

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

This study analyzed foreign tourists' perceptions of English communication in Yogyakarta's tourism services using a descriptive qualitative approach grounded in Braun and Clarke's six-phase thematic analysis framework. By systematically examining 38 user-generated online review extracts (T1–T38) collected from Agoda, Google Maps, TripAdvisor, and Booking.com between 2020 and 2025, the research traced the analytical progression from initial codes to conceptual categories and core themes. The synthesis of these dataset items directly addresses the two primary research questions regarding how foreign tourists view the use of English and how they evaluate the English-speaking ability of local tourism service providers in Yogyakarta.

Regarding Research Question 1, the findings reveal that foreign tourists view English communication as a fundamental determinant of service quality that profoundly shapes both operational functionality and emotional travel experiences. As mapped through the thematic analysis, tourist evaluations manifest across two major dimensions: Effective English Communication and Communication Barriers. When service encounters are supported by clear language skills, tourists view English usage as a primary driver of operational efficiency, trust, and psychological comfort, as evidenced in data points across hotel check-ins, cultural tours, and private transport (e.g., T1, T13, T15, T22, T25, T31, T33, T38). Conversely, when language limitations arise, tourists perceive the absence of functional English as an operational service failure. Severe communication gaps trigger significant misunderstandings regarding room amenities, billing, and wellness services, ultimately converting routine

touchpoints into sources of customer frustration and dissatisfaction (e.g., T4, T18, T28, T30).

Regarding Research Question 2, the empirical evidence demonstrates that foreign tourists evaluate the English-speaking ability of service providers as highly variable and unevenly distributed across touchpoints. High appreciation is expressed for frontline staff, official attraction guides, and private drivers who demonstrate spontaneous conversational fluency or multilingual capabilities, which effectively eliminates service friction and instills confidence in international visitors (e.g., T7, T12, T24, T34, T36). However, tourists frequently highlight a prevalent middle tier of personnel who rely on memorized phrases or basic greetings but fail during unscripted inquiries or complex service encounters (e.g., T2, T19, T26, T27), explicitly noting that such superficial language skills are inadequate for professional hospitality. In basic interactions, tourists express disappointment when service personnel lack fundamental English comprehension altogether, particularly in mid-to-high tier accommodations and transport services where standardized communication is expected (e.g., T3, T5, T21, T29). Ultimately, English proficiency in Yogyakarta's tourism sector is a vital component of service reliability and destination competitiveness, making language standardization essential for strengthening the city's international appeal.

5.2 Suggestions

Based on the empirical findings and conclusions of this study, several integrated recommendations are proposed to enhance English communication quality across Yogyakarta's tourism ecosystem.

First, tourism service providers should prioritize task-oriented English for Specific Purposes (ESP) training programs for frontline personnel—including front desk officers, driver-guides, and service attendants—focusing on spontaneous problem-solving and handling unscripted inquiries rather than relying on memorized scripts. Establishing minimum language proficiency standards across accommodations and transport services is crucial to eliminate service breakdowns, while integrating digital translation aids and bilingual signage can serve as immediate supportive measures.

Second, regional tourism stakeholders and government authorities, such as the Yogyakarta Tourism Office, should establish subsidized language certification workshops and integrate communicative accessibility into destination quality-assurance audits to support local guides, informal drivers, and cultural heritage sites.

Finally, future researchers are encouraged to expand upon these findings by employing mixed-methods approaches combining qualitative textual analysis with quantitative surveys or direct observational frameworks to statistically measure the impact of staff fluency on tourist repeat-visit intentions, as well as conducting comparative analyses across different tourism sub-sectors.