THE ENGLISH PROFICIENCY OF TOURIST ACTORS IN KLATEN
(A Research in Temple Tourist Attractions and Water Tourist Attractions)

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Abstract

This study aims to know the English proficiency of tourist actors in Klaten. The data of this research consist of primary data and secondary data. Primary data are the data gotten from English proficiency of tourist actors in Klaten, especially in speaking skill. Meanwhile, secondary data are the data from the tourism department of Klaten. This research method is descriptive quantitative. The subjects of this study are tourist actors in temple and water tourist spots in Klaten, which consists of officers, sellers, parking attendants, security, and other tourist actors. The temple tourist spots are Plaosan temple and Sojiwan temple. Meanwhile, the water tourist spots are Umbul Ponggok and Umbul Cokro (OMAC). The choice of those spots is depended on the most foreign tourists among that type of tourist destinations. The result of the study shows that the English proficiency of tourist actors in temple tourist attractions is higher (50%) than water tourist attractions (8,33%). In temple tourist attractions, tourist actors who have high English proficiency is 50%, average is 37.5%, low is 12.5%. In water tourist attractions, tourist actors who have high English proficiency is 8.33%, average is 29.16%, low is 62.5%. This study also got other data that tourist actors in Klaten have important role to support tourism industry in Klaten to attract tourists, both domestic and foreign, but their awareness of it is still low. Most of them still rely on domestic tourists than foreigners.

Keywords: *English proficiency, speaking, tourist actors*

Introduction

Tourism is a new industry of creativity sector that grows economic development rapidly so that tourism contributes to poverty alleviation in developing countries. Klaten, the city between tourist destinations in Java namely Yogyakarta (Jogja) and Surakarta (Solo), gets benefit of that geographic location to attract tourists who visit Jogja and Solo to visit tourist destination in Klaten too. Klaten has many interesting tourist attractions, including cultural heritage tourist attractions, water tourist attractions, and special interest Merapi mountain tourist attractions. Cultural

heritage tourist attractions are in the form of temple tourist attractions, such as Plaosan temple, Merak temple, Sewu temple, and Sojiwan temple.

Based on the data from department of culture, tourism, youth and sports (*Dinas Kebudayaan, Pariwisata, Pemuda, dan Olahraga*) of Klaten, the visit rate of tourists in some tourist destinations in Klaten increased. In 2014, total visits of tourists are 320.862 tourists. In 2015, total visits of tourists increased 604.700 tourists. https://borobudurmarathon.co.id. The tourist's destinations which are being developed by the government of Klaten are water tourist attractions such as springs (*umbul)* and marsh (*rawa)*. In Klaten, there are many springs from Merapi Mountain, which used to be used by villagers to fulfill their daily need, recently are developed as interesting tourist attractions. Some water attractions are *Umbul Ponggok, Umbul Cokro, Umbul Manten, Umbul Pelem, dan Umbul Jolotundo*. Besides that, there are float restaurants on the marsh which serve fresh fish food in *Rawa Jombor*.

Those several tourist spots in Klaten are recently well known and become destinations for tourists, not only from Klaten but also from other cities who drop in from their tour in Solo and Jogja. While, there are still rarely foreign tourists visit in Klaten, even though Klaten is near Jogja that is found many foreign tourists. But, the question is can the tourism actors in Klaten speak English as the basic skill to face foreign tourists? Without English speaking competence, the foreign tourist will get difficulties in communicating with tourist actors when visit Klaten so that they are very depended on their tour guide. As comparison, we can see in Jogja; there are many tourists walk on roadside freely without a tour guide. The reason is in Jogja, most of all tourist actors can communicate in English, at least in simple communication. Therefore, the foreign tourists will not be ancient when going alone without tour guide.

Based on those backgrounds, the researchers are interested in conducting a research about how is the English proficiency of tourist actors in Klaten, especially in temple tourist attractions and water tourist attractions.

Theoretical Underpinning

Definition of tourism is listed at *Undang-Undang No.10/2009* about Tourism, in *Bab 1 pasal 1* regarding general requirements, which states that tourism is the travel activity by someone or group to visit some places for recreation, personal

development, or learn unique tourist attractions in a temporary period. Tourism is several tour activities and supported by facilities and services provided by community, entrepreneur, government, and local government. According to Fandeli (1995: 47), tourism is people temporary displacement to destination area out of workplace and daily residence, activities performed are facilities used to fulfill their desire and needs.

