

**CHALLENGES AND STRATEGIES OF TOURISM AMBASSADOR IN  
PROMOTING TOURISM BY USING ENGLISH**

**THESIS**

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**In partial fulfilment of the requirements for  
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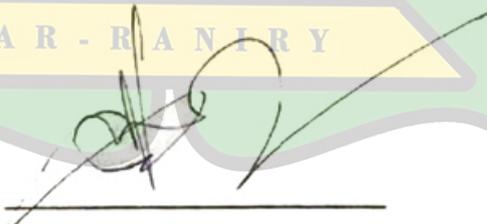
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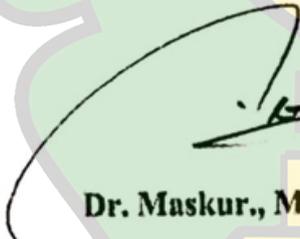
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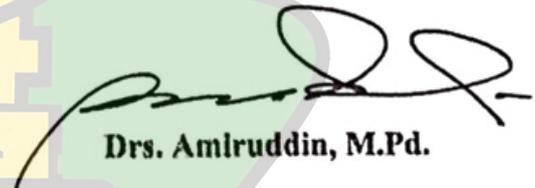
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adalah benar-benar karya saya, kecuali semua kutipan dan referensi yang disebutkan sumbernya. Apabila terdapat kesalahan dan kekeliruan di dalamnya, maka akan sepenuhnya menjadi tanggungjawab saya. Demikianlah surat pernyataan ini saya buat dengan sesungguhnya.

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Satria Edian Putra Pratama

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Banda Aceh, 19 March 2025

**Satria Edian Putra Pratama**



## ABSTRACT

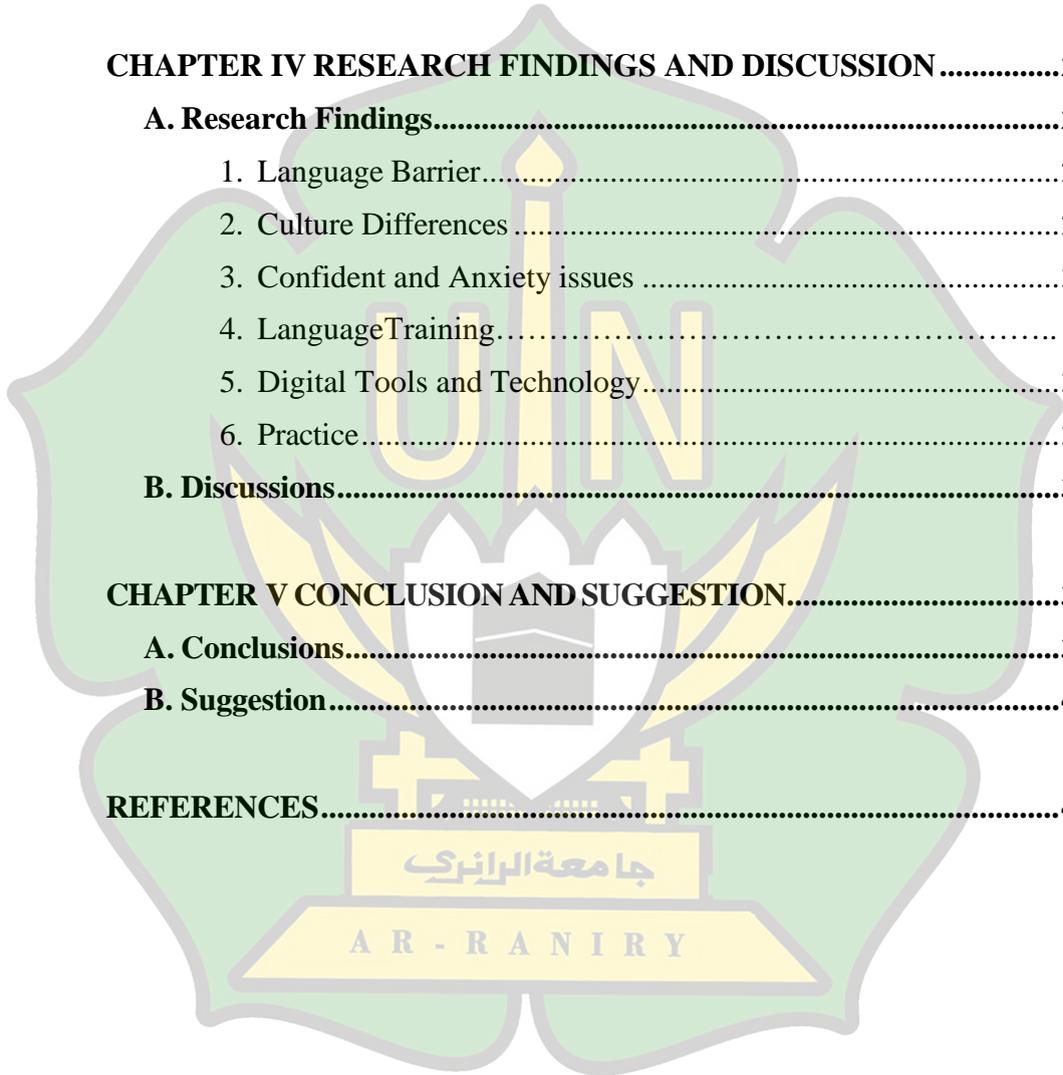
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Tourism ambassadors play a crucial role in promoting local destinations to international visitors, serving as cultural and informational bridges between tourists and local attractions. However, using English as the primary language for promotion presents various challenges, particularly for non-native speakers. This study explores the difficulties faced by tourism ambassadors in Aceh and the strategies they employ to overcome these obstacles. Using a qualitative approach, data were collected through semi structured interviews with six tourism ambassadors to gain insights into their experiences, struggles, and adaptive techniques. The findings reveal that language barriers, lack of confidence, limited vocabulary, and difficulty in spontaneous communication are common challenges faced by tourism ambassadors. Additionally, cultural differences and the inability to effectively convey local traditions and historical narratives in English further complicate their role. These challenges often lead to misunderstandings or a reduced ability to engage international tourists effectively. To address these issues, tourism ambassadors adopt various strategies, including continuous English practice through conversation groups, utilizing digital translation tools, enrolling in language training programs, and participating in workshops focused on tourism communication skills. They also develop memorized scripts for key attractions and rely on body language and visual aids to enhance understanding. These efforts significantly improve their ability to communicate with international visitors, ensuring a more immersive and informative tourism experience.

