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Unique Knowledge Shaping in Our Hand**

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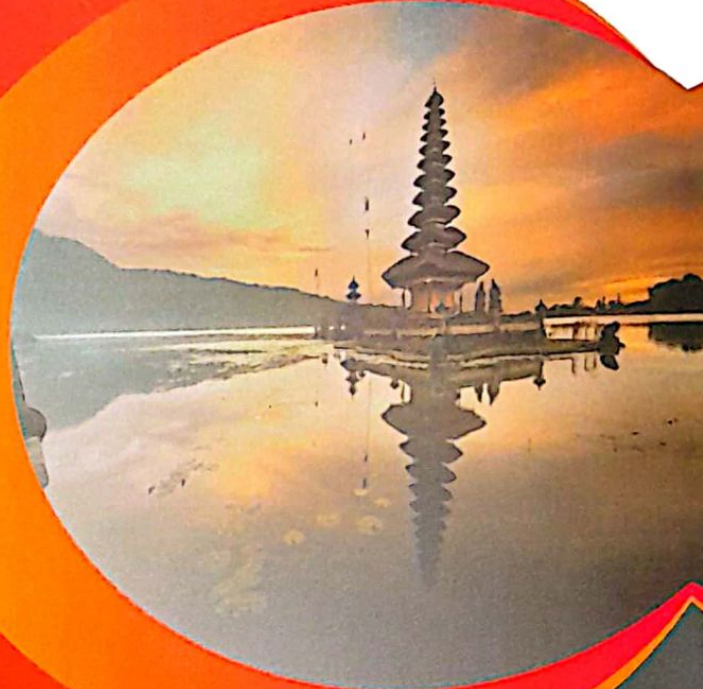
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CONFERENCE PROCEEDING BOOK



**INTERNATIONAL CONFERENCE ON BUSINESS
MANAGEMENT AND TOURISM : UNIQUE KNOWLEDGE SHAPING IN OUR HANDS**

**BALI, INDONESIA
30 - 31 JANUARY 2018**





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Table of Contents

<p>I. Opening Remark from Bali Tourism Institute</p> <ul style="list-style-type: none"> • Dewa Gede Ngurah Byomantara <p>II. Opening Remark from PKNU</p> <ul style="list-style-type: none"> • Tae-Yeong Choi <p>III. Conference Program</p> <p>VI. The Future in Our Hands : PKNU Business School</p> <ul style="list-style-type: none"> • Tae-Yeong Choi 	<p>34 Promoting the Regulation of Partnership Program and Community Development as the Best Model of CSR Practices in Indonesia</p> <ul style="list-style-type: none"> • I Wayan Sukma Winarya Prabawa <p>45 A Study of Career Development Program and Its Effect toward Employee Performance of Star Hotels in Bali</p> <ul style="list-style-type: none"> • I Gusti Ayu Putu Wita Indrayani <p>55 Ability of Mastering Japanese Language Guides in Bali</p> <ul style="list-style-type: none"> • Indah Kusumarini <p>60 Planning Event Management Buleleng Festival as Power of Cultural Tourism in Buleleng District</p> <ul style="list-style-type: none"> • I Nengah Wirata <p>68 Effective Marketing Strategy through Identification of Market Segments and Market Opportunities</p> <ul style="list-style-type: none"> • Putu Ayu Aryasih <p>73 Indonesian Cultural Tourism Promotion through Festival</p> <ul style="list-style-type: none"> • Amirosa Ria Satiadji • Luh Putu Citrawati <p>82 Costumer Satisfaction of Lumba-Lumba Tour at Lovina Beach, Buleleng</p> <ul style="list-style-type: none"> • Ida Ayu Sri Puspa Adi • Ni ketut Sekarti • Ni Nyoman Suci Arthini • Ni ketut Iswarini • I Wayan Seniortha
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<p>Page Title</p> <p>1 Measurement for Tourism Destination Business Environment and Competitive Advantages</p> <ul style="list-style-type: none"> • Hoon-Ku Sul <p>5 A Study on Chinese Consumers Choice of Automobile Brands</p> <ul style="list-style-type: none"> • Chang-Hoon Seok • Bo-Ine Kim • Chun-Su Lee <p>19 The Impact of Personal Information Overloads on Information Protective Responses through Perceived Risk</p> <ul style="list-style-type: none"> • Geun-Hong Back • Won-Hyun So • Ha-Kyun Kim <p>25 A Study on the Industrial Structure and Characteristics of Transaction Network Using Social Network Analysis</p> <ul style="list-style-type: none"> • Jaeheon Jung <p>28 A Study on the Relationship between Industrial Stock Price and Macroeconomic Variables</p> <ul style="list-style-type: none"> • Jin-Hwang Kim • Tae-Yeong Choi • Chang-Sun Yum • Jin-Soo Lee <p>30 Study on Survival Ratio of Korean Subsidiary in Vietnam</p> <ul style="list-style-type: none"> • Tran Thi Thanh Hang • Soon-Gwon Choi
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Ability of Mastering Japanese Language Guides in Bali

