



**COMMUNICATION STRATEGY USED BY LOCAL GUIDE IN MUSEUM
KESEJARAHAN JAKARTA**

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Abstract

The objective of this paper focused to describe communication strategy used by local guide in museum kesejarahan jakarta, especially types of strategy in communication and the function of each strategy for the local guide to solving their problem on the museum. Communication strategy is the important things that the guide needed to build good conversation with the foreigners visitor there. The objective of this study are to find out the most dominant type of types of strategy in communication and the functions of each strategy when the guide faced the problem when guiding, the writer used descriptive qualitative method. The data is in the conversation. The data collection was done by collecting the data from observation and the conversation problem with each foreigners tourist. The writer analyzes some conversation that can be shown as the problem faced by the tour guide and it used theory by Marianne Celce Murcia in journal of Ekayati and Saniaty. It can be classified into 5 types of communication strategy. The dominant of those theory were interaction strategy.

Keywords: *communication strategy, types of strategy in communication, function of those strategy on guiding*

Abstrak

Tulisan ini bertujuan untuk mendeskripsikan strategi komunikasi yang digunakan oleh para pemandu lokal di museum sejarah Jakarta, khususnya jenis-jenis strategi dalam komunikasi dan fungsi dari masing-masing strategi untuk para pemandu lokal dalam menyelesaikan masalah mereka di museum. Strategi komunikasi merupakan hal penting yang dibutuhkan pemandu untuk membangun percakapan yang baik dengan pengunjung bule disana. Tujuan dari penelitian ini adalah untuk mengetahui jenis strategi yang paling dominan dalam komunikasi dan fungsi masing-masing strategi ketika pembimbing menghadapi masalah saat pembinaan, penulis menggunakan metode deskriptif kualitatif. Datanya ada dalam percakapan. Pengumpulan data dilakukan dengan pengumpulan data dari observasi dan percakapan masalah dengan masing-masing wisatawan mancanegara. Penulis beberapa percakapan yang dapat ditampilkan sebagai masalah yang dihadapi oleh pemandu wisata tersebut menggunakan teori Marianne Celce Murcia dalam jurnal Ekayati dan Saniaty. Ini dapat diklasifikasikan menjadi 5 jenis strategi komunikasi. Teori yang dominan adalah strategi interaksi.

Kata kunci: strategi komunikasi, jenis strategi dalam komunikasi, fungsi dari strategi tersebut dalam membimbing

I. INTRODUCTION

As we know that English as the international language had functioned to build communication between each country in the world. English is a lingua franca that could connect us between the world. Communication is such an important thing in the world, people could know new things from it. Through communication, one can change ideas, share experiences with others, help, and understand others, furthermore, can maintain a good social relationship with others. In teaching and learning activities.

Strategy is a plan to get the achievement in the workplace, school, military, and et cetera. The strategy makes something into the plan and makes them easy to get and understand or make person had same purpose and goals. Communication strategy is how communication with other people from another country around the world. A local guide is a local person who had special majors in guiding foreigners who still learning or does not know about Bahasa. Of course, she must pass

the test on guiding in English before she brings the tourist.

Museum Fatahillah is one of the famous museums in Jakarta. It was built in 1707 by Joan van Hoorn as a Town Hall and Court of Justice. He is the 17th Governor of VOC. It officially opens as Town Hall by Abraham van Riebeeck in 1710. Especially Jakarta is an icon of Indonesia also the center of government in Indonesia

II. THEORITICAL REVIEW

The theoretical review is about definition of communication, definition of strategy, types of strategy in communication, definition of communication strategy, definition of tourism and definition of local guide.

2.1 The Definition of Communication

According to (West & Turner, 2018) in Introducing Communication Theory cited Communication has become a sort of ‘portmanteau’ term. Like a piece of luggage, it is overstuffed with all manner of odd ideas and meanings. It means communication looks like bag, and it’s too heavy to carrying, so some person try to forget if inside of it had manners, idea and meanings.

