

THE ROLE OF ENGLISH COMMUNICATION IN TRAVEL INDUSTRY PROFESSIONAL INTERNSHIP EXPERIENCE

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Abstract

This research explores the central role of communication English in the internship experience of English Literature students in the tourism sector. Using a qualitative approach, this study aims to understand how students apply their English language skills in a real work context, and how those skills contribute to their success in internships. Through a case study, this research analyzes the internship experience of a student at an international travel company. Research results show that English language skills are not only important to communicate effectively, but also to build a positive image of the company and strengthen professional networks. This research highlights The importance of preparing students with comprehensive communication skills, including the ability to adapt to various communication contexts and understand different cultural nuances.

Keywords : Case studies, comprehensive communication, experiential skills

Abstrak

Penelitian ini mengeksplorasi peran sentral komunikasi Bahasa Inggris dalam pengalaman magang mahasiswa Sastra Inggris di sektor pariwisata. Dengan menggunakan pendekatan kualitatif, penelitian ini bertujuan untuk memahami bagaimana mahasiswa mengaplikasikan keterampilan berbahasa Inggris mereka dalam konteks kerja nyata, serta bagaimana keterampilan tersebut berkontribusi pada kesuksesan mereka dalam magang. Melalui studi kasus, penelitian ini menganalisis pengalaman magang seorang mahasiswa di sebuah perusahaan perjalanan internasional. Hasil penelitian menunjukkan bahwa kemampuan berbahasa Inggris tidak hanya penting untuk berkomunikasi secara efektif, tetapi juga untuk membangun citra positif perusahaan dan memperkuat jejaring profesional. Penelitian ini menyoroti pentingnya mempersiapkan mahasiswa dengan keterampilan komunikasi yang komprehensif, termasuk kemampuan beradaptasi dengan berbagai konteks komunikasi dan memahami nuansa budaya yang berbeda.

Kata kunci: Studi kasus, komunikasi komprehensif, keterampilan eksperiensial

1. INTRODUCTION

English has become an international language that is widely used in various fields, including the tourism industry. For English Literature students, an internship at a travel company is a golden opportunity to apply their English skills directly. This research will explore the internship experience of English Literature students and analyze how they overcome communication challenges in a multicultural work environment. The travel industry, which is increasingly connected globally, makes English the main means of communication. For English Literature students who are undergoing internships in this sector, English language skills are not only a requirement, but also the key to career success. This research will examine in depth how interns utilize their English skills in various aspects of work in the travel industry, from interacting with foreign guests to making reports.

One of the main challenges faced by students in the language learning process is speaking proficiency. It is believed that speaking is the most crucial skill among the four language skills. A lot of students Stated that despite having spent years learning English, they still have difficulty speaking fluently and being understood well (Madrid et al., 2006). In the era of technological progress and global interaction, the ability to read, write, and speak English is very important. In addition, English has become the most important key to controlling many aspects of life including politics, culture and most importantly, the economy. Knowledge of English is not only a supporting element but also the basis for a career in the business world that is increasingly connected globally (Adawiyah, 2021).

Through internship experience, students can apply English skills that have been learned in college, as well as develop effective communication skills in real situations. This not only increases students' confidence in interacting in the world of work, but also opens up opportunities to understand the dynamics of the travel industry more deeply. Thus, the internship experience becomes a very valuable tool for students to prepare themselves to face challenges in the world of work, especially in the context of cross-cultural communication which is increasingly important in this era of globalization.

2. METHODOLOGY

This research is designed to explore the role of English communication in professional internship experience in the travel industry. This research will use a qualitative approach with several main steps. First, data collection will be done through in-depth interviews with students who have undergone internships at various companies in the travel industry. This interview aims to explore their experience regarding the use of English in a professional context, including the challenges faced and strategies used to communicate effectively by involving several professional employees in the course of the industry. In addition, direct

observation at the internship location will be carried out to understand the daily interaction between students and professionals in the industry, as well as how the language English is applied in communication.

