Medan and Jogjakarta by our regent to be trained to become tour guides, but now there is no selection from both tourism and the government to become tour guides."*

From the explanation of Tour Guide 3, he said that he was selected beforehand to become a professional tour guide.

Tour guide 4 : *" saya sendiri cuman di kasih arahan semacam memberi cara perjalanan dengan turis.....Memang untuk menjadi pemandu wisata seharusnya diseleksi terlebih dulu akan tetapi banyak kawan-kawan pemandu wisata tidak ada diseleksi oleh dinas parawisata dan pemerintah daerah seperti yang saya katakana tadi cuman di kasih arahan gitu dan saya sering di beritahunkan oleh parawisata untuk menjadi pemandu wisata"*

Translation : *"I myself was only given directions, such as directions on how to travel with tourists..... Indeed, to become a tour guide, I should have been selected first, but many tour guide friends were not selected by the tourism service and local government. As I said, I was just given directions like that, and I am often told by tourists to become a tour guide."*

From the explanation of tour guide 4, it appears that he admitted that he was not selected to become a tour guide. He was only given directions by tourists on how to travel. Then he said that he was often told by tourists to find friends who wanted to become tour guides.

2. The result of the second question of certification.

Interviewer : Are all tour guides certified by the tourism agency and local government?"

Tour guide 1 : *"sertifikasi itu seperti sudah dilatih atau diseleksi oleh parawisata kan.... Kalau itu sepertinya belum semua pemandu wisata tersertifikasi oleh dinas pemerintah. Ada yang sudah tersertifikasi sama parawisata tapi tidak baik dari kami"*

Translation : *"It looks like the certification has been trained or selected by tourism, right.... If that's the case, it seems that not all tour guides are certified by the government agency. Some are already certified in tourism, but it's not good for us."*

From the explanation of tour guide 1, it was said that not all tour guides were certified by the local government.

Tour guide 2 : *"banyak sih.... Dari yang tidak tersertifikasi dan termasuk saya juga tidak tersertifikasi karena ia saya tidak diseleksi sebelum jadi pemandu wisata"*

Translation : *"There are a lot of them.... For those who are not certified and including me, I am also not certified because I was not selected before becoming a tour guide."*

From the explanation of tour guide 2, there were many tour guides who were not certified, including him, who said that they had not been certified by the local government.

Tour guide 3 : *"banyak dari kita yang tidak tersertifikasi,.... Seharusnya menjadi pemandu wisata yang tersertifikasi, yaitu seorang pemandu wisata yang sudah memenuhi syarat seperti pemandu wisata yang profesional, bisa berbahasa asing, dapat berkomunikasi yang baik, dan juga sopan. akan tetapi banyak kawan-kawan pemandu wisata yang belum memenuhi syarat tersertifikasi, apalagi pemandu wisata yang baru-baru hanya beberapa orang yang mahir berbahasa asing. hal ini karena tidak adanya training diselenggarakan oleh dinas parawisata daerah"*

Translation : *"Many of us are not certified,.... Should be a certified tour guide, namely a tour guide who has fulfilled the requirements, such as being a professional tour guide, speaking foreign languages, communicating well, and being polite. However, there are many tour guides who have not met the requirements for certification,*

especially since only a few are proficient in foreign languages. This is because there is no training held by the regional tourism office”.

From the explanation of tour guide 3, that many tour guides are not certified, and he also said that being a tour guide should fulfill the requirements to become a tour guide.

Tour guide 4 :*" masih banyak yang tidak tersertifikasi hanya beberapa pemandu wisata yang sudah tersertifikasi seperti pak jemali atau biasa kita panggil mr. jali, pak usman, dan pak zulkifli atau mr lee kalua kami panggil itukan mereka sudah profesional karena mereka selalu jadi pemandu wisata andalan kita di gayo lues ini.. kalua pemandu wisat yang lain banyak belum tersertifikasi "*

Translation :*" there are still many who are not certified, only a few certified tour guides like Mr. Jemali or what we usually call Mr. Jali, Mr. Usman, and Mr. Zulkifli or Mr. this gayo lues.. many other tour guides are not certified”*

From the explanation of the 4, tour guides, many tour guides have not been certified by the local government.