2.2 The Definition of Strategy

According to Andrews (Nickols, 2016) the definition of strategy are: Corporate strategy is the *pattern* of decisions in a company that determines and reveals its objectives, purposes, or goals, produces the principal policies and plans for achieving those goals, and defines the range of business the company is to pursue, the kind of economic and human organization it is or intends to be, and the nature of the economic and non-economic contribution it intends to make to its shareholders, employees, customers, and communities.

2.3 Type of Strategy in Communication.

Based on the function of communication strategies, the writer find there are five types of communication strategies consist of (Ekyati & Saniaty, 2018):

- a. Avoidance or reduction strategies based on Færch and Kasper (ELYILDIRIM, 2017). They identified avoidance or reduction strategies into formal reduction strategies and functional reduction strategies.
- b. Achievement or compensatory strategies it describes by (Putra, 2016) "In other word, with this strategy the translator asked for interpret such as, words, sentences and phrases which can not applied in target

language because the element of culture from source language

- c. Stalling or time-gaining strategies it denotes Dornyei (Sari, 2015) "This strategy uses fillers or hesitation device to fill pauses and to gain time to think, for example; well, now, uh, um,".
- d. Self-monitoring strategies according Bell (Alsalamah, 2017) cited :
The self-motivating strategy has also been defined as a secondary strategy to utilize in order to prevent inappropriate behavior by training people to observe and record their behavior independently.
- e. Interaction strategies cited from Kasper "both knowing and using the properties of discourse structure, and selecting and combining declarative linguistic and other knowledge in a goal-related and context adequate way"

2.4 The Definition of Communication Strategy

According Hallahan (van Ruler, 2018) he describe that communication strategy are: The emphasis is on the strategic application of communication and how an organization functions as a social actor to advance its mission.

2.5 The Definition of Tourism

According to Hunziker (Teitler Regev, 2017) defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.” It denoted that tourism is such activity each country had, so that they are accepted any foreigners come to visit and had traveling on that country as well.

2.6 The Definition of Local Guide

Based on Collins (Damayanti, Gani, & Daud, 2018) has defined a guide as a person who shows other people the way; who leads others on a journey; and one who directs or serves as a model for others in his conduct or career. From a related perspective, a guide is someone who leads groups of visitors in a town or a museum giving information about the displays, the culture, the history or anything other information of interest.

III. RESEARCH METHOD

This paper uses descriptive qualitative method, which is the technique of finding the necessary data and theory are through the library and internet research to get complete data. To write this paper, the method also the writer used the library research, such as :

reading the references book and internet browsing for supporting data. According Lincoln & Guba (Hays, 2016) in Introduction to Qualitative Research Methods: The Search for Meanings, 2nd ed cited. Qualitative research has been described as naturalistic. Descriptive Qualitative Method is something that the person did on research and think also act like the writer too position as guide, if the person did teaching he or she must act and did like real teacher, also if the person work as guide, he or she must do practice as real guide.

IV. DISCUSSION

4.1 Strategy used in Guiding Foreign Tourist in Museum Kesejarahan Jakarta

According to the theory cited by (Ekayati & Saniaty, 2018) types strategy in communication, The writer could descript and understand the meaning and the writer tries to apply and explain the meaning of several existing strategy that used in Museum Kesejarahan Jakarta because on this museum is the famous museum visited by the foreign tourist when they have vacation or have work in Jakarta.

1. Avoidance or reduction strategies

On this strategies, the local guide use the module by the place given to them and explain

it exactly same like on the paper. Mostly because the local guide has limited vocabulary or something else.. The local guide will also ignore the extreme topic which made him show his weakness. Example:

The Senior Guide : Ya, you did well, but there are few word you must to change because it will be hard to say, like “inaugurated” you could change with “it’s officially open on” and so on. Now we let you to start guiding. But you still can not bring visitor by your own. You must bring them in a couples

The Guide: Okey, Sir, but how long it will be taken bring in a couples? And why we must bring in a couple?

The Senior Guide: Because even you past the test, we know that you still nervous and not yet mastering the material of the building.

And it will be taken about only this weeks, next week you could guide by your own.