Based on *Undang-Undang No 10 Tahun 2009* about *Kepariwisataan pasal 1 ayat 5*, tourist attraction is all things that have uniqueness, beauty, and value which is in the form of diversity of natural wealth, beauty, and human artificial results which become target or destination of tourist visits. Tourist attraction is a potency which becomes booster tourists' visit in some tourist places. Because of that determine role, tourist attractions must be planned, built, and managed professionally so that can attract tourists to come to those tourist attractions (Suwantoro, 1997: 19).

Tourism actors are every part who have a role and involved in tourism activities. According to Damanik dan Weber (2006: 19), which includes tourism actors are:

a. Tourists

Tourists are consumers or users of products or services. Tourists have various motives and backgrounds (interest, expectation, social characteristics, economic, culture, and so on) in doing tour activities. Because of those various, tourists become parts who create product demand and tourism services.

b. Tourism industry / service providers

Tourism industry is all business which produces products and services for tourism. They can be classified into two groups, i.e.:

1) Direct Actors, are tourism businesses which offer service directly to tourists or their service needed by tourists. They are included hotel, restaurant, travel agent, tourism information center, entertainment attraction, and so on.

2) Indirect Actors are businesses specialize in products which indirectly support tourism, such as handicraft businesses, publisher of books or sheets of travel guide, etc.

c. Supporting tourism services

They are businesses which unspecific offer tourism product and service but often depend on tourists as the product and service users, included photography service providers, beauty service, sport, fuel seller, etc.

d. Government

Government is a part that has authority in management, provision, and allotment several infrastructures related in tourism. Moreover, government also has responsible in determining the direction of the tour. Government macro policy is a guide for other stakeholders in doing their respective roles.

e. Local community

Local community is people who live in tourist areas. They are one of important actors in tourism because they provide most of attractions and determine the quality of tourism products. Moreover, local community is the owner of tourist attractions that visited and consumed by tourists. Water, land, forest, and landscape which are sources of tourism are in their hands. Some art included in tourism attraction are almost entirely theirs. Therefore, all changes in tourist area will have direct impact on their interests.

f. Non-governmental organization

Non-governmental organization often do society activities in various fields, included in tourism, such as WWF project in protecting *orang utan* in Bahorok, Sumatera Utara or in Tanjung Putting, Kalimantan Selatan, climbers' organizations, and so on.

Language ability is competency which include linguistic competence', 'communicative competence', 'strategic competence' and 'social competence' (Littlewood, 1981: 6). The first aspect 'linguistic competence' means someone must be able to develop ability of manipulating language system to express message delivered. Meanwhile, second aspect 'communicative competence' force someone to differ forms of skilled language and communication functions that will be presented. Then, by 'strategic competence' someone must develop his/her ability and strategy to use language in delivering intention effectively in concrete situation. The last, by 'social competence', someone must aware the meaning of social function of used language forms. Scott explains that the meaning of speaking is an activity that involve two or more people. Not only listener but also speaker must give reaction for what is listened and give natural responses (Scott in Morrow, 1991: 70).

From those explanation, both listener and speaker have intention and aim from those interaction, so that they must be able to interpreting what that will be delivered. When there is communication, there are three points that can be scrutinized:

1. A speaker wants to speak and a listener wants to listen.
2. A speaker wants to deliver an intention, a listener is interested that intention.
3. A speaker wants to express his/her intention using his/her skilled language, while a listener must be able to interpret, think, and understand ideas from a speaker (RELC, 1998: 8).

Methodology

The subjects of this research are tourist actors from two tourist attractions, namely Temple tourist attractions and Water tourist attractions that consist of employees, sellers, parking attendants, and others. While, the object of this research is English proficiency of those tourist actors. The research method of this research is descriptive quantitative. Descriptive quantitative research is a research which try to explain the natural phenomenon by using numeric data to describe individual or group characteristics (Syamsudin & Damiyanti: 2011).

This research uses primary data and secondary data. Primary data is used to know the English proficiency of tourist actors in Temple tourist attractions and Water tourist attractions in Klaten Regency. Meanwhile, secondary data in this research is tourism data from tourism department of Klaten.