4.4 Result of interview and survey questionnaire

4.4.1 Result interview

Based on the results of interviews conducted with tour guides, it can be concluded that the obstacles faced by tour guides in communicating with foreign tourists are the lack of English and other language skills, lack of insight and knowledge about foreign cultures, environmental conditions that are not conducive, attitudes when communicating, the lack of the government's contribution to tour guides, and the number of tour guides who have not been certified by the local government.

4.4.2 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.

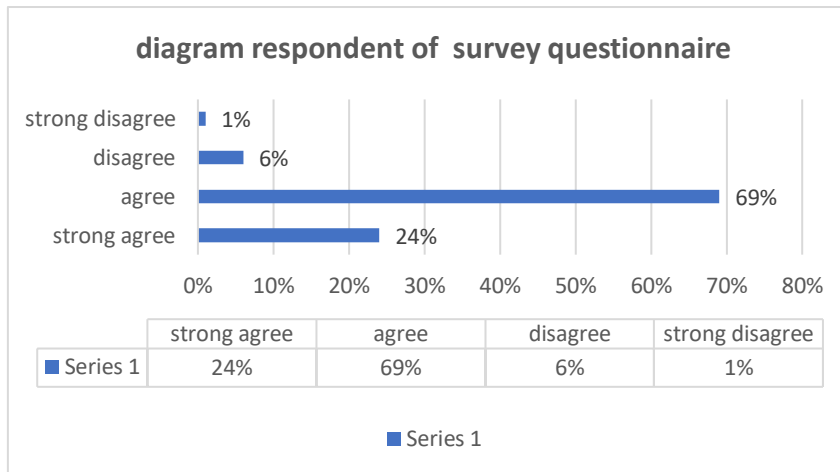


Table 4.20 diagram respondent of survey questionnaire

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. This means that most tour guides agree with the statement about communication barriers between tour guides and foreign tourists caused by: language skills, cultural differences, environmental conditions, attitudes when communicating, lack of government contribution, and certification.

4.5 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.

The main points of the instrument are the discussion of the six aspects of communication barrier factors that will be discussed. The language is based on information from the interview results of the researcher with the tour guide, checklist survey questions given by the researcher to the tour guide, and data analysis that has been done by the researcher.

4.5.1 Language

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.

4.5.2 different culture

Based on interview information and survey questions, communication barriers regarding cultural differences or a lack of knowledge and insight about foreign cultures Tour guides say that the communication barriers of tour guides with foreign tourists about their lack of insight and knowledge of cultural differences and customs and different perceptions of tour guides and the language used by foreign tourists may not be familiar to tour guides, both in pronunciation, vocabulary, different accents, dialects, and grammar so that it is difficult for tour guides to understand and differences in norms, values, and ethics between cultures, for example the appearance and behavior of foreign tourists, as is known in the Gayo Lues plains, the majority of the population is Muslim and looks good when there is tourists who dress immodestly cause misunderstanding in interacting with foreign tourists. So cultural differences can cause communication barriers because it is something that is very sensitive when communicating.

4.5.3. certification

Based on information from interviews and surveys regarding guide certification, it was stated that there were many uncertified tour guides. This happened because there was no training, selection, or rare training held by the

local government and the tourism service for tour guides before becoming tour guides, or even for tour guides who are not certified as tour guides. So that tour guides, when interacting with foreign tourists, are stiff or uncomfortable communicating.

4.5.4 local government contribution

Based on interview information and a survey question on communication barriers, the tour guides said that the local government and the tourism service lacked contributions to the tour guides in providing facilities and infrastructure to the tour guides, such as camping equipment or other infrastructure that is no longer suitable for use and should have been replaced or provided with appropriate equipment by the local government. In addition, it is rare to hold routine selection and training for prospective tour guides before they become tour guides, which aims to improve the abilities of professional tour guides.

