

## INTRODUCTION

Tourism is defined by Srivastava and Sinha (2023) as activities of persons traveling to and staying in places outside their normal environment for an extended period of time but not more than one consecutive year for leisure, business, and other purposes. Another definition is given by Dilek et al., (2018) who stated that tourism is the transitory short-term actions of individuals to goals outside the places where they regularly live and work, as well as their activities amid their stay at these destinations. Both definitions are very similar, the difference between the two definitions is that Srivastava and Sinha never defined tourism with a length of the time whereas Dilek et al specified it as short-term activities.

People go on tourism in order to be away and gain new experience, make new connections and most importantly to be able to relax. There are a plethora of reasons for going on a tour, some reasons can involve work, family, health or medical treatment, social or economic needs. Kasim et al., (2019), concluded that there are five objectives for people being a tourist; atmospherics, enjoyment, escape, excellence and economic value.

Atmospherics is the temperature, weather and the feeling that tourists feel during their tour. In their research, it indicates that the atmosphere does not significantly affect the intention to visit tourism destinations because people of North Sulawesi still feel that the atmosphere is the same as other tourism destinations. Enjoyment is what tourists experience when they are having a good time. The

researcher's find that enjoyment is something that affects tourists' behavioral intentions as the people of North Sulawesi feel enjoyment because they feel happy and comfortable with the place. Escape is the intention to get out of a situation they do not want to be in. Kasim found that escape positively affects the tourists behavioral intention and has a significant effect on tourists behavioral intention. People of North Sulawesi still feel there is no feeling of escape because too many people are there so they do not feel freedom to do something. Excellence is the talent or quality that is unusually good that surpasses the expectations. The researcher found that excellence positively affects the tourists behavioral intention and has a significant effect on tourists behavioral intention. People of North Sulawesi still feel not comfortable and unsatisfied with the services because too many people there are so slow. Economic value is the value gained from a good or service to an economic agent. In their research, the people of North Sulawesi feel the price of going to a vacation place is worth it because the benefits from going to vacation are appropriate to its price and because the ticket is cheaper than other destinations.

Kasim et al., (2019) concluded that Atmospheric, Enjoyment, Escape, Excellence, and Economic Value as the independent variable that can simultaneously affect Intention to Visit as the dependent variable and the most influential factor from their study is economic value.

Tourism is important for a country because tourism increases the number of jobs available directly and indirectly in companies that provide services needed by tourists in this destination. Services to tourists appeal to a large and diverse

workforce with different qualification profiles. One of the most visible benefits of tourism activities within a destination are the jobs associated with the direct management of hotels, restaurants, shops, and transportation. The creation of new employment opportunities through the development of tourist attractions will lead to an improvement in the living standards of local residents, which in turn will lead to an increase in personal consumption (Bunghez, 2016).

Every year the rate of tourism in Indonesia increases and not only mainly focuses on Jakarta but in other places as well such as Bandung, Semarang, Yogyakarta and so on. With the increased rate of tourism, these destinations need to be able to provide adequate services to fulfill the needs of the tourists. Destinations that cannot produce adequate services will cause challenges and barriers that will result in unsatisfied tourists and stagnant tourism growth in the destination. Siswanto et al., (2016) explained that the meaning within communication is important as the meaning in communication becomes the medium between the speaker and the hearer to understand each other.

To be able to communicate properly between the speaker and the hearer, a sufficient level of a language must be achieved in order to avoid miscommunications. As a result, English became an international language that tour guides should know. However, not all tour guides at a destination speak English well. Although Indonesia has made great strides in providing resources by offering English from primary school to university, this does not guarantee good communication skills that can compete in the global market (Widiastuti, 2021). Ahmad, Hussan, and Malik (2018)

explains that the English skills of job seekers have a significant impact on the labor market, as they determine competition for the workforce. With the development of this global market, tour guides will need good English skills in terms of human resources and quality products to succeed in the international market.

Wicaksono (2019) found that place deixis, time deixis and social deixis are easy for the students to understand because of how often they use these deixis when communicating within the society or campus both oral and written. However, the students do not understand the context of the story, are not able to make the connection, and have difficulty comprehending the situational information in a descriptive text. Farhani, Binsasi, and Handayani (2020) found that senior high school students lack grammar knowledge and some of them don't know what grammar is. Because of this, grammar makes the students too cautious to speak. This means that stress on the proper use of grammar makes students less motivated in speaking English. This factor will be used in this research to find whether tour guides can maintain their explanations during their guiding sessions.

According to Yule (1996) deixis is a technical term for one of the most basic things we do with utterances which is pointing via language. Any linguistic form used to accomplish this 'pointing' is called a deictic expression. Deictic Expressions are also known as indexicals. Indexicals are some of the first forms that are spoken by children and there are three types of deixis; person deixis (that indicates people), spatial deixis (that indicates location) and temporal deixis (that indicates time). Interpretation of Deictic Expressions depends on the speaker and the listener sharing

the same context. Indeed, deictic expressions have their most basic uses in face-to-face spoken interaction where utterances such as are easily understood by the people present, but may need a translation for someone not right there.

Research done by Rizqi and Sabat (2022) found that even the president of Indonesia uses a certain type of deixis in formal settings. Rizqi and Sabat (2022) found that statements given by Jokowi during Indonesia's G20 contains many usages of person deixis, spatial deixis and temporal deixis. They also found that the President uses person deixis the most. The person deixis used was I, We, Me and My. This is done because person deixis helps to identify the audience who is speaking, who is being addressed, and who is being referred to. As a result, his presence as the President of Indonesia is known throughout the G20 summit. Nababan and Pasaribu (2023) also found that person deixis, spatial deixis, and temporal deixis are present in the "Pemuda Indonesia Talk Show." Within 80 data used there were 11 temporal deixis, 15 spatial deixis and 56 usage of person deixis. This means that person deixis dominates within the script of the "Pemuda Indonesia Talk Show" just like in Rizqi and Sabat (2022). The main usage of person deixis in the talkshow allows the audiences to focus on the subject. The speech and the talk show was done by a President, and one of the most highly revered journalists in South East Asia. Previous research was done using past data from past events such as the talk show and speeches. This research will find out whether tour guides are able to utilize deixis properly when explaining their tourist attraction live during the tour.

The main question that this research is trying to answer is to find what types of deixis are commonly found during conversations between foreign tourists and tour guides and how the tour guides utilizes each deixis in the communication. Therefore, to answer this question the objective of the research is to find types of deixis that occur during a conversation between foreign tourists and tour guides and to analyze the certain categories of deixis.

## **METHOD**

Method that will be used within this study is a qualitative method. The reason for qualitative research is because the study focuses on how English proficiency affects communication. Qualitative research addresses open-ended research questions and allows for a deeper understanding of experiences, phenomena, and contexts. Aspers and Corte (2019) defines qualitative research as an interactive handle in which progressed understanding to the logical community is accomplished by making unused critical refinements coming about from getting closer to the wonder considered. Asper and Corte (2019) also say that qualitative research is about questioning the pre-given variables, but it is thus also about making new distinctions of any type of phenomenon, for example, by coining new concepts, including the identification of new variables. This process is carried out in relation to empirical material, previous research, and thus in relation to theory. Theory and previous research cannot be escaped or bracketed.

The data collection method that will be used in this study is Recording.