

ABSTRACT

Kampung Naga experienced paralysis due to the pandemic which had an impact on tour guides, especially in interpersonal communication between one individual and another. If the interpersonal communication goes well, then every interaction between tour guides and foreign tourists will produce maximum results, especially in the field of tourism where tour guides are required to do their best. The results of this study where the Kampung Naga tour guides still have uniqueness in communicating with foreign tourists due to communication barriers, especially language factors because they are traditional villages and not cultural sites, cultural villages or tourist attractions. Serving tourists, success or failure has a close relationship with interpersonal communication because it is dealing with foreigners. Of course, it takes experience speaking a foreign language, however, there are often obstacles in a service due to language barriers because Kampung Naga is included in the local tour and the tour guide workforce is required only from the local community of Kampung Naga. This study was made to analyze the interpersonal communication of Kampung Naga Tour Guides. The main theory used is interpersonal communication proposed by Joseph A. DeVito which includes openness, empathy, supportiveness, positiveness, and equality. In this study, a descriptive qualitative approach was used through an interpretive paradigm by conducting in-depth interviews with selected informants using the Focus Discussion Group method to obtain complete information.

Keywords: Interpersonal Communication, Tourism Guide, Communication Barriers