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Abstract

This study aims to determine the ability of Japanese language guides in Bali. Japanese language examined in terms of pronunciation, grammar, vocabulary, fluency and attitude. It is also seen from the use of the language itself, such as when introducing themselves, when picking up at the airport, when explaining the tour program to guests and so forth. With the Slovin formula, the number of samples is 70 people. Data obtained by spreading the questionnaire at the airport to 70 Japanese tourists. Assessment by scoring the statement in the questionnaire, which is lift 5 = very good, 4 = good, 3 = enough, 2 = less, 1 = very less and also give an open answer or suggestion. From the data processing with SPSS, it is known that the average of Japanese language ability in guides in Bali is 3.9 (good). Mastery of pronunciation got the highest rating of 54,3%, attitude 47,1%, fluency 8,6%, vocabulary 8,6% and grammar 7,1%. The guide is polite and friendly, looks sincerely serving from the heart, always serving with a smiling face (egao). But there are a few things to note:

1. Related pronunciation, "tsu" sometimes sounds shu or "su".
2. Toilets dirty, like in places of attractions and public facilities. Whereas the toilets in the hotel are very clean.
3. No notice of schedule changes so guests feel anxious.
4. Interfered with taxi calls

Keywords: ability, japanese language, guides

I. INTRODUCTION

Research on the quality of service guides in Bali has done Kusumarini et al in 2013, using five dimensions of service quality proposed Parasuraman Zeithaml-Berry in Arif (2006: 135). From the result of factor analysis, it is known that the highest score is in the empathy dimension with the value of eigen value (13,14), responsiveness (2,29), assurance (1,7), reliability (1,26) and tangible (1,01) . The three dimensions received a low rating are assurance, reliability and tangible. The dimension of reliability is formed by 6 variables as below:

- 1) V8: tour guide able to explain attractions, history, architect, political life and story local loading factor of 0.822
- 2) V9: tour guide able to explain tourist object to tourists with loading factor of 0.761
- 3) V5: able to explain the tour program with certainty, clear and nimble, loading factor of 0,552
- 4) V7: able to provide professional services in accordance with public services, loading factor 0.497
- 5) V6: tour guide controls travel routes, loading factor 0.463
- 6) V4: guides are able to speak Japanese well, loading factor is 0.422



Of the 6 variables above, variable 4 (Japanese language ability) is still low value with loading factor 0.422. Therefore it is necessary to do further research to know the ability of Japanese language guide in Bali.

II. RESEARCH METHOD

This research is a qualitative descriptive research that describes the ability of Japanese language guide in Bali. By referring to the main tasks of the guides delivered by Suyitno, will be examined the ability of guides in Japanese language when picking up guests at the airport, taking care of guest luggage, escorting to the hotel, check in-check out, explaining attractions, to related issues such as sick guests, loss of goods and others. It also investigated the ability of pronunciation, grammar, vocabulary, fluency and attitude. The number of samples is determined using Slovin formula, so that the sample obtained 67.5 (rounded to 70 people). Data obtained by spreading the questionnaire to the Japanese tourists at Ngurah Rai-Bali Airport in the area of International Departure. Assessment by scoring the statement in the questionnaire. Value 5 = very good, 4 = good, 3 = neutral, 2 = not good, 1 = very bad
The assessment class interval is determined by the following formula
Highest value = 5, Low value = 1, Range 5-1 = 4

$$C(\text{Class interval}) = \frac{R(\text{Range})}{K(\text{number of classification})}$$

$$C = \frac{4}{5} = 0,8$$

Table 1
Assessment Criteria for Japanese Language Abilities Guides

Interval class Rating	Assessment Category
4,21-5,00	Very good
3,41-4,20	good
2,61-3,40	neutral
1,81-2,60	less
1,00-1,8	Very less

Source: Munarfah Andi, 2009;47

Research Indicators

By adopting tour guiding theory and the steps in the tour guide proposed by Suyitno, the indicator of this research is described as follows:

Table 2
Research Indicators

No.	Aspects of Japanese Language Abilities Guides
1	Greeting (greeting)
2	Introduce yourself
3	Picking up guests at the airport



4	Taking care of guest's luggage
5	When directing guests to a vehicle (at the airport)
6	During the ride in the vehicle from the airport to the hotel
7	Explains the tour program
8	Describe the general picture of Bali (culture, weather, food etc.)
9	Describe the sights being visited
10	Answer guest questions
11	Helping guests upon check in hotel
12	Helping guests at check out of hotel
13	Helping guests when sick
14	Helping guests when losing goods
15	When expressing sorry
16	When expressing gratitude
17	Helping guests with totality
18	Can be familiar, relaxed and joking with guests
19	Using polite Japanese
20	Good communication
21	Can understand the feelings of the guests
22	Songkeigo and kenjyoogo
23	Be polite

III. DISCUSSION

With SPSS program the data is managed to know the average value of Japanese language ability of Guides in Bali and can be known the ability of Japanese guides in the use situations as below. The frequency of the assessment percentage.

Table 3
The ability of Japanese language Guide in Bali seen from the Situation of Its use

No	Situations	Frequency	Percentage	Assesmet
1	Greeting	38	54,3%	Good
2	Introducing	39	55,7%	Good
3	Picking up guests at the airport	41	58,6%	Good
4	Taking care of guest's luggage	39	55,7%	Good
5	When directing guests to a vehicle (at the airport)	41	58,6%	Good
6	During the ride in the vehicle from the airport to the hotel	34	48,6%	Good
7	Explains the tour program	37	52,9%	Good
8	Describe the general picture of Bali (culture, weather, food etc.)	38	18,6%	Good
9	Describe the sights being visited	35	50%	Good
10	Answer guest questions	30	42,9%	Good
11	Helping guests upon check in hotel	35	50%	Good
12	Helping guests at check out of hotel	39	55,7%	Good
13	Helping guests when sick	55	78,6%	Good



14	Helping guests when losing goods	59	84,3%	
15	When expressing sorry	50	71,4%	Good
16	When expressing gratitude	31	44,3%	Good
17	Helping guests with totality	39	55,7%	Good
18	Can be familiar, relaxed and joking with guests	31	44,3%	Good
19	Using polite Japanese	30	42,9%	
20	Good communication	45	64,3%	Good
21	Can understand the feelings of the guests	43	21,4%	Good
22	Songkeigo and kenjyooogo	32	45,7%	Good
23	Be polite	32	45,7%	Good

From the table above is known Japanese language skills Guide in Bali average is good, average score 3.9 . Japanese Language Ability The guides in Bali are viewed from the mastery of pronunciation, grammar, vocabulary, fluency and attitude described in the table below

Table 4
Japanese Language Abilities Guides in Bali
(pronunciation, grammar, vocabulary, fluency and attitude)

Aspect	Assesment	Percentage
Pronunciation	38	54,3%
Grammar	5	7,1%
Vocabulary	6	8,6%
Fluency	6	8,6%
Attitude	33	47,1%

From the table above can be concluded that the pronunciation ability gets the highest appraisal, and attitude also get high appraisal. While the received less assessment is on grammar. Tourists also provide a good assessment of the attitude "Taidou" is friendly, polite and looks sincere from the heart. "*Kokoro ga komotta taidou o shitekureru node, ureshikatta desu*". That is the guide behave sincerely, i am very happy. And the other impression that tourists give to Bali guides is always smiling friendly, "shinsetsu" face always looks smiling (EGAO). "*Mina san egao de hanashitekudasai, totemo ureshikatta, okage de, tanoshii suteki na ryoko ni narimashita*" means all friendly with smiling faces, very happy. So this holiday is a memorable holiday.

But there are a few things to note:

1. Related pronunciation, "tsu" sometimes sounds shu or "su".
2. Toilets dirty, like in places of attractions and public facilities. Whereas the toilets in the hotel are very clean.
3. No notice of schedule changes so guests feel anxious.
4. Interfered with taxi calls.



CONCLUSION

From the data analysis, it is known that the average of Japanese language ability in guides in Bali is 3.9 (good). Mastery pronunciation received the highest assessment of 54.3%, attitude 47.1%, vocabulary 8.6%, fluency 8.6% and grammar 7.1%. The guide is polite and friendly, looks sincerely serving from the heart, always serving with a smiling face "egao". But there are a few things to note:

1. Related pronunciation, "tsu" sometimes sounds shu or "su".
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