4.5.5 environmental condition

Based on interview information and survey questions, the tour guide stated that uncondusive environmental conditions were 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. For example, the tour guide is explaining the beauty of a tourist spot that is being visited by local tourists, so the delivery of information is hindered because of the crowd at the place. Strong winds can also cause hearing difficulties or make voices sound muffled or shaky. This can cause misunderstandings and interfere with effective communication between tour guides and tourists.

4.5.6 attitude when communicating

Based on interview information and survey questions, tour guides state that attitudes when communicating can cause communication barriers between tour guides and foreign tourists. The tour guide said that if you don't listen properly and don't pay enough attention to the person you are talking to, you may lose context or the message you want to convey, so the message cannot be conveyed to the listener. In addition, excessive criticism is inappropriate, speaking too fast or too slowly, the interlocutor feels overwhelmed or frustrated in digesting the information conveyed, so communication is not effective.

4.6 Result

The figure below shows the results of identifying communication barriers between tour guides and foreign tourists by conducting interviews and survey questions with tour guides. This writer focuses on six aspects: language, cultural differences, and environmental conditions, attitudes in communication, government contributions, and certification.

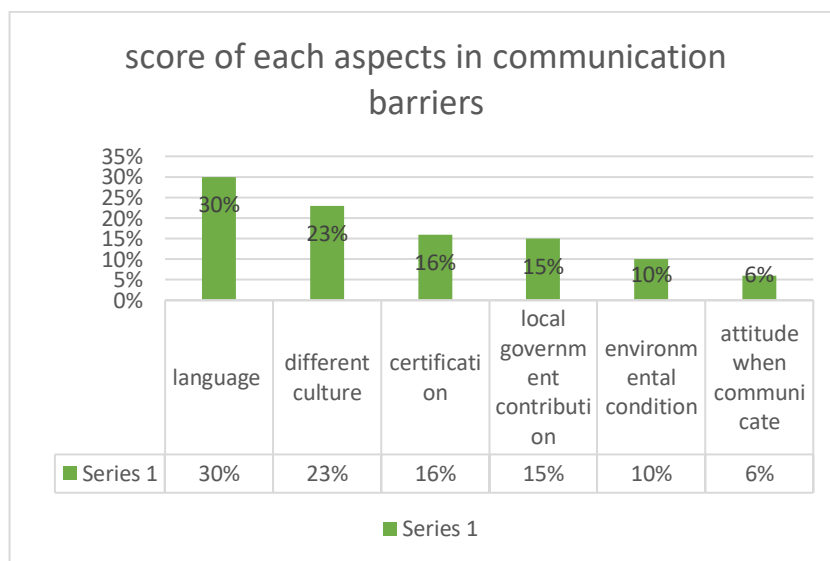


Table 4.21 score of each aspects in communication barriers

Based on the diagram above, it can be seen that the highest increase in communication barriers occurred in the aspect of language with a score of 30% and the lowest in the aspect of attitude when speaking with a score of 6%, the second highest increase in aspects of cultural differences after language with a score of 23%. And the average score for increasing the certification aspect is 16%, regional contribution is 15%, and environmental conditions are 10%. Based on the diagram above, it can be concluded from all aspects of the tour guide's communication barriers after being examined by the author that language is the main factor in the tour guide's communication barriers.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents conclusions and suggestions for conclusions based on the presentation and description of the results of the research and the discussion of data analysis.

5.1 Conclusions

Based on data analysis, communication barriers are factors between tour guides and foreign tourists. It can be concluded as follows:

Based on data from interviews and survey questions, the researchers concluded that the responses of the tour guides indicated that there were communication inhibiting factors when interacting with foreign tourists. Six factors create communication barriers between tour guides and foreign tourists. These factors are: language skills, cultural differences, environmental conditions, attitudes when communicating, lack of government contribution, and certification.

