HOLISTICS (HOSPITALITY AND LINGUISTICS): JURNAL ILMIAH BAHASA INGGRIS
Volume 16, Number 1, 2024
p-ISSN 2085-4021 | e-ISSN 2657-1897

SOP Used by Tour Guides in Serving Foreign Tourist at Balaputradewa Museum

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Reviewed: June 1, 2024 | Revised: June 17, 2024 | Accepted: June 29, 2024

ABSTRACT: The article aims to know the English Procedures Used by Tour Guide In Serving Foreign Tourists at Balaputradewa Museum as one of the tourism destinations in Palembang. The method used by the writer is a descriptive method. This method consists of a technique of collecting data. The data were collected through questionnaires and interviews about the information needed according to the existing phenomena. The data obtained from these methods served as the primary material for formulating the English procedures used by tour guides in serving foreign tourists at the museum. The developed procedures aim to improve the quality of interactions between the tour guide and the tourist. These procedures are poised to elevate the museum's reputation as a preferred destination for foreign tourists and contribute to a more immersive and enjoyable cultural experience for visitors from around the world.

Keywords: *procedures, tour guide, Museum Balaputradewa*

INTRODUCTION

Tourism is one sector that is being developed by the government. This is because tourism has a very important role in Indonesia's development, especially as a foreign exchange earner. According to Yoeti (2008: 109) in Novianti (2014), tourism is a journey undertaken by someone for a while from one place to another by leaving the original place without planning or not making a living in the place he visited, but solely to enjoy tourism or recreation to fulfill wishes.

According to Wijaya, et.al. (2016: 15), in connection to cultural heritage-based tourism, the use of historical heritage may be separated into two categories: physical use (tourist) and non-physical use (related to cultural meanings and noble values). Through these views, it can be seen that cultural heritage has the potential as a tourism object through its exoticism, uniqueness, and scarcity. After seeing the potential and value it has, then it will raise the question of how to make it a tourism object.

The rapid development of the tourism industry should also be balanced with the development of its human resources because humans are the driving force of all tourism

activities and are the most important factor. Human resources in the field of tourism include managers of tourist areas, tour leaders (Tour leaders), and all those involved in managing tourist areas. The performance of human resources is one of the most important factors that need to be considered to achieve success in tourism management, especially the performance of tour guides because they are the first people tourists meet.

A tour guide is someone who provides information or education about a tourist attraction. Based on the decision of the Menparpostel number KM.82/PW/.102/MPPT-88, a tour guide is someone whose job is to provide guidance, information, and instructions about tourist objects, and to help with everything that tourists need.

According to Yoeti (2008) in Nofianti (2019: 23), a tour guide is someone who explains, and gives instructions to tourists about everything that will be seen, witnessed by tourists, when visiting a particular object, place or area. The role of a tour guide is very important in a tourist destination, for example in a museum, because with a tour guide visitors can know or understand what is on display at the museum and also visitors can know the history of each collection on display.

The government and tourism business actors develop the tourism sector by building several tourism businesses, namely tourist attractions, tourism areas, tourist transportation services, tour travel services, food and beverage services, provision of accommodation, organizing entertainment and recreational activities, organizing meetings, incentive trips, conferences, exhibitions, tourism information services, tourism consulting services, tour guide services, water tourism, spas, and travel agents.

According to Saragih, et al. (2015: 11), one of the uniqueness of the Balaputradewa museum that is not owned by other museums is that the Balaputradewa museum has more than 4,000 displays in its collection. Another uniqueness is the pyramid of houses which are approximately 300 years apart. And this Limas House is also used as an icon for Rp. 10,000

denominations were printed from 2005-2010. The Balaputradewa museum is visited by many local and foreign tourists. Thus, the role of a museum tour guide is needed to guide visiting tourists.

Based on the description above, the writer believes that being a tour guide is an important part of the museum. Therefore the writer chose the title "SOP Used by Tour Guides in Serving Foreigners at Balaputradewa Museum.

