



**THE IMPORTANCE OF USING ENGLISH BY AHMAD
YANI AIRPORT SERVICE OFFICERS**

FINAL ASSIGNMENT

A Partial Fullfillment of The Requirements

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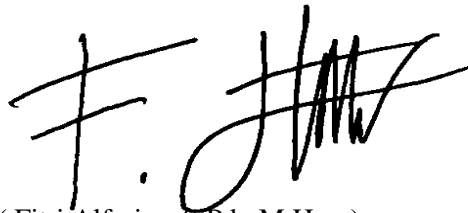
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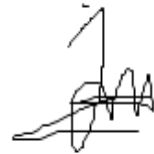
The writer would like to thank Allah SWT for His grace dan guidance, therefore the writer can complete this Final Assignment entitled “ The importance of using english by Ahmad Yani Airport Service officers ”, without Him, anything would not be possible. The writer also would like to express her special gratitude to the following people:

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Semarang , 16 Agustus 2021

The writer,

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Qarisma Anggun S.P

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ABSTRACT

Ahmad Yani International Airport is one of the biggest airports in Central Java located in Semarang. The airport has one terminal at south of the runway, with one entrance and departure each for domestic and international flights. There are many domestic and local passengers there, so it is important that the airport provide information in both Indonesian and English. The information helps domestic passengers to find out the signs on the airport; besides that, the information service center must also have good English speaking skills. This study focuses on implementation of the use of English by airport service officers with the aims to describe the importance of using English language and giving information about the benefits of using English in the airport. The methods of collecting data which are used for this study are observation, interview, and library research. The final result of this study is to show to all Ahmad Yani Airport officers about the importance of using foreign languages which can improve services for the domestic passengers.

Keywords : *Ahmad Yani International Airport ,airport services.*

CHAPTER I

INTRODUCTION

1.1 Background of study

Tourism is one of the priority sectors which has an important role in the economic activities of a country. Even the tourism sector exceeds the oil and gas sector and other industries if managed properly. Thus, many countries in the world to compete to develop the tourism potentials it has in an effort to increase the country's revenue (.One of the important sectors in tourism is transportation it is because transportation is a tourism medium which aims to bring tourists from the region of origin to tourist destinations. The airport is a gateway to the economy and regional development, which has the aim of driving and supporting tourism activities.

Ahmad Yani airport is one famous international airport located in Semarang, Air services and facilities at the airport are very much needed. In order to provide excellent service to airport service users, as well as to support the economy and tourism sector of the city of Semarang as the Capital of Central Java Province, PT Angkasa Pura I (Persero) has implemented the development of Ahmad Yani Airport Semarang with the concept of a floating Eco Airport. This project was groundbreaking inaugurated on June 17, 2014 by the Minister of Transportation EE Mangindaan, Minister of Defense Purnomo Yusgiantoro, Governor of Central Java Ganjar Pranowo, President Director of PT Angkasa Pura I (Persero) Tommy Soetomo, KSAD Budiman, and Pangdam IV Diponegoro Sunindyo. In addition, air services and facilities at the airport are very much needed.

The current density of activity at the airport is due to an increase of users of air transportation services. Therefore, the airport manager needs to maintain and improve services so that the needs and satisfaction of passengers can be met. One part which is a representation of airport services is the airport unit information, which serves every person at the airport. This representation is called the airport services. The airport services include information units, namely customer service, airport ambassadors. Both units, however, have different tasks. While the customer service has the task of providing information services regarding flights, airports, tourism and other general information directly to airport service users or through the Public Address System (PAS) and Public Information Desk (PID), the task of the airport ambassador is to provide information services as well as to encourage the development of the tourism industry.

However, during observation at the Ahmad Yani International Airport, there was an obstacle that some of the information service officers at the airport do not understand the importance of using English. For this reason, the study is to describe the importance of using English by airport service officers.

1.2 The Scope of study

This study draws on one problem occurred at Ahmad Yani International Airport, especially in information service. Information service officers need to improve the use of English. This study focuses on observing and implementing the use of English by airport officials.

