

## **CHAPTER 3 ANALYSIS**

### **3.1. Mismatch Discussion between the Theory Given and Field Practice**

After finishing the observation, the writer got several cases that were matched and not with the theories which became the basic theory of this Observation Report. Some cases that are matched:

#### **3.1.1. Matched Cases**

The following cases are matched with the theory given.

- Corresponding with the definition of ticketing staff said by Oka A. Yoeti (1983 & 1997), the tasks of the ticketing staff in Nusantara Tour Salatiga are serving customers in the process of buying and selling tickets, giving information and suggestion about the tourism destination and promoting tour package to the customers.

From the customer's point of view, customer needs pleasant greeting in the first time meeting that can be given by smiling and good looking facial expression. Then the customer will reveal what he/she needs. In this case a ticketing staff must pay attention in searching detail information about everything the customer wants and needs. In addressing information about customer's needs, a ticketing staff offered the company's product that accordant or approach customer's needs (flight ticket, train ticket, hotel, and tourism destination). In the process of delivering company's product, a ticketing staff must show the positive side of the product in order to attract customer more (for example discounts, comfortable transportation, and

hotel), and the facility that going to be get by the customer during the tour (food and beverage, souvenir and tour guide). When the customer has decided to buy the product form the company, service that is given by a ticketing staff is inputting customer's data clearly accordance to the product that have been agreed. This case must addressing with communicating with the customer (via telephone, sms, bbm, etc.) until the customer return from the tour in order to monitor customer's satisfaction level.

If the company did not have the product that needed by the customer, a task of a ticketing staff is promoting other products that approach to the customer's needs. For example when the customer need a "travel" ticket to Surabaya but the company has not provide "travel" ticket, then a ticketing staff could offer train ticket from Semarang to Surabaya. The promotion could be done by telling the positive point if train ticket is cheaper than "travel" ticket.

Beside the cases above, the ability to work fast is also needed i order to serve the customer in large amount. (Interview transcript - question number 5:

*"Pertama ya, memberikan informasi kepada pelanggan, hmm, menurut apa yang mereka inginkan. Seperti tiket Lion Air, jadi kita harus memasukan seperti nama, tanggal dan lain-lain. Terus kita booking-kan sesuai prosedur lalu kita memberitahukan kepada pelanggan limit-nya, tanggal ini, jam ini harus berangkat", said Budi Santoso).*

*"First is giving informations to the customer, hmm, according to what the want. Such as Lion Air ticket, so we have to input the name, the date and etc. Then we booking according to the procedure then we comfirmed to the customer about the limit on this day and at this time you should take off", said Budi Santoso).*

In terms of skills that a ticketing staff must have in Nusantara Tour Salatiga is also inharmonic with the theory of Ticketing Staff's terms that has been said by Oka A. Yoeti (1983), a ticketing staff should wear uniform and neat, It is needed because the rule in the company required every employee to wear uniform accordance to the company's rule. In implementation, a ticketing staff just has to make his/her self-look neat to be more attractive. (Interview transcript - question number 21:

*"Penting sih. Soalnya kita kan ada rule-nya toh, ada patokan baru di kantor kita, jadi ga boleh rambut warna warni, harus rapi dan segala macam dan itu penting",* said Budi Santoso).

*"Yeah it is important. Because we have the rule in our office, so our hair could not be colored must be neat and those are important",* said Budi Santoso).

Ticketing staff have to be able to communicate well like clear articulation, so every words that saying by a ticketing staff can be accepted well by the customer. Using English or Indonesian correctly, even a ticketing staff must capable in using Javanese when a customer speaks in Javanese. The conversation also appropriate with the topic that expressed by customer, for example when the customer needs a three-star hotel, a ticketing staff also has to respond with the same topic (for example the facility that will be get, price, location, and room's type). (Interview transcript - question number 23:

*"Ya pertama kita harus profesional dalam bertindak seperti memberikan informasi yang tepat kepada customer, jam yang tepat, rute yang tepat dan harga yang tepat. Jangan sampai salah begitu",* said Budi Santoso)

*“Yeah first we have to be profesional in doing our job such as giving an accurate information to the customer, accurate, time and route, also for the price. Do not do a mistake”, said Budi Santoso)*

A well-known about the company's product is absolutely needed so when offering that product it can reach the target, in this case is accordance to the customer's needs and wish. A well-known about the product covered the knowledge about the ticket price that always update every day, price of every hotels and the facilities that provided by the hotels according to the price range of each hotels. Beside that a ticketing staff is also have to know about the promotions that provided by hotels, and tourist destination like discount which is provided and additional facility that going to be get if using first class. It is just can be done by observing and asking to the provider (hotels, airlines, and tourism destination) if the promotions are provided. (Interview transcript - question number 5:

*“Pertama ya, memberikan informasi kepada pelanggan, hmm, menurut apa yang mereka inginkan. Seperti tiket Lion Air, jadi kita harus memasukan seperti nama, tanggal dan lain-lain. Terus kita booking-kan sesuai prosedur lalu kita memberitahukan kepada pelanggan limit-nya, tanggal ini, jam ini harus berangkat”, said Budi Santoso)*

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Computer literacy must be mastered in order to make a ticketing staff's work easier. Nusantara Tour Salatiga has a computer program that using for customer data entry and every employee has to mastered this program. Besides, mastering computer literacy, internet is also needed in the process

of searching up to date condition about hotels prices, tickets and tour destination. (Interview transcript - question number 11:

*“Mau ga mau, soalnya kan ada pelanggan asing juga, jadi harus. Dan juga komputer dan sistem”,* said Budi Santoso)

*“like it or not, because there are foreign customers too so we have to. Also computer and the system”,* said Budi Santoso).