5.2 Suggestion

Based on the results of the study, the researchers made the following recommendations:

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5.2.1 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.

5.2.2. Local Government

It is suggested that local authorities pay more attention to the team of tour guides both in terms of training contributions or in terms of facilities and infrastructure to improve the capacity of professional guides and improve the quality of tourism.

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APPENDIX I

INTERVIEW RESULT

A. Tour guide 1

1. "umm.....obstacles or difficulties must exist especially in communicating with outsiders or tourists, the obstacle that we often face..... when communicating with foreign tourists is a language problem because we are a local area, very minimal foreign language and I also lack What else can we discuss, if, for example, I don't understand all the words that foreign tourists say to foreign tourists"
2. " eeeee, I can't solve it yet, but I usually use Android to translate languages that I don't understand when communicating with foreign tourists"
3. " yes, different speaking styles, accents, and dialects when talking to foreign tourists make me confused because I only know English, it's just the basics, it doesn't really work well"
4. "Yes,..... there is a possibility of communication barriers between tour guides and foreign tourists caused by differences in views, and customs. Communication barriers between cultures often occur .."
5. " yes,... a lack of knowledge, experience, and insight about foreign cultures can cause communication barriers when interacting with people who come from different cultures."
6. "Yes,..... there is a possibility of communication barriers between tour guides and foreign tourists caused by differences in views, and customs. Communication barriers between cultures often occur .."
7. " yes,... a lack of knowledge, experience, and insight about foreign cultures can cause communication barriers when interacting with people who come from different cultures."
8. "yes,..... Emmm, loud noises like music or strong winds can interfere with communication. Eeee and environmental conditions that are not conducive affect when we talk, especially when we talk to tourists, and the information we convey will not be heard by tourists."
9. "yes,..... attitudes and speech can affect communication barriers such as we don't pay attention to the words conveyed by either guides or touristseee and are not appreciated, so that the interlocutor feels uncomfortable in conveying information"
10. "Yes,.. someone who has lost their hearing or can't hear can experience ... eeeee, difficulties in listening and understanding what the other person is saying, this can cause communication barriers"
11. " yes there is... but from 2019 until now it hasn't been held due to the obstruction of covid 19 maybe"

12. "The availability of facilities and infrastructure provided by the government so far has not been hoped that it will be added more, such as communication aids and equipment for camping, which also needs to be added "
13. "ummm,.. if I myself, before becoming a tour guide, was contacted by tourism and given directions about the duties of a tour guide, and then to become a tour guide."
14. "It looks like the certification has been trained or selected by tourism, right.... If that's the case, it seems that not all tour guides are certified by the government agency. Some are already certified in tourism, but it's not good for us."

B. Tour guide 2

1. "Yes there is, the main obstacle in communicating is language... for example... when I... communicate with foreign tourists I don't understand what they are saying, ummm what else can't I speak good English, that's because I don't understand english"
2. "Not yet, mmmm, but usually when I talk to foreign tourists, they say what they can understand. For example, they ask for directions in English. I say the road to oooo mount leuser from..... penosan village.... Continue to ... go up. Usually when communicating with foreign tourists it mixes my language.... What's important is that they understand and we understand too"
3. "yes,..... this style of speaking, accent, or dialect can lead to ineffective speaking, eeee..... because even speaking English is not very fluent, well..... plus they (tourists) speak with an accent, or We don't understand more about what they (tourists) convey....."
4. "Yes,..... differences in values, norms, and ethics between the cultures of tour guides and foreign tourists can interfere with the communication process... such as differences in views, especially the different languages we use and their (tourists) lifestyles... which are different from ours, so it is difficult for us to mingle with them (tourists)"
5. "Yes,..... differences in values, norms, and ethics between the cultures of tour guides and foreign tourists can interfere with the communication process... such as differences in views, especially the different languages we use and their (tourists) lifestyles... which are different from ours, so it is difficult for us to mingle with them (tourists)".
6. " yes, a lack of knowledge about foreign cultures can lead to negative prejudice against different cultures or people, which can lead to misunderstandings in communication"
7. "yes,..... flat winds, loud music, or vehicles can interfere with communication. Because these sounds can make tourists noisy and it is difficult to hear properly when the tour guide conveys information to the tour guide."
8. "yes.....a person's speech and attitude in speaking can lead to ineffective communication.... For example, here...you criticize me excessively or inappropriately, right...it can make the other person feel unappreciated and