METHOD

The method used by the writer is descriptive method. The descriptive method can be interpreted as a problem-solving procedure that is investigated by describing the state of the subject or object in research which can be in the form of people, institutions, communities and others which are currently based on visible facts or what they are. Sugiyono (2005: 21) states that the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. Based on the definition of descriptive method, the writer identified, and described about the tour guides procedure at Balaputradewa museum.

To comprehensively gather the essential information for this meticulous study, the writer employed a multifaceted approach, deftly employing a combination of questionnaires and interviews, while also meticulously curating data from the research subject and collating information from a plethora of diverse sources.

The utilization of questionnaires and interviews served as invaluable tools, enabling the writer to engage directly with the target participants and elicit their invaluable insights and perspectives. The thoughtfully designed questionnaires allowed the researcher to glean quantitative data, capturing the respondents' preferences, opinions, and experiences in a systematic manner. Simultaneously, the interviews, carefully structured and unstructured, offered a more qualitative dimension, unearthing rich narratives, expert opinions, and deeply

rooted emotions from the participants, thereby adding depth and authenticity to the study.

In addition to these primary research methods, the writer astutely drew upon the rich repository of data available from the research subject itself. This firsthand data was procured through observations, field studies, and in-depth interactions with the subject or entity under investigation. Such an approach allowed for an organic and intimate understanding of the subject, providing valuable context and nuance that cannot be obtained from external sources alone.

Furthermore, to enhance the robustness of the study, the writer embarked on a meticulous exploration of information from diverse sources, including reputable academic journals, books, scholarly articles, reports, and credible online repositories. This method of data collection, known as secondary research, provided a broader perspective and supported the study with relevant empirical evidence and historical background.

In conclusion, the writer's adeptness in combining questionnaires and interviews, coupled with first-hand data collection and a discerning synthesis of information from various sources, resulted in an all-encompassing research endeavor. The fusion of these methodologies provided an intricate tapestry of insights and evidence, forming the bedrock upon which the study is anchored. This holistic approach to data collection ensured the study's credibility and veracity, empowering the writer to present a compelling narrative that contributes significantly to the body of knowledge in the subject area.

FINDINGS

The research findings delve into the intricacies and methodologies employed to meticulously craft an SOP Used by Tour Guides in Serving Foreigners at Balaputradewa Museum. To unlock the secrets of this comprehensive procedure, the researcher diligently embraced a multifaceted approach, skillfully combining the utilization of both a thoughtfully

designed questionnaire and insightful interviews conducted within the museum's hallowed halls.

The questionnaire, serving as a potent tool for data collection, was thoughtfully structured to extract invaluable insights from the seasoned tour guides and museum employees. Crafted with meticulous attention to detail, the questionnaire comprised a series of carefully curated questions that encompassed diverse aspects of the tour guiding process. Through this method, the researcher adeptly explored the tour guide's responsibilities, their profound understanding of the museum's historical significance, the warmth and friendliness exuded towards the foreign visitors, the artful arrangement of tour routes, and the comprehensive evaluation of their performance.

Questionnaire

The writer began this phase by planning the questions that would be included in the questionnaire. The writer posed eight questions about the SOP utilised by the tour leader. Each question is divided into numerous aspects, including responsibilities, understanding of the museum's contents, friendliness, tour route settings, and tour guide evaluation. The questionnaire was then distributed to five members of the Balaputradewa Museum staff. Respondents provided their responses in their own words. The results of the questions have been summarised by the writer.

The first element is responsibilities, and the questionnaire includes two questions regarding the main responsibilities of a tour guide and the responsibilities of managing and directing tourists. As a result, the respondent believes that the role of a tour guide is critical since it is directly tied to tourists in organising tours at the museum in a professional, efficient, and educational manner.

The second element includes two questions about knowledge of the museum's collections. According to the responses, the tour guide must have extensive knowledge of the museum, including its history, collections, artefacts, and pieces of art that are the subject of the tour.