Approaching method that is used in facing customer is by orienting to the consumer. Starting with pleasant greetings, listen to customer's needs, and reach more information from customer about desire, needs and wish in service to the customer. Then addressing the information that has been gotten by offering company's product, also offer substitution product if the company did not provide the package according to the customer's needs.

The final phase is inputting the customer's data according to the package that has been taken, also notifying the payment method that must be done.

To end the activity, a ticketing staff has to give leaflet that has been provided as a part of promotion activity in order to make the customer knows more about the package which is provided by the company and also can attract customer's interest to join the packages. (Interview transcript - question number 20:

*“Yang memotivasi ya, harus bisa mengerjakan tugas sebaik mungkin-berorientasi pada konsumen”,* said Budi Santoso).

*“Motivates, i have to do my task with all my best-oriented to the customer”,* said Budi Santoso).

### **3.1.2. Mismatched Case**

While there a case which did not match with the theories which became the basic of the Observation Report is:

- Attitude of a ticketing staff, specifically the ability to communicate well and correctly could not to be seen while doing his work because sometimes a ticketing staff could not be separated from the condition of his/her life outside his/her job. A ticketing staff who is not in a good mood because of problems beside his/her work will affect his working quality when he/she doing his/her duty. The customer who came could not be served nicely because the ticketing staff was influenced by the problem that was not related to the job.

The real example from this case is when a ticketing staff in Nusantara Tour Salatiga is facing a complaint from a customer with impolite words (about the mistaken when inputting customer's data), sometimes a ticketing staff also lose their friendly which they should show to the customer. It caused the customer will judge if Nusantara Tour Salatiga is not good in service because the ticketing staff show a bad attitude is servicing their customers (the result during observation in Nusantara Tour Salatiga).

### **3.1.3. Patterns of Observation**

During the observation, the writer found a pattern in doing duties performed by ticketing staffs in Nusantara Tour Salatiga. They started the duties by checking ticket price (airline and train), lodging, and tour destination; then put the

promotional package to be delivered to the customers; input customers' data; and followed up by monitoring the customer activity during the tour until they return.

#### **3.1.4. The Reasons of Mismatches between Theories and Observation**

One thing that affects the discrepancy between theory and the implementation in the real work is the situations and conditions that always change or a factor beyond their control such as the task given by the company which makes them doing other things (not only handling ticket sales but also requires their monitoring on tourists until they returned).

### **3.2. English Roles**

In performing his/her duties, a ticketing staff in Nusantara Tour Salatiga must master English even though the intensity of using English is not so high because the number of foreign customers is not as many as domestic customers. By using English, Nusantara tour Salatiga's target market becomes wider because it reaches not only domestic, but also foreign customers. Unfortunately, when the writer was conducting the observation, he did not get any foreign customer who came to Nusantara Tour Salatiga. (Interview transcript - question number 14:

*“Kondisi? Waktu melayani konsumen asing juga waktu meng-input data untuk tiket pesawat”, said Budi Santoso).*

*“Condition? When serving a foreign customer also when inputing data for the flight ticket”, said Budi Santoso).*

### 3.2.1. Written English

The intensity of using English in writing is high. A ticketing staff in Nusantara Tour Salatiga use spoken English when reserving abroad destination such as Malaysia, Singapore and others.

### 3.2.3. Spoken English

While ticketing staff in Nusantara Tour Salatiga use spoken English rarely. They use spoken English only when talking to foreign customers, both face to face or by phone. (Interview transcript - question number 15:

*“Soalnya tamu kita bukan cuma lokal, tapi juga internasional”*, said Budi Santoso).

*“Because our guest is not only domestic, but also international”*, said Budi Santoso).

Every ticketing staff in Nusantara Tour Salatiga has no difficulty in using English in their duties. This is because they usually use written English in working daily task. (Interview transcript - question number 16:

*“Kesulitan, hmm, Ga ada sih kalo kesulitan”*, said Budi Santoso).

*“Difficulties, hmm, i don't have any difficulties”*, said Budi Santoso).

### **3.3. Reflections**

#### **3.3.1. Strengths and weaknesses**

Having finished the observation, the writer found some strengths and weaknesses during the observation process. The advantages are:

- Observation activity increases the writer's knowledge in ticketing staff where could not be found in college;
- The writer got additional acquaintances in tourism, especially in Nusantara Tour Salatiga;
- The writer becomes more familiar with the system used by ticketing staff both in preparation (regular ticket checking) as well as in promoting and selling company's tour product.

Weaknesses found during the observation are:

- Unlike when conducting Field Study, observation is only done in a short time. This condition leads to lesser information obtained by the writer to arrange observation report.
- Limited time in preparation and during the observation process makes the process of arranging the observation report becomes harder.

### **3.3.2. Valuable Experiences Obtained during the Observation**

After the writer finished the observation, the writer got a lot of things that can complete the knowledge that have been learned in the college such as good customer service, handling of unexpected problems such as error in data entry which is handling by correcting both from the customer and the tour and travel manager. This case is expected can help writer in preparing himself to face the working world.