The Guide: Okay, Sir, we will do it, thank you.

From that example, the writer try to show and explain that the avoidance and reduction strategy is used when the local guide still can not explain the material of the building but it could be increased his experience also knowledge by grouping him with other

guide so they can complete the given material of the building each other.

2. Achievement or compensatory strategies

On this strategies the local guide try to separate and also explain which is the culture from the outside and which is the culture from that place. Like example:

“Yeah now, we are on the room where there are traditional head dress used when betawian person got married, it’s a bit difficult and you can see that is so heavy. But now on not too much betawian used that, it change with international wedding, because need difficult and long process on this traditional wedding. Different with international wedding, so easy process gown and make up. But if you want to see that headdress maybe you will see on carnival.”

From that example the writer try to show and make the reader understand about the achievement or compensatory strategies is something can describe by the outline, because the meaning of it can not be explain, even the local guide can not explain it perfectly same like their mother language.

3. Stalling or time-gaining strategies

This strategies commonly used by the local guide when the local guide forgot about the theory of the collection, or because the

local guide feel very nervous when he or she guiding the foreigners visitors. And of course the foreigners visitor will try to understand or maybe asking to the local guide. The writer try to explain if there are so many ways and meaning of stalling or time-gaining strategy, such as when the local guide forgot the material or when they try to have attention from the foreigners visitor.

4. Self-monitoring strategies

On this strategy the local guide trying to watch and follow the senior guide when the senior guide on his duty guiding the foreigners visitor. It can provide a reference and benchmark to the local guide how to guiding the foreigners visitor. For the example:

When the writer take a look how the senior guide, bring the visitor

“Ya, ladies and gentlemen now we are on the Cirebon room, there is Cirebon cannon (with smile and show, part per part of Cirebon cannon), yah the weight about 500 kg made from bronze and this is wedding gift from Chinese princess Oung Thien to Sunan Gunung Jati, like the statue on the corner, he is one of person who bring the moeslin religion there (with smile and make sure that both of the visitors give attention with what he said)”

From that example the writer give the explanation from the activity that the local guide did and also how they follow and finally get new knowledge from following the senior guide on the museum when they are on duty guiding the foreigners visitor.

5. Interaction strategies

This strategy mostly used by the local guide who curious and already had a lot experience on guiding, because on this strategy the local guide willing to share their experience, knowledge to the visitor. They are not worried about anything like vocabulary and so on, it is not because they are smart but they had a lot experience on it and had a firm grasp on the material.

The writer could say in this strategies we only need our confidence and they will give us feedback. It is like we did not include the strategy but in fact it is the good strategy communication.

4.2 Problem Faced When Guiding Tourist

From observation and activities carried by the writer in Museum Kesejarahan Jakarta, there are many problem faced when the guide bring the visitor, especially foreign visitor. Services the local visitor are difficult enough, and foreign visitor are difficult. There are the explanation from the writer about few pro-

blem face by the local guide when they are on their duties bring the foreigners visitor.

1. Different Culture

In Museum Kesejarahan Jakarta or people usually called it Meseum Fatahillah, most of the collection are from the Dutch colonialism era. That museum looks old because most of the building there was built by the Dutch. The architecture of the building also same like Paleis Amsterdam. The guide must know if there are so many difficulties between them. As a guide the writer also find so many different cultures and must solve it by himself, such us when the writer on the Stadhuis room and explain about Willem Frederik Prins van Oranje-Nassau .Those are just a little bit difference culture problem face by the writer as the guide.

2. Limited Vocabulary

On this problem are the reason why the student on vocational high school on their internship do not try guiding foreigners visitor. They have limited vocabulary, and they do not want to learn to gained much more vocabulary. The writer also have limited vocabulary and also when the writer asking to the senior guide, how their first time guiding foreigners they will give same answer. After that had

more experience they will have more vocabulary by itself.

3. Shy

The writer feel this feeling when she first time guiding, even it only feeling but it is very difficult when guiding will bring the feeling. When the guide feel the shy it automatically make the guide feel nervous and it could make the guide forgot about the thing that they must to explain or speechless.