The technique of collecting the primary data is by using questionnaire for respondents and interview by using *"metode simak"*. According to Mahsun (2005: 92-93), *"metode simak"* is a method that used to gain the data by seeing the use of language of respondents. The use of language here is not only for spoken language but also for written language. Questionnaire given consists of 30 questions with answer choices "yes" and "no". Population of this research is tourist actors in Temple tourist attractions and Water tourist attractions in Klaten. Sample of this research is tourist actors in Temple tourist attractions in Plaosan Temple and Sojiwan Temple, while Water tourist attractions in *Umbul Ponggok* and *Umbul Cokro* (OMAC). Sample is a part of total and characteristics of those population (Sugiyono, 2011). This research uses purposive sampling technique.

The technique of analyzing the data of this research is descriptive analysis. Questionnaire data which answers are "yes" and "no" are analyzed under the condition answer "yes" scored 1 means high, and answer "no" scored 0 means low.

Then, the data collected are made class under the following condition:

K   : $\dfrac{a-b}{U}$

      : $\dfrac{30-0}{3}$

      :   10

Note:

Total of Class / *Kelas* (K)   :   3

High / *Tinggi* (T)   :   21 - 30

Moderate / *Sedang* (S)   :   11 - 20

Low / *Rendah* (R)   :   0 - 10

K   : Class / *Kelas*

a   : Highest Score / *Skor teratas* : 30

b   : Lowest Score / *Skor terendah* : 0

U   : Total of Class / *Jumlah kelas* : 3

Discussion

Based on the data from Central Bureau of Statistic *(BPS)* and Tourism, Culture, Youth, and Sports Offices of Klaten, tourist attractions in Klaten divided into four types, namely Water Tourist Attractions, Temple Tourist Attractions, Tomb Tourist Attractions, and Panorama Tourist Attractions. Water Tourist Attractions consists of *Umbul Cokro, Umbul Ponggok, Umbul Manten, Umbul Susuhan, Umbul Pelem, Umbul Brintik, Umbul Brondong, Umbul Kapiler, Umbul Pluneng, Rawa Jombor, dan Pemandian Jolotundo*. Temple Tourist Attractions consists of *Candi Plaosan, Candi Sojiwan, Candi Merak, dan Candi Sewu*. Tomb Tourist Attractions consists of *Makam Pangandaran, Makam Ronggowarsito, dan Makam Ki Ageng Gribik*. And Panorama Tourist Attractions consists of *Deles Indah* and *Bukit Cinta*.

From 2009 until 2019, the total tourists that visiting Klaten are continue to increase, not only domestic tourists but also foreign tourists. The data of increasing visitors can be seen in the following graphic.
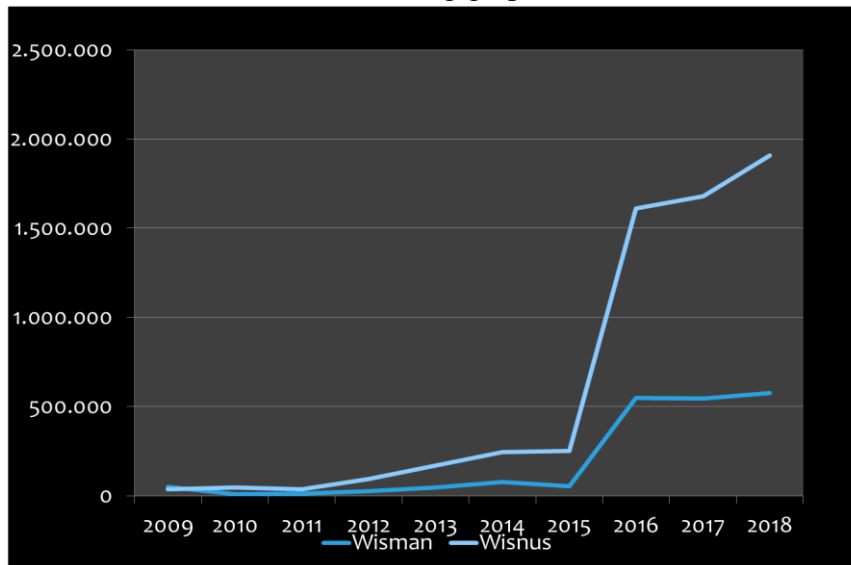
Graphic 1. The Data of Visitors (Domestic and Foreign Tourists) in Tourist Attractions in Klaten 2009 -2018