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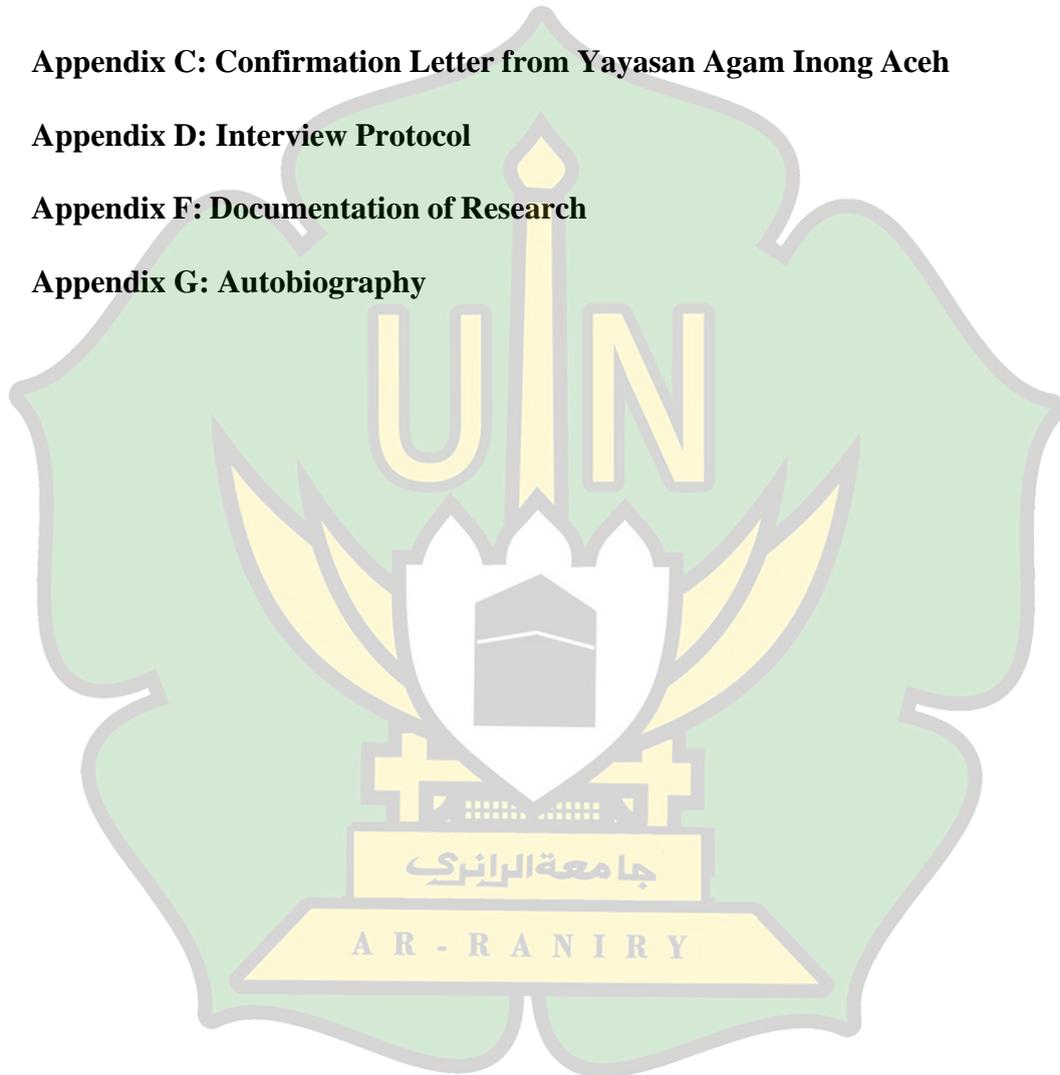
**Appendix B: Recommendation Letter from Fakultas Tarbiyah dan Keguruan  
to conduct the research**