1.3 Aims and Advantages of Study

There are three aims of the study, which are follows :

1. To describe the importance of using English in Airport.
2. To describe the benefits of using English in Airport.
3. To describe the important of information service about tourism.

There are advantages of the study, which are follows:

1. Giving information to Airport Officers about the importance of using English in Airport.
2. Giving information about the benefits English in Airport.
3. Giving information about the important of information service about tourism.

1.4 Methods of Collecting Data

Observation

According to Widoyoko (2014) observation is "systematic observation and recording of the elements that appear in a phenomenon on the object of research" (dawaty, 2020). This observation method is carried out by observing and describing the subject's behavior directly to obtain the required data.

It can be concluded that in this study, it was possible to know directly the English language skills of information unit through like being part of the information service directly at Ahmad Yani International Airport.

Interview

According to Esterberg (Sugiyono,2013), structured interviews are used as a data collection technique if the writer who collects the data also knows the information to be obtained . In general, interviews are qualitative research that

involves asking open-ended questions to communicate with respondents to find out things that were not found through observation.

In this method, interviews were conducted with all of Department Airport Operation Control Centre and Customer Services to find out using English of the members of each department.

Library Research

According to Abdul Rahman Soleh, library research is researches that use method to obtain information data by placing the existing facilities in the libraries such as book, magazines and documents (Handani, 2016). Library research is series of activities related to data collection method library, reading and taking notes processing research materials. That utilizes library resources to obtain research data.

1.5 Organization of the study

CHAPTER I : INTRODUCTION

This chapter consists of the Background of the Study, Scope of the Study Aims and Advantages of the Study, Method of Data Collection, and Organization of the Study.

CHAPTER II : REVIEW OF RELATED LITERATURE

This chapter consist of Definition of the Airport, Airport Service, and The importance of foreign language in Airport.

CHAPTER III : DISCUSSION

This chapter discuss about the profile of Ahmad Yani International Airport, The Organizing of Ahmad Yani Airport, Department of Ahmad Yani Airport service officers, and The Duties of Airport service officers.

CHAPTER IV : CONCLUSION

This chapter consist of summary and suggestion of the study.

CHAPTER II

LITERATURE REVIEW

2.1 Definition of Airport

Annex (14) from ICAO (International Civil Aviation Organization) An airport is a certain area on land or water (including buildings, installations and equipment) which is intended either in whole or in part for the arrival, departure and movement of aircraft. Meanwhile, according to According to PT (Persero) Angkasa Pura is an "airfield, including all buildings and equipment which are minimally complete to ensure the availability of facilities for air transportation for the public. Juridically, an airport is defined as an area on land and/or waters with certain boundaries that are used as a place for aircraft to land and take off, boarding and taking off passengers, loading and unloading goods, and a place for intra and intermodal transportation, which is equipped with facilities. aviation safety and security, as well as basic facilities and other supporting facilities. From the definition above it can be concluded that Airport is An airport is a facility where airplanes or helicopters can take off and land. which has a certain land area.

2.2 Airport Service

According to Kasmir (2016), Airport Service is Information Unit is an operational unit that directly interacts with customers and provide services as the spearhead of the company. Services provided include the delivery of announcements about departures, arrivals, aircraft delays or cancellations, private and public vehicle calls for customers, calling the names of passengers who have not boarded, information services about local accommodation in the form of hotels, modes of transportation and the

location of tourist attractions. Users of the unit are not only passengers, but everyone around the area airports with various needs and interests.

Airport service activities have their own characteristics, in terms of services provided to airport service users as well as in terms of operations. One of them is due to the various types of services provided and the many parties involved in the handling process. Failure or delay in providing services in airport operations directly or indirectly can result in smooth flight operations. Airport operation service standards are basically made to serve as guidelines for implementing tasks for implementers so that the quality provided meets airport standards, while meeting aviation safety and security aspects, smooth operations and optimizing the use of resources. From the statements above it can be concluded that Airport service officers have an important role to help and serve all forms of problems at the airport.

2.3 The Important English Language at Airport

The use of foreign languages is very necessary at the airport, starting from writing signs, tourist guide boards and communication between officers and passengers.

