

Profile of Candi Muaro Jambi Tour Guide Towards International Destination

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Abstract

This research aims to know the readiness of the tour guide in Candi Muaro Jambi toward international destination. To know the readiness of the tour guide, this research will specifically explore the profile of the tour guide, especially with regards to English proficiency. To determine the profile of tour guide, the research method used in this study was qualitative descriptive approach. In this research can be concluded a few things: (1) Profile tour guide of Candi Muaro Jambi related English ability still very minimal, (2) Tour Guide of Candi Muaro Jambi has positive mental attitude and a good ability to know the history of tourist attractions. There has been no improvement of English done by the Tour Guide itself, because there is no well-organized supervision of the institution.

Keywords: Profile, Tour Guide, Candi Muaro Jambi, Ability

1. Introduction

Indonesia is a country rich in cultural heritage. One of the national cultural heritage in Indonesia is a cultural heritage object. Cultural heritage is a cultural heritage that is a matter of need to be preserved because it has important value for history, science, education, religion, and culture and heritage to our next generation (Bahri, Kusnoto, Wibowo, Purmintasari, & Rivasintha, 2019). While the place of cultural heritage objects is called Nature Reserve. Nature reserve is a piece of land that is guarded to protect the flora and fauna in it, while the protected cultural reserve is not an area that is natural but the result of human culture in the form of relics of the past (Hariyatni, 2012). So it can be concluded that historical relics in the form of heritage buildings are useful as a generator of motivation, creativity and inspire the younger generation to understand the history and identity of a region.

Indonesia is a country that has abundant tourism potential and diverse. This is evidenced by the establishment of 3 Indonesian cultural heritages by the United Nations Organization engaged in Social, Educational and Cultural Affairs (UNESCO) establishing 3 cultural heritage sites in Indonesia as

world heritage sites, namely Borobudur temple, Prambanan temple and ancient human sites in Sangiran (Mohamad & Mokodompit, 2019). In addition, a total of 26 heritage sites in Indonesia are included in the list of world heritage nominations to be designated by UNESCO. Of the 26 nominations, 2 of them are Trowulan temple in East Java and Candi Muaro Jambi in Jambi. The purpose of the Government of Indonesia to register the muaro Triwulan temple site and Candi Muaro Jambi as a World Heritage is to increase international visibility of a country so as to encourage tourist visits due to various promotional and communication activities carried out by the government, tourism industry players as well as UNESCO and the World Heritage Committee.

Candi Muaro Jambi is one of the heritage of cultural heritage in which more than 80 temple ruins and remnants of ancient settlements in the span of ix-xv century AD, although not as popular as other temples in Java Island, an ancient site that is believed to also be one of the centers of Buddhist development in the heyday of Sriwijaya Kingdom is an asset that can be utilized in the field of science, culture, tourism, social, religious, and economic. This ancient site stretches from west to east on the banks of the Batanghari River along 7.5km.

This temple complex can be reached by land and river with a distance from the city of Jambi as far as 30 Km. From about 80 temple ruins that have been known, by the local people called Menapo, only a small part has

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been restored. Based on the remains of the ruins, a building uses red stone. Temples that have been built and can be visited by tourists are Vando Astano Temple, Gumpung Temple, Tinggi Temple, Kembar Batu Temple, Gedong 1 Temple, Gedong 2 Temple, and Talaga Rajo Pond. There are also Old Canals surrounding this temple complex. The location is spread in Muaro Jambi Village, Kemingking Dalam, and Lake Lamo (Anra & Syarifuddin, 2019). This is one of the attractions to increase local and national tourists.

Candi Muaro Jambi itself is the largest temple in Southeast Asia. In addition, the existence of Candi Muaro Jambi was further confirmed by the arrival of a group of Buddhist Monks from abroad and Bhiksu from China who also came to visit Candi Muaro Jambi some time ago. The foreign tourists, aim to witness firsthand and want to know more about the existence and history of the beginning of Candi Muaro Jambi and a variety of objects and attractions offer a variety of charms owned by each tourist attraction that can attract both domestic and foreign tourists.

The government in cooperation with local governments, especially the Tourism Office, continues to pay attention to the tourism sector. The role of tourism in the development of the country in the outline of three facets, namely economic aspects (foreign exchange sources, taxes), social aspects (job creation), and cultural aspects (introducing our culture to tourists) (Kirom, Sudarmiatin, Jaman, & Putra, 2016). These three facets apply not only to foreign tourists, but also to domestic tourists. In addition, the tourism sector can help preserve local values and cultures, as well as potentially bridge socio-cultural differences and economic inequalities (Susanti, 2012). Based on these conditions will certainly cause logical consequences that every policy and measures must be able to accommodate from aspects that directly intersect with the tasks in the field of Tourism and Culture so as to achieve the expected goals and objectives that are becoming International Tourist Destinations.

A place or area can be used as a tourist destination if it has a factor of 4A and PM, namely Attraction, Accessibility, Amenities (Facilities), Ancillary Services (organization), and Community Empowerment. Development especially in the tourism sector can not only depend on natural resources, socio-cultural resources but also human resources (HR) which of course have quality and competitiveness worldwide. In this case, one of the important factors to make Candi Muaro Jambi an international destination is the need for an increase in the number of human resources, especially Tour Guides or tour guides.