**Appendix C: Confirmation Letter from Yayasan Agam Inong Aceh**

**Appendix D: Interview Protocol**

**Appendix F: Documentation of Research**

**Appendix G: Autobiography**



# CHAPTER I

## INTRODUCTION

This chapter provides the background of study “Challenges and Strategies of Tourism Ambassador in Promoting Tourism By Using English”, research question, research aims, the significance of study and research terminologies.

### A. Background of The Study

English language is used to communicate in various fields, including the tourism industry, in the era of information and communication technology (ICT). It has become very important for companies, organizations, government agencies, and educational institutions. This language skill is very important to have in order to be able to communicate internationally. Without having good competence in English, it may harden to compete in the global market.

Indonesia has human resources who have both the opportunity and the challenge to survive and compete in this fast-paced era. Human resources are an important key to winning the global competition. Domestic professionals compete with foreign workers and create fierce economic competition. This indicated that many aspects of tourism should be considered to gain the global market (Xudoyarov, 2019).

According to Warmayana (I. G. A. K., 2018), English culture has benefits in the tourism industry because it is able to promote tourism through electronic media, or digital marketing. With the advancement of technology, competition has become fierce in the era of globalization. If people are unable to anticipate this progress, they will be oppressed by it. According to Damayanti, L. S. (2019),

tourism also requires the ability to speak English, which is an international language. Because every country has an official language that is used to unite its population, because language helps people interact with each other. The role of English is very important in the world of tourism because almost all tourism activities use English as a medium of communication. Therefore, tourism workers are required to be able to speak English effectively so that they can play an active role in developing tourism so that the people's economy can be maintained and developed.

Tourism is an activity of moving or rotating from a certain place and returning to the original place, so that the rotation of the journey can be valuable. Tourism itself has long been a concern for all groups, both from economic, social, cultural, sociological and other experts. According to Yoeti in Suryadana & Octaviany (2015), the etymology of the word "tourism" shows that it comes from Sanskrit and means "tour", which means rotating from one place to another. Therefore, the word "tourism" should be interpreted as a repeated or rotating journey from one place to another. Basically, tourism is a short trip of one or more people to another place outside their home. There are many interests that encourage them to go. The continuous development of the tourism sector will have an impact on increasing the country's foreign exchange, and will be able to produce changes in the economic, social, and cultural fields of the people in its environment. Development includes improving and enhancing something that has been previously planned to develop goods and services that are gradual, quality, and balanced (Suwantoro,1997).

In the field of the tourism industry, Indonesia has great potential and diverse tourism activities. It has many tourism destinations with various traditions and cultural festivals. Indonesia has vast territory makes this country rich with its natural potential. Tourist destinations are ranging from beaches, lakes, traditional ceremonies of the people, culinary delights, and so on make it a favourite place for both foreign and local tourists. All those natural resources could be developed sustainably for the growth of the tourism industry (Kodir, 2018). Additionally, adequate infrastructure in the tourism sector starting from transportation, lodging, public facilities at tourist attractions, culinary, general information, tour guides, and many others should be well-built. To make visitors feel comfortable, the role of English is also vital especially when visitors wish to get information about the places, direction, and other services (Amerta, Sara, & Bagiada, 2018)

Aceh is one of the regions in Indonesia known for upholding Islamic values in various aspects of community life, including tourism. As an Islamic region, Aceh strives to develop its tourism sector in accordance with Islamic principles. This is reflected in various policies and facilities that support halal tourism, such as the availability of easily accessible places of worship, halal food, and modest dress codes for visitors. In this way, Aceh not only preserves its Islamic identity but also offers an exceptional and meaningful travel experience, especially for Muslim tourists seeking destinations aligned with sharia principles.

