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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

### 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 eigenvalue (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.

#### 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

## 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.

### 1. Giving Greetings

Respondents' assessment of the aspect of greeting is described in Table 3

Table 3  
Giving Greetings

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	1	1,4
everage	19	27,1
good	38	54,3
very good	12	17,1
Total	70	100

### 2. Introducing

Assessment of respondents on the aspect of introducing themselves is described in Table 42.

Table 4  
Introducing

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	2	2,9
everage	16	22,9
good	39	55,7
very good	13	18,6
Total	70	100

### 3. Pick up Guests at the Airport

Respondent's assessment of the aspect of picking up guests at the airport is described in

Table 5

Table 5  
Pick up Guests at the Airport

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	3	4,3
everage	15	21,4
good	41	58,6
very good	11	15,7
Total	70	100

### 4. Taking care of guest Luggage

The respondent's assessment of the "take care of guest bag" aspect is described in Table 6

Table 6  
Taking care of guest Luggage

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	4	5,7
everage	19	27,1
good	39	55,7
very good	8	11,4
Total	70	100

### 5. Driving Guests Into Vehicles

The aspect of "taking guests to a vehicle" is described in Table 7

Table 7  
Driving Guests Into Vehicles

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	2	2,9
everage	20	28,6
good	41	58,6
very good	7	10,0

Total	70	100
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#### 6. Explain in the vehicle

The "explaining in the vehicle" aspect is described in Table 8

Table 8  
Explain in the vehicle

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	4	5,7
everage	20	28,6
good	34	48,6
very good	12	17,1
Total	70	100

#### 7. Explain the Tour Program

Explaining the tour program is described in Table 9

Tabel 9  
Explain the Tour Program

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	1	1,4
everage	19	27,1
good	37	52,9
very good	13	18,6
Total	70	100

#### 8. Explain About Culture, Food, Weather in Bali

Ability to explain about the culture, food, weather in Bali is described in Table 10

Tabel 10  
Explain About Culture, Food, Weather in Bali

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	3	4,3
everage	38	18,6
good	16	54,3
very good	16	22,9
Total	70	100



## 9. Explaining the Object of Tourism

Aspects of ability to explain tourism are described in Table 11

Tabel 11  
Explaining the Object of Tourism

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	2	2,9
everage	19	27,1
good	35	50,0
very good	14	20,0
Total	70	100

## 10. Answering Guest Questions

The ability to answer guest questions is described in Table 12

Tabel 12  
Answering Guest Questions

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	2	2,9
everage	27	38,6
good	30	42,9
very good	11	15,7
Total	70	100

## 11. Help Check In Hotel

The helpful aspects at check in of the hotel are described in Table 13

Tabel 13  
Help Check In Hotel

assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	4	5,7
everage	17	24,3
good	35	50,0
very good	14	20,0
Total	70	100

## 12. Help When Check Out Hotel

The ability to assist guests when checking out of the hotel is described in Table 14

Tabel 14  
Help When Check Out Hotel

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	4	5,7
everage	19	27,1
good	39	55,7
very good	8	11,4
Total	70	100

## 13. Helping Guests When Sick

Aspects of assisting guests during illness are described in Table 15

Tabel 15  
Helping Guests When Sick

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	0	0
everage	14	20,0
good	55	78,6
very good	1	1,4
Total	70	100

## 14. 14. Helping Guests When Losing Goods, Forgetting Goods

Helping Guests When Losing Goods, Goods Goods are described in Table 16

Tabel 16  
Helping Guests When Losing Goods, Forgetting Goods

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	0	0
everage	10	14,3
good	59	84,3
very good	1	1,4
Total	70	100

## 15. Apologize

The aspect of expressing apology is described in Table 17

Tabel 17

Apologize

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	0	0
everage	14	20,0
good	50	71,4
very good	6	8,6
Total	70	100

16. Reveal Thank You

The aspect of the ability to express gratitude is described in Table

Tabel 18

Reveal Thank You

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	1	1,4
everage	13	18,6
good	31	44,3
very good	25	35,7
Total	70	100

17. Helping Guests With Totality

Helping guests with totality is described in Table

Tabel 19

Helping Guests With Totality

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	3	4,3
everage	11	15,7
good	39	55,7
very good	17	24,3
Total	70	100

18. Be Familiar, Relaxing and Joking With Guests

Aspects can be intimate, relaxed, and can joke with guests described in Table 20

Tabel 20  
Be Familiar, Relaxing and Joking With Guests

Assesment	Frequency Rating (f)	Percentage (%)
very pure	1	1,4
pure	1	1,4
everage	15	21,4
good	31	44,3
very good	22	31,4
Total	70	100

19. Using Polite Japanese

The aspect of Japanese language skills is described in Table 21

Tabel 21  
Using Polite Japanese

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	4	5,7
everage	12	17,1
good	30	42,9
very good	24	34,3
Total	70	100

20. The Current Communication

A smooth communication aspect is described in Table 22

Tabel 22  
The Current Communication

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	2	2,9
everage	12	17,1
good	45	64,3
very good	11	15,7

Total	70	100
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### 21. Can Understand Feelings of Guests

The ability of the guides to understand the feelings of guests is described in Table 23

Tabel 23  
Can Understand Feelings of Guests

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	2	2,9
everage	10	61,4
good	43	21,4
very good	15	21,4
Total	70	100

### 22. Songkeigo dan Kenjyoogo

The ability to use subtle Japanese (songkeigo and kenjyoogo) is described in Table 24

Tabel 24  
Songkeigo dan Kenjyoogo

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	6	8,6
everage	25	35,7
good	32	45,7
very good	7	10,0
Total	70	100

### 23. Be Polite

The ability of the guides to be polite is described in Table 25

Tabel 25  
Be Polite

Assesment	Frequency Rating (f)	Percentage (%)
very pure	0	0
pure	3	4,3
everage	22	31,4
good	32	45,7
very good	13	18,6

Total	70	100
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With SPSS program known to the average ability of Japanese guide in Bali is 3.9 (good).

Japanese Language Ability The guides in Bali are viewed from the mastery of pronunciation, grammar, vocabulary, fluency and attitude described in the table below

Tabel 26  
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%

## 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".
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.

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