According to Saville- Troike on Baihaqie (2009) A foreign language is one not widely used in the learner's which might be used for future travel or other cross cultural communication situation or studied as curricular requirement or elective in school, but not with immediate or necessary practical applications.

According to the Linguistic Dictionary, Kridalaksana (2001) A foreign language is a language that is mastered by linguists, usually through formal education, and which are not socioculturally considered own language.

From the explanations above it can be conclude that Foreign language A foreign language is a language obtained through formal education and comes from another country which is used when communicating under certain conditions.

CHAPTER III

DISCUSSION

3.1 The Profile of Ahmad Yani International Airport

3.1.1 Profile

At first Ahmad Yani Airport was an air base for the Indonesian Army, formerly known as the Kalibanteng Army Air Base. Based on the Joint Decree of the Commander of the Air Force, the Minister of Transportation and the Minister of the Army dated August 31, 1995, the status of the Army Air Base was changed to the Joint Air Base of Kalibanteng, Semarang. However, due to the increase in the frequency of civil flights, on October 1, 1995, Ahmad Yani Airport Semarang became one of the airports under PT Angkasa Pura. Ahmad Yani Airport turned into an international airport in 2004 after Garuda Indonesia opened the Semarang-Singapore route.

Ahmad Yani International Airport has one terminal to the south of the runway, with one entrance and departure each for domestic and international flights. This terminal has an area of 2,657 m² and a domestic capacity of 180 passengers. Facilities include gift shops, food outlets, banks, money changers, hotels and travel bookings, taxi services and car rentals. The airport also has a runway of 2,560 x 45 meters. On June 6 2018 the new terminal of Ahmad Yani airport was put into operation. On June 7 2018 the new terminal of Ahmad Yani airport was inaugurated by the President of the Republic of Indonesia Joko Widodo.

President Joko Widodo even inaugurated the operation of the new terminal on June 7, 2018. With an investment value of more than 2 trillion rupiah, this new terminal has answered the lack of capacity because it is able to accommodate 6.9 million passengers per year. The building has an area of up to 58,652 square meters, equipped with a new apron that can accommodate 12 aircraft, 30 check-in counters, 8 escalators, 8 elevators, and 3 garbarata. There is also a parking building that can accommodate 1,200 vehicles. Passenger growth which reaches 10% annually has positioned General Ahmad Yani International Airport Semarang as a business and industrial airport that needs to be taken into account.

In addition, General Ahmad Yani International Airport Semarang is the first airport in Indonesia to obtain an advanced SMK3 certificate from the Ministry of Manpower (SMK3) of the Republic of Indonesia for its efforts to minimize risks and reduce the rate of work accidents and occupational diseases effectively and efficiently. ultimately can increase the company's productivity according to the demands and global business competition.

3.1.2 The Vision and Mission of Ahmad Yani Airport

Vision :

Becoming a world connector; that is, more than just an airport operator with excellent services which features Indonesian hospitality.

Mission :

- Providing global-scale services in the highest standards of safety, security and comfort
- Increasing stakeholder value
- Becoming a partner of the government and a driver of economic growth
- Providing excellent airport service performance in meeting stakeholder expectations through superior human resource management.

3.1.3 The Organization Structure Of Ahmad Yani Airport

The organizational structure below is general based but in fact, all Ahmad Yani Airport employees per department are only a few parts of the complete organizational structure.