4. Difficult Accent

This term will find if you guiding especially Asian foreigners. The writer see and had a lot of story also experience about how difficult to understand few visitor language. In this case most of them who had difficult accent are from India, China, Japan. From India, India had their own English accent. Only people who work in art, culture and politics can speak English, because it give them so many beneficial for their job.

5. Too Attached on the Moduls Being Taught

The writers found that many new other guides on the period when the writers on her internship time very attach on the paper or material being taught by senior guide on there.

6. Preference of the Tourist

It is one of the things must be understand by the writer as a guide, cause there are

a lot of foreigners visitor, the writer must understand what they need when they are in museum, know the history, only take a look, or going to see the architecture of the building. Mostly if they come from one of company or institution they come for knowing about the history on the museum, but not all of them like and enjoy the history.

4.3 The Solution of the Problem

About guiding strategy when the writer on internship programs on the museum for few times, there are the some solution from problem faced by the writer while she on her duties guiding the foreigners in Museum Kesejarahan Jakarta.

1. Different Culture

When we went this situation, do not ever say "I do not know" but give them attention about what they have known like the example below.

The Guide: Madam and Mister now we are in the Stadhuis room, there are big long table to judge had to decide what punishment to the prisoner on here, and also big cupboard to saving the VOC document on the time especially document about the document the Dutch court, and you could see beside on the cupboard there are Goddess of the Truth and Goddess of the Justice on Greek Mythology.

And maybe you already know about the statue here.

The Visitor: He is Willem van Oranje, right?

The Guide: Yes, it is. Well, from the history I am learning in here. He is the first king on the Dutch and that is why the Dutch very famous with the orange color, yet because of his name. And Oranje are not the surname, it is more because he is come from the one of region name Oranje.

The Visitor: No, He is not the first king of the Dutch or Netherlands, but he already married with the princess from the noble man on that time. That is why the Dutch person call him the king, it only because he is married with the princess and finally had high ranking person on that time, not because anything. As I remember he married 4 times and almost all of his wife are from the high ranking family.

The Guide: Really, Madam? I didn't know about that, I just follow the paper I have read from the museum. It is first time I have never heard about that before, thank you for let me know about that madam.

The Visitor: It is ok dear, you are too young to know it, it is different with us, we have know cause we are heard also from our parents. It is ok cause there are so many version about him.

The Guide: Thank you madam, because of you I know the other version of Willem van Oranje, after that I will asking to my senior guide here about that.

From the conversation above the writer do a solution accept their version even it is very difficult with what she read on the paper but she did not argue with them about the difference culture between the paper she read as the Dutch history and the visitor which come from British.

2. Limited Vocabulary

This problem are the writer commonly found on her activity as guiding or new student from vocational high school when they are on their internship on the museum. The writer felt the same in the beginning but because she watched the senior when they are guiding and also had a lot experience bring the foreigners visitor the writer could solve the problem. The problem is like below:

The writer bring the foreigners visitor in a couple with her friends .There are the writer activity on her first time guiding:

The Guide: (poke her friends). I don't know how to say "prasasti"

Friends : inscription

The Guide: guys now we are on the Padrau inscription, this inscription are the agreement

between the Portuguese and Sunda Kalapa kingdom, it is cited that on that time Sunda Kalapa kingdom must to sent a thousand of (poke kantung lada?)

From the example from that, the writer do conversation with limited vocabulary she had and asking some of ne word that might she know in bahasa but do not know how to say in English.

3. Shy

Shy are one of the powerful feeling in the world, because of that feeling person will forget what he want to do or what he want to say. The following examples are like below: It was happened on their first time guiding, and they want the writer to a company when she was guiding the foreigners. Also check about the mistake she did when she is guiding. This conversation from the beginning, before she guiding.

The Guide: Hello, Mr and Mrs, welcome on Jakarta History Museum or commonly person call it Museum Fatahillah, let me introduce myself and she is my friends, she will be your guide when you in this museum, I just will help her on the explanation of the collection she does not know. Today is her first time guiding the foreigners visitor on her internship time in this museum.