While, the data of visitors from four samples; *Candi Plaosan, Candi Sojiwan, Umbul Ponggok,* and *Umbul Cokro (OMAC)* can be seen in the following graphic.
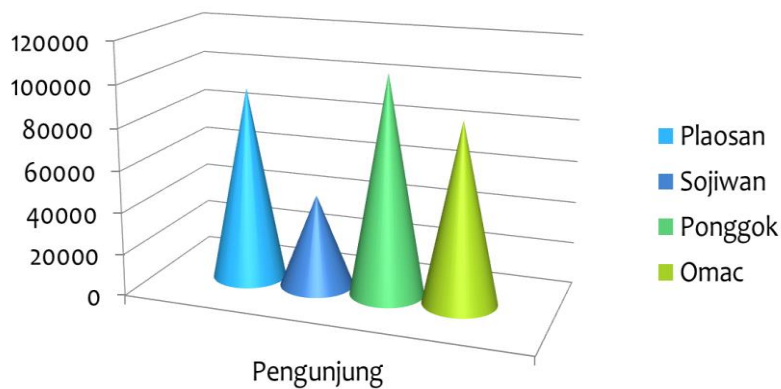
Graphic 2. The Data of Visitors in Tourist Attractions in Klaten 2019 (until August)

The data are gained from interview and questionnaire of tourist actors of two kinds of tourist attractions, namely Temple tourist attractions and Water tourist attractions. From Temple tourist attractions, researchers took sample 12 respondents

from tourist actors in Plaosan temple and Sojiwan temple 12 respondents. Meanwhile, from Water tourist attraction, researchers took 12 respondents in *Umbul Ponggok* and 12 respondents from *Umbul Cokro* (OMAC). So, the total sample is 48 respondents.

From questionnaire, the researchers got data of tourist actors' English proficiency in Temple Tourist Attractions and Water Tourist Attractions as follows:

1. English Proficiency of Tourist Actors in Temple Tourist Attraction

English proficiency of tourist actors in Temple tourist attractions divided in two tourist objects, namely English proficiency of tourist actors in *Candi Plaosan* and English proficiency of tourist actors in *Candi Sojiwan.* In *Candi Plaosan*, tourist actors who have high English proficiency is 9 respondents, moderate is 3 respondents, and there is no one who have low English proficiency. The data can be seen in the following table.

Table 1

English Proficiency of Tourist Actors in *Candi Plaosan*

English Proficiency	Total
High	9
Moderate	3
Low	-
Total	**12**

In *Candi Sojiwan*, tourist actors who have high English proficiency is 3 respondents, moderate is 6 respondents, and low is 3 respondents. The data can be seen in the following table.

Table 2

English Proficiency of Tourist Actors in *Candi Sojiwan*

English Proficiency	Total
High	3
Moderate	6
Low	3
Total	**12**

2. English Proficiency of Tourist Actors in Water Tourist Attractions

English proficiency of tourist actors in Water tourist attractions divided in two tourist objects, namely English proficiency of tourist actors in *Umbul Ponggok* and English proficiency of tourist actors in *Umbul Cokro (OMAC)*. In *Umbul Ponggok*, tourist actors who have high English proficiency is 1 respondents, moderate is 3 respondents, and low is 8 respondents. The data can be seen in the following table.

Table 3

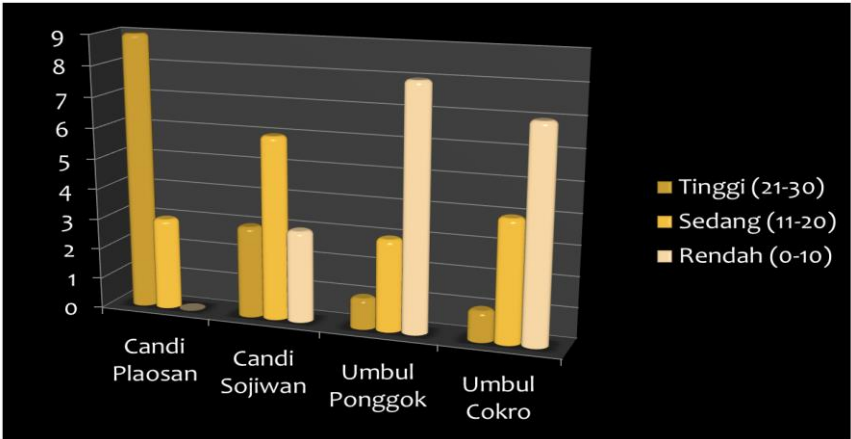**English Proficiency of Tourist Actors in *Umbul Ponggok***

English Proficiency	Total
High	1
Moderate	3
Low	8
Total	**12**

In *Umbul Cokro (OMAC)*, tourist actors who have high English proficiency is 1 respondents, moderate is 4 respondents, and low is 7 respondents. The data can be seen in the following table.