**STRUKTUR ORGANISASI KANTOR CABANG PT. ANGKASA PURA I (PERSERO)
BANDAR UDARA JENDERAL AHMAD YANI – SEMARANG**

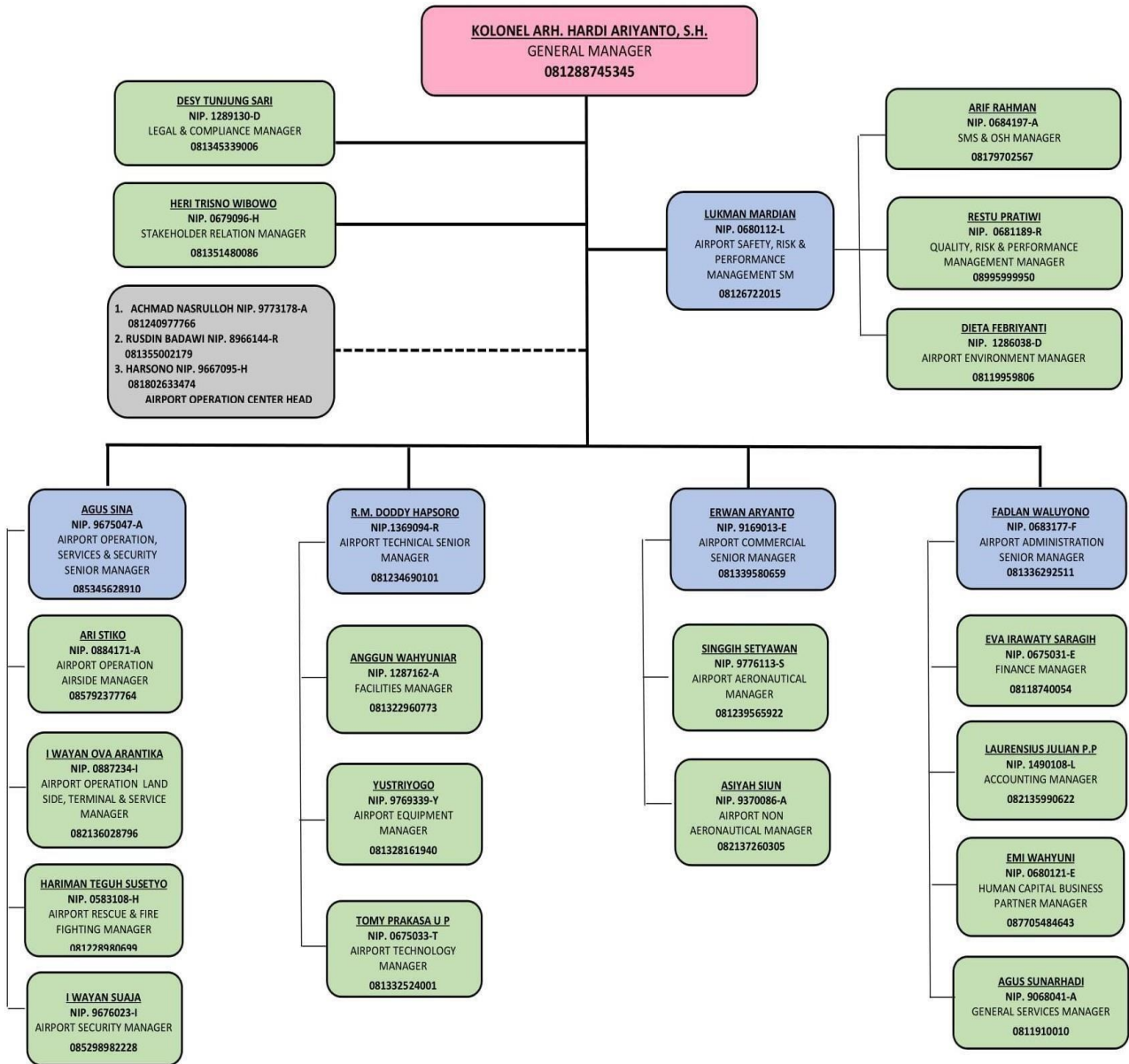


Figure 3. 1 Organizational structure of PT. Angkasa Pura I (PERSERO)

3.2 The Importance of Using English Language as Airport Services

3.2.1 The Importance of Airport Services

Service is something that given to customers not in the form of objects but service with the aim of satisfying customers to some extent. The word service can interpreted as follows: S (smile or smile), E (enthusiasm or spiritwork), R (Repeatedly or repetition), V (Velocity or responsiveness), I (initiative or have an idea for a solution), C (cooperative), E (efficiency or efficient) (Wahyono Nurhadi, 2002).

Kasmir (2016), airport service information unit is an operational unit directly interacts with customers and provide services as the spearhead of the company. Services provided include the delivery of announcements about departures, arrivals, aircraft delays or cancellations, private and public vehicle calls for customers, calling the names of passengers who have not boarded, information services about local accommodation in the form of hotels, modes of transportation and the location of tourist attractions. Users of the unit are not only passengers, but everyone around the area airports with various needs and interests.