The Visitors: ah okay I see, we would be pleasure as in your first time guiding, so do your best.

Student: Thank you Mr and Mrs, please tell me if I do used wrong word or sentence. And then they are starting the trip over to the museum, even she is still nervous but she is doing well.

From that experience, the writer could get something important, even she is shy and she is still not too brave bring the visitor by herself, other guide will try to help increasing the confidence on her by helping her while guiding.

4. Difficult Accent

On sub chapter the writer did already told about few country that she think they had very difficult accent on it, because they had different alphabetical also had very thick accent from their mother tongue. First example are when the writer guiding people who come from India a group of one of senior high school there

The Guide: So, guys now we are on the jail room, we had five jail room over there and all the jail are using only for male prisoners, on one room they put until 50 person and no sanitary there, you could imagine that

The Visitors: ah, it is very small, na? I do not imagine the condition

The Guide: sorry, very small? Ah yes it is

The Visitors: so, how much prisoner stay in? sorry, I can't listen, too noisy. And where the jail for women?

The Guide: about 50 person in one room and we will visit other jail room.

The Visitors: Thank you, miss. For telling us story about this building.

The Guide: My pleasure

From that short conversation the writer do with Indian person, there had few weird word like very and na. People in India use it on conversation because their mother tongue. Very is very in English and na is right in English. The writer do the interaction strategy to the visitors, so that she got their meaning.

2. Too Attached on Modul being Taught

As a guide the writer got the paper and must understand it. The paper are the material of the collection inside the museum and yet, it is not only memorized it but also to improve it. There are short conversation the writer with the senior guide on there:

The Senior Guide: there are only a paper that we write to help both of you to remember about the collection. we also using very formal language and maybe it will make you

feel difficult to remember it. If you can not use those of word, try to change with more easy language that you know.

The Guide: Yes, Sir it is a bit difficult language to say and remember, but are we allow to change it?

The Senior Guide: of course, why not? If it can help you to improve it and it is more easy, that is ok. Maybe you also will find visitor more know about the history more than you. So that do not stuck on the paper we gave, read more and if you find something new, you can discussing with us.

The Guide: Ok, Sir thanks for your advice

From that example below the writer had so many advice from the senior guide not to attached or stuck on the paper that given by the museum. The writer must read a lot, because even it just Jakarta history museum but there are so many connection between them and other place in Indonesia.

3. Preference of the Tourist

Visitors on the museum come from so many background, and so many reason why they want to come and visit the museum. If they come from education, or culture background they will asked so many question, lucky if the guide had so many knowledge about the collection and their history... There are

few examples from each kind of the preferences of the tourist.

First one is visitor who had background in education or culture

The Visitors: Miss, could you tell me about the history of slavery when Indonesian on colonialism by the Dutch?

The Guide: Sure I will tell you, on 16th century when the Dutch first time arriving in Indonesia they are bring 3G mission, gold, glory and gospel. But after they are in here and look by their eyes how rich Indonesia the start do the colonialism.

The Visitors: Ah yes, I had heard about same tradition culture in cape town and Javanese culture a bit same

The Guide: Exactly, it because the slave from Javanese was send to the Africa are can not back, so then they are create their own culture.

From that conversation the writer do interaction with the history lecture from Africa and then when the other visitors asking about the history in the building she could answer after crosscheck with the senior guide about the information she got from other visitor.

V. CONCLUSION

As a local guide, the writer need to pass the test from the senior guide on there. After

that the writer will get any guidance from the senior guide, include five communication strategy on gliding in the museum. There are the communication strategy used by local guide avoidance or reduction strategies, achievement or compensatory strategies, stalling or time-gaining strategies, self-monitoring strategies, and interaction strategy

Problems that faced by the local guide are different culture, limited vocabulary, shy, difficult accent, too attached on the moduls being thought, and preference of the tourist. All problems are had their own problem solving, depend on the writer could used it or not.

The solution of all the problem is strategy the writer already learn from the senior guide.. Make a good interaction with the visitor are the most important strategy that the writer can use.

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