In the third element, there are three questions about the visitors' experience, staff communication, and visitor ethics. According to the responses, tour guides must provide good service, be patient, and support visitors' requirements. The tour guide must then know how to ask museum employees for assistance if necessary, and the tour guide must provide ethical guidance in the museum, such as not handling the objects on display.

The fourth element concerned the tour's route settings. According to the responses, the tour guide must define the route that visitors will take, therefore the tour guide controls the sequence of sites to see, the information to be delivered at each point, and the expected time required at each location.

The final element included tour evaluation and improvement. According to the respondents' findings, tour guides must analyse how a tour goes, as well as review feedback from guests after the tour concludes, in order to improve the quality and efficiency of future tours.

Interview

In pursuit of gathering opinions, the writer thoughtfully arranged an interview session with Mr. Amarullah, a highly respected and esteemed figure serving as the head of sub-administration at the prestigious Balaputradewa Museum. This informal yet in-depth interview aimed to delve into Mr. Amarullah's wealth of knowledge and experiences, extracting valuable perspectives on the most effective and innovative tour guide techniques that could be seamlessly integrated into the operations of the Balaputradewa Museum.

The interview, thoughtfully designed as an unstructured format, provided a conducive environment for Mr. Amarullah to freely express his thoughts and opinions regarding the tour guide strategies. The writer skillfully curated a set of ten comprehensive questions, each tailored to unveil various aspects of tour guiding methods and their potential impact on enhancing visitor experiences at the museum.

Throughout the interview, Mr. Amarullah demonstrated his profound passion for preserving cultural heritage and ensuring visitors' profound appreciation of the museum's historical significance. He openly shared his views on the importance of creating a harmonious atmosphere between tour guides and tourists, fostering a sense of genuine warmth and friendliness to make each visit a memorable and enriching encounter.

Moreover, the interview touched upon crucial elements such as the best practices in structuring tour routes to optimize the flow of information and provide a cohesive narrative to the museum's vast collection. Mr. Amarullah's insights on tailoring tour experiences to accommodate the diverse needs of visitors, including families, school groups, and international tourists, proved to be invaluable in crafting a more inclusive and welcoming environment at the museum.

The interview also shed light on the significance of maintaining the highest standards of professionalism among the tour guides. Mr. Amarullah emphasized the significance of continuous learning and development, encouraging tour guides to engage in ongoing educational opportunities to expand their knowledge and expertise. This emphasis on professionalism and knowledge dissemination serves as a foundation for elevating the overall quality of the museum's guided tours.

Throughout the enlightening interview, the writer skillfully captured Mr. Amarullah's candid and eloquent responses, which now serve as an essential repository of wisdom and inspiration for the formulation of cutting-edge tour guide techniques at the Balaputradewa Museum. These valuable insights will be meticulously analyzed and thoughtfully integrated into the development of a comprehensive and well-rounded strategy that upholds the museum's commitment to providing an unparalleled and captivating cultural experience for each and every visitor.

In conclusion, the interview with Mr. Amarullah has proven to be a pivotal juncture in the writer's research, offering unique perspectives and expert guidance to propel the Balaputradewa Museum towards an even brighter and more promising future. The shared vision of preserving cultural heritage and fostering meaningful interactions between tour guides and tourists will undoubtedly enrich the museum's offerings, solidify its reputation, and elevate its stature as a leading destination for cultural enthusiasts and history aficionados from around the world.SOP used by tour guide in serving foreigner tourist

From all of the data that has been gathered through observation at Balaputradewa museum the writer started to construct the sop based on the theory of Wardani (2013) and the followings are the procedures applied by tour guide:

DISCUSSION OF THE FINDINGS

The writer thoughtfully integrated a comprehensive sequence of steps, encompassing the entire spectrum of the tour journey, from the warm reception of visitors to the heartfelt closing moments. These meticulously crafted steps epitomize the art of guiding tourists through an immersive and captivating museum experience.