causing one's opponent to be uncomfortable. So that the communication conveyed is not effective.

9. "yes.....a person's speech and attitude in speaking can lead to ineffective communication.... For example, here...you criticize me excessively or inappropriately, right...it can make the other person feel unappreciated and causing one's opponent to be uncomfortable. So that the communication conveyed is not effective"
10. "yes,... psychological conditions such as stress, anxiety, and lack of health can also cause communication barriers because if we are not healthy in communicating with people around us, we are lazy to talk, especially with tourists, so communication is not smooth."
11. "Yes, but when Covid -19 happened, the local government didn't hold another training yet."
12. "The facilities and infrastructure provided by the government are there, eee... but they are not suitable for use, such as tents for camping with holes, and they should be replaced."
13. " I myself was not selected before becoming a tour guide. First, I was invited by a friend to accompany him on a tour with foreign tourists, and after that, I also gave directions like that from tourism to become a tour guide. "
14. "There are a lot of them.... For those who are not certified and including me, I am also not certified because I was not selected before becoming a tour guide."

C. Tour guide 3

1. " ehem... yes, communication problems that often occur to us as tour guides, we often misunderstand the meaning of the words of foreign tourists. What's more, some of us have difficulty speaking English and some can't even speak English, we knowing that English is so important, especially in the field of tour guides ... how to say eeee it's not supposed to be a tour guide that can't speak English. However, we understand that because things like this are commonplace in our area"
2. "This can be overcome even though there are some tour guides who don't understand English but they use their android to overcome this."
3. "I don't think it's a problem when communicating with foreign tourists, eehmm..... because of their speaking style, accent, and dialect (tour guide) who can speak English already understand the accent and dialect except for those (tour guides) who can't speak English"
4. "yes, eeee there is a possibility of communication barriers such as, for example eeee .. the appearance and behavior of tourists may not be in accordance with the expectations of tour guides can lead to misunderstandings, as we know in our area where the majority are Muslims and dress in syar'ii, and we meeting tourists who dress inappropriately makes us less comfortable communicating."
5. "yes, eeee there is a possibility of communication barriers such as, for example eeee .. the appearance and behavior of tourists may not be in accordance with the expectations of tour guides can lead to misunderstandings, as we know in our area where the majority are Muslims and dress in syar'ii, and we meeting tourists who dress inappropriately makes us less comfortable communicating"
6. "Yes, a lack of knowledge and insight can cause communication barriers. especially our local culture. With foreign cultures, it is different.... For example, our different views, beliefs, and language are also different from theirs (tourists), so it can cause differences in views and approaches to foreign tourists When communicating with them."
7. "yes,....the sound of vehicles, music, and crowds can distract and break the concentration of the tour guide in explaining information or stories to be conveyed to foreign tourists."