Data obtained from interviews and observations will be analyzed using the thematic analysis method, where researchers will identify the main themes that emerge from the student's experience. This research will also include case studies from several companies

that have internship programs, to understand how those companies support the use of English in their work environment. To ensure the accuracy of the data, triangulation will be carried out by comparing the results of interviews, observations, and related documents in the company. The results of the research will be prepared in the form of a report that includes an in-depth analysis of the role of English communication in the internship experience, as well as recommendations for the development of a better educational curriculum in preparing students for the travel industry.

3. FINDINGS AND DISCUSSIONS

Experience in Using English

The results of an interview with students who underwent an internship at a travel company showed that English language skills are very influential in carrying out daily tasks. Students report that they often interact with international guests, and good English skills are very helpful in building positive relationships. For example, a student stated:

"When I communicate with guests from other countries, I feel more confident using English. This helps me to provide better service."

Challenges in Communication

Although many students feel confident, they also face various challenges in communication. One of the main challenges is the difficulty in understanding different accents and dialects. Students report that they sometimes feel confused when talking to guests who have a very different accent from the one they learned in class. This research found that:

"Different accents often become obstacles. I need to listen more to understand them."

Communication Strategies Used

Students use various strategies to overcome this communication challenge. For example, some students reported that they often ask for clarification if they do not understand something. In addition, they also use body language and signs to help convey messages. One of the students stated

"If I am confused by what the guests say, I will smile and nod while asking them to repeat or explain."

The Role of English in Building Professional Network

English language ability is also proven important in building a professional network. Students report that they can interact with colleagues from various countries, which opens up opportunities for future collaboration. This research shows that:

"I met many great people from various backgrounds. My ability to speak English allows me to stay connected with them."

Implications for Curriculum Development

Based on research results, there are several important implications for the development of educational curriculum in the field of English Literature. First, it is important to include more speaking practice in the classroom, especially with a focus on the development of listening skills. Second, training on cross-cultural interaction can help students be more prepared to face challenges in the field.

In the current era of globalization and technological advancement, English has become a very important language in the business world. Whether for communication, trade, or cross-country collaboration, understanding and mastering English is the key to success for individuals and companies in facing global competition. The ability to communicate in English provides a significant competitive advantage (Haryadi et al., 2023).

In the context of globalization and current technological advances, the role of communication in English is very crucial, especially in the tourism industry. The experience of English Literature students during the internship shows that the ability to speak English is not just a communication tool, but also the key to building good relationships with international guests. The results of the interview revealed that students felt more confident and able to provide better services when communicating in English. However, the challenges faced, such as the difficulty of understanding diverse accents and dialects, show that although they have basic skills, there are complex aspects in cross-cultural communication that need to be addressed. Communication strategies used by students, such as asking for clarification and using body language, reflect their efforts to overcome these obstacles. This shows that adaptability in communicating is very important in a multicultural context. In addition, good English language skills open up opportunities to build professional networks, which in turn can expand their career opportunities in the future.

The implications of these findings emphasize the importance of curriculum development that not only focuses on language mastery, but also on effective communication practices and

cross-cultural interaction training. Thus, education must integrate practical elements that allow students to face communication challenges in the world of work better. These overall findings illustrate that mastering English in a professional context not only contributes to individual success, but also helps companies in improving their image and network in the global market.

4. CONCLUSIONS

This study shows that communication in English plays an important role in the internship experience of graduates majoring in English in the tourism industry. Knowledge of English not only helps students manage their daily tasks but also increases their confidence when dealing with international guests. Although many students are confident, they also face challenges, especially in understanding different accents and dialects. Communication strategies such as asking questions and using body language show efforts to overcome these barriers. Furthermore, knowledge of English helps you build professional networks, which is important in the era of globalization. Therefore, it is important for educational

institutions to strengthen their curriculum by integrating speaking exercises, listening skills, and intercultural exchange training. In this way, students will be better prepared to face communication challenges in the workplace, especially in the context of an increasingly globally connected industry.

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