The first thing to do is to warmly welcome the visitors and greet them with happiness. The tour guide will lead the visitors into the wonderful museum world. With a big smile and a truly

friendly attitude, the tour guide gives a heartfelt "welcome" to everyone, making the atmosphere inviting and comfortable. This explaination matches with the National Deliberation I of the Association of Indonesian Tour Guides by Decree Number 07/MUNAS.I/X/1988. It mentions that The guide must be able to create a happy and polite atmosphere according to Indonesian personalities. This friendly greeting makes tourists feel accepted and important, getting them ready for an amazing adventure in the museum's special halls..

The next step smoothly invites visitors to start an exciting journey of discovery, leading them through the museum's many collections. This aligns with the idea from Irawati (2013: 38) which suggests giving information and explanations about the objects and attractions tourists are seeing, along with historical and cultural details and other information. The tour guide skillfully explains the stories and importance behind each artifact and piece of art, wonderfully revealing the historical background and cultural details that make these treasures incredibly special. This part showcases how essential the tour guide's knowledge is, as they kindly respond to visitors' questions, providing thorough answers that cover every aspect..

To do this important job well, a tour guide needs to carefully learn all the small and detailed things about the museum's displays. This explaination matches with the National Deliberation I of the Association of Indonesian Tour Guides by Decree Number 07/MUNAS.I/X/1988 which explain the guide tries to provide good and correct information. If there are things that cannot be explained, the tour guide must try to find information about this and then convey it to tourists at the next opportunity. They need to really understand the stories and history behind each exhibit. With a lot of information to share, the tour guide becomes like a source of knowledge, helping visitors deeply understand and enjoy the cultural treasures kept in the museum.

Also, the tour guide shows the spirit of being hospitable, radiating a kind and nice attitude that creates a feeling of friendship with the visitors. This friendly behavior creates a

comfortable and friendly environment, making tourists feel relaxed and open to talking and engaging with their guide.

During the whole tour, the next thing is all about making sure visitors have a perfect time. Every part of the tour is carefully planned to make people feel amazed and interested. The tour guide's love for what they do is clear as they skillfully organize each part of the tour to make a strong and unforgettable impact on the special audience they care about.

Lastly, the tour comes to an end in a touching way. The tour guide stays with the visitors until the tour is finished, making sure everyone leaves with special memories and a deep understanding of the valuable experience they had. Saying a sincere "thank you" in the air, the tour guide says goodbye to the leaving visitors. Their goodbye words are full of true thankfulness for the chance to show the amazing museum to such a fantastic group of people.

To sum up, the way the writer uses these well-organized steps shows that they really know how to be a good guide and understand how important it is to create a memorable museum visit. Starting with the welcoming and ending with the end of the tour, the guide's knowledge of history, culture, and being hospitable all come together smoothly. This makes every visitor's trip to the museum special and meaningful, turning it into a valuable and memorable experience in the museum's fascinating world.

CONCLUSIONS AND SUGGESTIONS

The researcher used a descriptive methodology to develop the SOP used by tour guides in serving foreign visitors at the Balaputradewa Museum. This required conducting interviews and distributing questionnaires in order to gather data. The information gathered using these techniques was the main source utilised to create the SOP used by tour guides for guiding foreign visitors at the museum.

Overall, this thorough research technique, which included interviews and

questionnaire-based data collecting, allowed the writer to construct a knowledgeable and comprehensive set of SOP to be followed by tour guides at the Balaputradewa Museum. These methods are expected to improve the museum's standing as a top choice for international visitors and help make the museum's visits more engaging and pleasurable for tourists from all over the world.

The writer suggested that Balaputradewa museum should pay attention to weaknesses that must be overcome, one of which is by providing communication training including in the use of foreign languages and providing certified job training to tour guides before going directly to the field so that problems such as weaknesses in serving tourist requests can be minimized.

Balaputradewa should pay more attention to efforts to overcome threats to companies, namely by maintaining the professionalism of tour guides, including in dealing with tourists. The government can also take part in improving tour guide services, namely by making regulations regarding tour guide services.

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