In promoting a tourist attraction there must be a real effort that can be conveyed easily. With the figure of a tourism ambassador who is able to work with

stakeholders to be able to promote a tourist destination in an area, therefore the English communication skills possessed by tourism ambassadors will have a big impact on tourism promotion, in order to compete at the international level. Moreover Tourism ambassador is a young man or woman who is a representative of an area in introducing and promoting the tourism sector, culture, creative economy in an area, especially in Aceh, tourism ambassadors in Aceh have a personal designation, namely for male tourism ambassadors called *Agam* and female tourism ambassadors called *inong*. Randa (2015). State that Tourism Ambassadors themselves are the best men or women of the region who are made an example by youth who have good intellect and attractive appearance to the community with neatness, cleanliness, and a smile in communication that gives a good impression to the community. They also have a good personality and can master local culture. A tourism ambassador must be innovative, courageous, experienced, and self-styled. In addition, tourism ambassadors are expected to represent their region in an effort to promote the potential and tourism assets of their region.

Previous studies show that the difficulties of English language proficiency and difficulties of the local tour guides at the Aceh Tsunami Museum, Aceh, Indonesia, when they communicating with foreign tourists in English (. Gani & Damayanti 2018) and in another previous study conducted by Ramadani (2022), he said that Challenges Faced by Tour Guides In Using English for Intercultural Communication at Keraton Surakarta Hadiningrat. In other study conducted by sebayang 2012, he said the problem that faced by tour guides in prambanan temple

such as; pronunciation, grammar, and vocabulary. In this research that will be researched by the author, the author wants to examine what the challenges that faced by tourism ambassador in promoting tourism by using English. So the researcher felt it was important to conduct study entitled “ *Challenges and Strategies of Tourism Ambassador in Promoting Tourism By Using English* “

### **B. Research Question**

This study is guided by the following research question :

1. What are the main challenges faced by tourism ambassadors in promoting tourism using English?
2. What strategies do tourism ambassadors employ to overcome these challenges?

### **C. Research Aims**

In accordance with the research question above, this study aim to find out about the the challenges and strategies faced by tourism ambassadors in promoting tourism using English.

### **D. Significances of the Study**

This study contribute to theoretical understanding in the challenges of English proficiency in tourism context, especially from tourism ambassador perspective. By identifying the challenges of English proficiency among tourism ambassadors affect the quality of tourism services, the research adds to the body of knowledge on the best practices in tourism service.

The practical significance of this research is seen in its potential impact on various stakeholders in the tourism sector. For tourism ambassadors, the findings

of this study provide actionable insights into the specific language skills required to enhance interactions with international travelers, thereby improving visitor service and satisfaction. Tourism operators and agencies can leverage this research to support investment in language training programs, ultimately resulting in well-trained staff who can meet the diverse needs of global travelers. In addition, this research also provides recommendations for policy makers to incorporate language proficiency initiatives into tourism development strategies, thereby encouraging a more competent workforce. Finally, tourism-dependent local communities can benefit from increased visitor engagement and satisfaction, which is driven by improved communication skills for tourism ambassadors, contributing to the growth of the tourism sector. Overall, this study underscores the critical role of English language proficiency in shaping a more effective and competitive tourism industry.

#### **E. Research Terminology**

To Avoid ambiguous meaning of some terms in this research, the researcher provides the operational definition of the topics.

##### **1. English Proficiency**

English proficiency is essential in the modern world as English serves as the international language for communication, business and science. English proficiency opens up many opportunities for a person, both in personal and professional life (Budiman, J. I. P., et al., 2023)

##### **2. Tourism Service**

Tourism Services refer to the various services provided to travelers to enhance

their overall experience during their trip. These services are designed to meet all the needs and expectations of tourists traveling to a tourist destination. ark, J., & Jeong, E. (2019). Statte that Tourism services are defined as a variety of offerings that enhance the travel experience for tourists, by meeting their needs and expectations.

### 3. Tourism Ambassador

Tourism Ambassadors themselves are the best men or women of the region who are made an example by youth who have good intellect and attractive appearance to the community with neatness, cleanliness, and a smile in communication that gives a good impression to the community. They also have a good personality and can master local culture. A tourism ambassador must be innovative, courageous, experienced, and self-styled. In addition, tourism ambassadors are expected to represent their region in an effort to promote the potential and tourism assets of their region (Randa,2015).