8. "Yes, a lack of knowledge and insight can cause communication barriers. especially our local culture. With foreign cultures, it is different.... For example, our different views, beliefs, and language are also different from theirs (tourists), so it can cause differences in views and approaches to foreign tourists When communicating with them."
9. "yes,... difficulties in communicating can also occur because of someone's speech and attitude.... Ehmmm, for example, when someone speaks too fast or too slowly in conveying messages and information so that the other person feels overwhelmed or a kind of nervousness in digesting the information conveyed, it can lead to ineffective communication or cause a communication barrier, like you said."
10. "yes, speech disorders or speech disorders...umm, people who have speech disorders or pronunciation disorders, such as wide mouths when conveying information or stories, this makes it difficult to convey messages clearly."
11. "yes... there is training carried out by the government. huuu.... However, it is not often held once every 2 or 3 years, the last time it was held was in 2018, For now it has not been held anymore, especially in 2019, When there was COVID-19 to 2021. So that's a problem. Ehmmm.. For now, I think the government should organize more training for tour guides"
12. "The willingness of infrastructure and facilities provided by the government is still lacking, such as vehicle equipment for tours to tourist objects that have not been provided at all and equipment for camping that is no longer suitable for use, but because the government has not provided new ones, what is there It's only used when there are tourists who want to camp ... We have already proposed this to tourism and the local government, but until now the government has not given it."
13. " Yes, I was selected before becoming a tour guide..... This member should have been a professional tour guide selected beforehand, like we were previously held in training for 6 months and some of our people were brought to Medan and Jogjakarta by our regent to be trained to become tour guides, but now there is no selection from both tourism and the government to become tour guides."
14. "Many of us are not certified,... Should be a certified tour guide, namely a tour guide who has fulfilled the requirements, such as being a professional tour guide, speaking foreign languages, communicating well, and being polite. However, there are many tour guides who have not met the requirements for certification, especially since only a few are proficient in foreign languages. This is because there is no training held by the regional tourism office".

D. Tour guide 4

1. Yes, there are..... in communicating with foreign tourists, there are lots of obstacles. Moreover, we don't often interact with outsiders, let alone foreign tourists. the obstacles are like not being able to speak English, ummmmm we know that many of us are lacking in language skills and can even just say yes or no, that's the difficulty for us when communicating with foreign tourists who come here”
2. "Not, yet fully able, eeee to solve the problem, usually when I'm in that situation I look for friends from tour guides who are really fluent in English...to help me interpret the language that tourists convey."
3. “Of course..... it can cause communication problems, especially because the message conveyed is inappropriate because of the accent, and a different accent..... Especially for tour guides who can't speak English, it will make them confused....."
4. “Yes,there is a possibility of communication barriers because we know that differences in norms, languages, races, ethnicities, and cultures that are different from ours make it difficult to mingle... ummm, and when communicating with foreign tourists, the information provided is not conveyed properly."
5. “Yes,there is a possibility of communication barriers because we know that differences in norms, languages, races, ethnicities, and cultures that are different from ours make it difficult to mingle... ummm, and when communicating with foreign tourists, the information provided is not conveyed properly."
6. “Yes, because of a lack of knowledge or insight into foreign cultures, such as different norms and ethics, it can lead to misinterpretation in communication so that the message conveyed is not conveyed properly.".
7. "yes, environmental conditions that are not conducive can cause communication barriers that are not good eeee because yes... because the environment is good, it can disturb our concentration when we talk to foreign tourists. For example... we talk near a crowd as if we were explaining a tourist object like that right, but because of the noise of the crowd, our speech is in pieces like that. And it's not clearly heard by tourists "
8. "Yes, because of a lack of knowledge or insight into foreign cultures, such as different norms and ethics, it can lead to misinterpretation in communication so that the message conveyed is not conveyed properly.".
9. " yes,...or didn't listen well. when someone doesn't pay enough attention to the person they are talking to, they can lose context or the message they want to convey, Hey, that often happens when we communicate with foreign tourists, and some don't even want to listen, like yesterday, tourists who came from Malaysia when I explained directions. the way to mount Lueser but cut off the conversation wanting to quickly go up to mount lueser as a result they got lost. "
10. "Yes, psychological conditions such as stress, anxiety, can also cause communication barriers. For example, if I'm stressed, I have a lot of thoughts, so I keep talking to tourists, it can interfere with my concentration in

communicating. That's why communicating with tourists must be in a healthy condition so that information can be conveyed. well. "