Irawati (2013) explained that the tour guide or tour guide is an officer who serves people who are traveling. Sampelan (2015) tour guide or tour guide is defined as everyone who leads an organized group for a short period of time or a long period of time. According to Udoyono in Tanjung (2015) the flight attendant is someone who has special skills including foreign languages (one or more of English, French, German, Japanese, Dutch, Italian, Korean, Chinese, and so on), knowledge of history, social conditions, politics, economy, and Indonesian culture, knowledge of tourist attractions in Indonesia (and abroad), has a positive mental attitude to provide services to tourists both foreign and domestic.

Based on the above understanding shows that the tour guide has a quite heavy task in order to provide services and information to tourists as well as possible. To support the increase in tourist visits, it is necessary to understand all parties on matters that must be considered, understood or mastered about certain things in improving the quality of service to tourists. Especially for the improvement of services to foreign tourists, mastery of foreign languages and stereotype knowledge of various nations and countries is important and cannot be left behind.

The role of foreign languages in the tourism sector, among others, is for the promotion of tourism abroad, reservation services, accommodation services (hotels or travel), guiding services, guesthouse communication with the community, which ultimately relates to the imagery of Indonesia by these guesthouses. When one has to communicate with people from other countries who have different languages, mastering a foreign language where the two can understand each other is absolute.

In terms of tourist services, foreign tourists who come to Indonesia are guests who must be served, while tourists are servants who must serve guests such as the king. Therefore, in communicating with foreigners (foreign tourists) in this case, it is the tourists in Indonesia who must master the foreign language so that they can communicate and serve guests well. Basically the whole process of communication with foreign tourists, requires the ability and mastery of foreign languages. The role of foreign languages in increasing our tourism is for the promotion of overseas tourism, reservation services, accommodation services (hotels or travel), guiding services, guesthouse communication with the community.

In facing the era of globalization related to the facilities of a tourist attraction, a tour guide or tour guide who is able to use a foreign language is needed. One of them is the mastery of English which has a very

important role because English is an international language that is widely used in the business world, be it business in the field of export-import, telecommunications, and even in the field of procurement of tourism services. In the procurement of tourism services in particular, language is a key to success that is very important because we have to deal with many people from different places, cultures, races and cultures so that the demands of language become one thing that absolutely happens.

Based on the background above, this research was conducted to find out the readiness of the tour guides of Candi Muaro Jambi in heading to Candi Muaro Jambi to become an international destination. To find out the readiness of the tour guides, this study will specifically explore the profile of the tour guides, especially related to English language skills.

2. Method

The research approach used in this research is a descriptive qualitative approach. The data needed in this study and its data sources are as follows: (1) Primary data, namely data on the quality of verbal English ability, namely the interaction between tour guides and tourists. (2) Secondary data, namely data on objective conditions about the profile of tour guides in Candi Muaro Jambi .

3. Result and Discussion

Based on the interview guidelines there are several related indicators about the tour guide profile of Candi Muaro Jambi.

The first indicator is the mastery of foreign languages which in this study is more devoted to English in the tour guide of Candi Muaro Jambi . Based on the facts in the field and the results of observations made found that of the 12 tour guides in Candi Muaro Jambi , only 2 people are quite good at mastering English, especially with regard to tour guide conversation. When viewed from a percentage of only 20% who have a fairly good english vocabulary. One of the fakto behind it is the background education of the tour guides who graduated from high school on average, only 1 tour guide who has the last education strata one English and 1 other person strata one non English. The remaining 10 tour guides are only high school graduates.

The second indicator is related to the ability of tour guides in knowing tourist attractions. Based on the results of interviews and observations found the fact that the Candi Muaro Jambi is a local resident or a native of the area around Candi Muaro Jambi . So it relates to this ability twelfth tour guide has a capable ability to explain to tourists both local and foreign about the history of

Candi Muaro Jambi , Culture, Residents and other interesting things related to tourist attractions.

For the third Indicator has a positive mental attitude to provide services. Based on the results of interviews and observations found the fact that the entire Tour Guide Candi muaro jambi has a positive mental attitude in providing services. These positive mental attitudes include; nature is always optimistic, tenacious, open, supel, happy to get along, and strive to provide the best service for tourists.

For the second problem formulation is the efforts made by tour guides in improving english language skills. Based on the interviews of tour guides, Candi Muaro Jambi does not make significant efforts to improve english. Some of the factors behind it are economic factors. For tour guides Candi Muaro Jambi itself works freelance as a tour guide. In addition, they also work as farmers. So they have difficulty to take English courses or something like that. Related to this, it can be said that almost 80% of the tour guides Candi Muaro Jambidoes not make enough effort to master English. In addition, from the local government itself there is also no special briefing related to the ability of tour guides in Candi Muaro Jambi.

4. Conclusion

In this study can be concluded several things:

1. The curen profile of Candi Muaro Jambitour guide for English language skills is minimal.
2. There has been no effort to improve English made by the Tour Guide himself, because there has not been a well-organized supervision from the relevant Agency.

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