Table 4
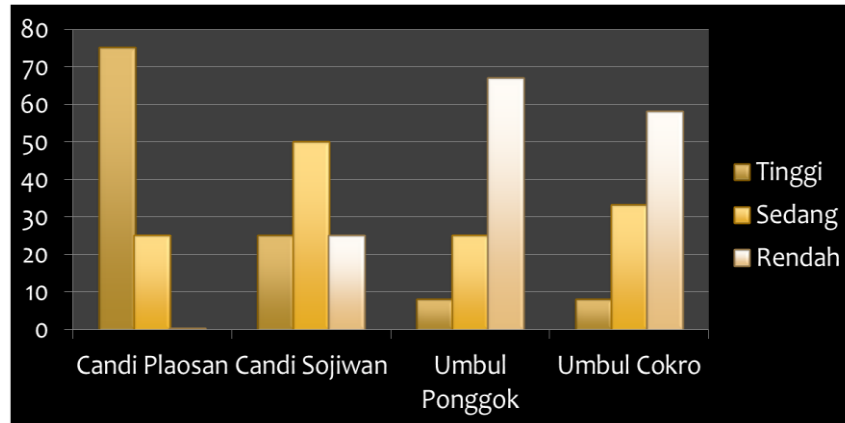
English Proficiency of Tourist Actors in OMAC

English Proficiency	Total
High	1
Moderate	4
Low	7
Total	**12**

English proficiency of tourist actors in those four tourist attractions can be seen in the following graphic.

Graphic 3. English Proficiency of Tourist Actors in Klaten

In percentages, the tourist actors' English proficiency can be seen in this following graphic.

Graphic 4. Percentages of the Tourist Actors' English Proficiency

Based on the data of questionnaire, observation, and interview from respondents, the researchers found that most of tourist actors in Water Tourist Attractions in Klaten (*Umbul Ponggok* and *OMAC*) have low English proficiency. From the data of interview, it is found that most of those tourist actors think that they already have succeeded in attracting visitors (domestic tourists) in their tourist object so they feel they do not have to learn English or make other innovation to promote their tourist objects. Furthermore, their arguments that most of foreign tourist accompanied with their own tour guide.

The lack of information and promotion about Water tourist attractions also causes few visitors of foreign tourists. Most of foreign tourists did not know about tourist attractions in Klaten except Temple tourist attractions because their mindset if visiting Yogyakarta and around it is about Temple tourist attractions, such as Borobudur and Prambanan.

Based on interview with a freelance tour guide, he ever asked his clients, whether they want to come to another tourist attractions in Klaten or not, they said they did not know that Klaten has another tourist attractions beside temples. Then, he

showed the pictures of those tourist objects, like some *umbul* and *rawa,* and then the tourists asked him to accompany them to some of those objects.

Unskilled English proficiency of tourist actors' gives effect to amount foreign tourists come to Water tourist attractions. Addition information from a freelance tour guide, some foreign tourists are not interested in coming Water tourist attractions without a tour guide because they are afraid will get difficulties when communicating with tourist actors there. So, it is understood if the tourism visits rate of foreign tourists in Water tourist attractions is lower than in Temple tourist attractions.

Conclusion

From the results of the research, it can be concluded that English proficiency of tourist actors in Klaten depends on the tourist attractions. In Temple tourist attractions, English proficiency of tourist actors which is high is 50 %, moderate is 37.5 %, and low is 12.5 %. Meanwhile, in Water tourist attractions, English proficiency of tourist actors which is high is 8.33 %, moderate is 29.16 %, and low is 62.5 %. Other results also found that tourist actors also have important role in tourism industry in Klaten in attracting tourists to visit tourism objects in Klaten. But, unfortunately awareness of it is still low, so their important roles in tourism industry have not been maximal yet. They only rely on domestic tourists, have not optimized yet the visiting of foreign tourists which is actually more profitable.

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