11. "Yes, but even then, it is not often held, sometimes 3 times a year or 2 times a year."
12. "Yes,..... but there are not many that are not suitable for use, such as tents for camping, and I hope the local government can pay attention to the facilities and infrastructure, so that tourists who come to visit tourist objects here feel comfortable with the facilities provided."
13. "I myself was only given directions, such as directions on how to travel with tourists..... Indeed, to become a tour guide, I should have been selected first, but many tour guide friends were not selected by the tourism service and local government. As I said, I was just given directions like that, and I am often told by tourists to become a tour guide."
14. " there are still many who are not certified, only a few certified tour guides like Mr. Jemali or what we usually call Mr. Jali, Mr. Usman, and Mr. Zulkifli or Mr. this gayo lues.. many other tour guides are not certified"

APPENDIX II

ANGKET SURVEY KENDALA KOMUNIKASI

Pentunjuk cara pengisian

1. Pertanyaan-pertanyaan yang ada mohon dibaca dan dipahami dengan sebaik-baiknya, supaya tidak ada pertanyaan yang tidak terisi atau terlewatkan.
2. Beri tanda centang pada jawaban bapak/ibu, pada kolom yang tersedia.

Pilihan jawaban yang paling sesuai dengan pilihan pertanyaan sebagai berikut dibawah ini:

No.	Jawaban alternatif	Skor
1	Sangat setuju (SS)	4
2	Setuju (S)	3
3	Tidak setuju (TS)	2
4	Sangat tidak setuju (STS)	1

3. Setiap pertanyaan hanya satu jawaban.
4. Terima kasih atas partisipasi bapak/ibu.

No.	Survei kuesioner	SS	S	TS	STS
1.	Hambatan komunikasi sering terjadi pada budaya yang berbeda seperti turis dengan pemandu wisata.				
2.	Berbeda bahasa, golongan, suku, ras dan tingkatan mengakibatkan terjadinya hambatan komunikasi yang tidak efektif.				
3.	Kondisi fisik dan fisikis seseorang (pemandu wisata-wisatawan) menghambat komunikasi saat berkomunikasi.				
4.	Faktor lingkungan yang tidak kondusif membuat komunikasi tidak efektif.				
5.	Suara musik yang keras, angin kencang, dan juga suara kendaraan karena faktor lingkungan membuat komunikasi tidak berjalan dengan efektif.				
6.	Perasaan senang, khawatir, cemas, marah,dan bingung berpengaruh dalam proses komunikasi.				

7.	Dari berbicara terlalu cepat,gagap, dan pengucapan kata-kata yang tidak jelas dapat membuat komunikasi tidak efektif.				
8.	Gangguan panca indra yang di rasakan (mata minus, gangguan pendengaran, dan panca indra lainnya) mengganggu jalannya komunikasi.				
9.	Penjelasan yang baik tentang aturan budaya ataupun tentang objek wisata mendorong intraksi yang baik antara pemandu wisata dengan wisatawan semakin menyenangkan.				
10.	Umpan balik yang tinggi atau respon yang tinggi yang diberikan pemandu wisata atau wisatawan membuat komunikasi tidak berjalan dengan efektif.				
11.	Kurangnya pengetahuan, pengalaman, dan wawasan budaya dapat menyebabkan komunikasi tidak efektif.				
12.	Gaya bicara, aksen,dialek,nada suara saat menyampaikan pesan dapat menyebabkan hambatan komunikasi, terlebih masing-masing tidak memahami bahasa yang digunakan.				
13.	Sikap terhadap ucapan seseorang juga menimbulkan hambatan komunikasi.				
14.	gaya berpakaian yang tidak sopan wisatawan terhadap pemandu wisata menimbulkan intraksi yang tidak ramah				
15.	Kurangnya latihan pemandu wisata sehingga komunikasi menjadi kaku atau tidak lancar tidak saat berkomunikasi dengan wisatawan				

APPENDIX III
DOCUMENTATION