Its main function is to help the passengers to show or give understanding any information needed. Airport Services helps passengers to understand the flight schedule, announcements, signs at the Airport also Local accomodation, Tourist Attractions near Airport. After the Airport Services understands their duties, they are must also be able to carry out their obligations as service officers.

The responsibilities of information officers are:

1. Can provide a sense of coolness, comfort, order, smoothness and ensure the security and safety of flights to all airport service users, especially in terminals.
2. Provide services in accordance with Service Quality Standards (Level of Service) and Key Performance Indicators (KPI) that have been determined.
3. Forward or submit complaints, criticisms and suggestions received to be followed up by the relevant agencies for quality improvement and improvement airport service.

3.2.2 The Importance of Using English in the Airport

English is the language of international communication. It is clear that English has become more dominant throughout the world. In some countries it is used as a mother tongue and in other countries it is learned as a second language in their schools. This makes English language widespread. In addition, many reasons have contributed to the increasing spread of the English language. For example, it is used for communication among people all over the world; and also, it is the language of modern times. On the other hand, English is the language of science and technology.

One of the reasons that contributed to the spread of the English language, is the language of the modern era. Where people use it in various fields of life such as, economics, medicine, e-commerce, and aviation. In addition, it is the language used in tourism and travel. This is the motive for people to learn English.

In the world of aviation, English is something that must be learned, because all terms and naming of tools or stuffs use English. Moreover, international airports that have overseas flight routes, domestic passengers will often be found. Therefore the

standardization that has been made by the government for international airports is have two languages, English and Indonesian both in terms of facilities which include signs / directions and information service officers at the airport.

Information service officers are the frontline who are obliged to provide and serve perfectly, among other things their duties are:

1. Provide answers to questions asked according to up-to-date and accurate information at that time.
2. Broadcast a variety of information on demand to be heard and known to certain people. Name of the person addressed included in announcement.
3. Implementing General Communication Services (Public Address System) by providing name calling services for the benefit of general public on request.
4. Indirectly it becomes a meeting point for goods finding with the owner, a meeting place as well as a place to accommodate and channeling complaints, criticisms and suggestions from service users for the sake of performance improvement and service quality.

From all of the statements above, it can be concluded that The use of English by information service officers at the airport is very important, because the airport is an infrastructure to support tourism in the area. Besides that, English is a medium to communicate with passengers, especially domestic passengers, because it will help them better understand the related information.

3.2.3 The Benefits of Using English in Airport

- Can improving service to international passengers

Considering Ahmad Yani Airport, which has now turned an international standard airport, the use of English as a communication support can improve services to international passengers.

- Have a greater awareness of differences between countries and cultures

In addition to being a large airport, this international airport is visited by many passengers from all over the world, the reason why by using English language in the information service, passengers feel more comfortable.

- Able to handle difficult situations in English Language

Being one of the most visited places makes the airport a place where many international passengers arrive. So that English language can help international passengers in difficult situations such as getting lost.

- Have more sensitivity when handling passengers

Information service officers must have sensitivity by surrounding environment and observe passengers whether they need help or not.

From all the statements above, it can be concluded that the benefits of using English in airport is real, and relate to the reality as airport service officers.

3.2.4 The Important of Information Service about Tourism

- Promote tourism and cultural destinations in the area

Semarang is one of the cities that has a lot of tourists, so that using English can be one of the services in promoting or providing information to tourists regarding destinations and tourist attraction.

- Able to create an attraction to the tourism sector in that place through maximum service

Information services regarding tourism in the city of Semarang, Ahmad Yani Airport created an airport ambassador as an icon of the airport who has the responsibility of welcoming important guests such as state guests by providing information about tourism and culture in Semarang.

From all that points above , it can be conclude than giving information service about tourism is important, because we can introduce culture and tourism to support tourists to visit there and give the impression that the culture we have is genuine and deserves appreciation.

3.4 The Duties as Airport Service Officer

3.4.1 The Documentation when Giving Information as Customer Service Mobile



Figure 3. 2 Customer Service mobile at Waiting room

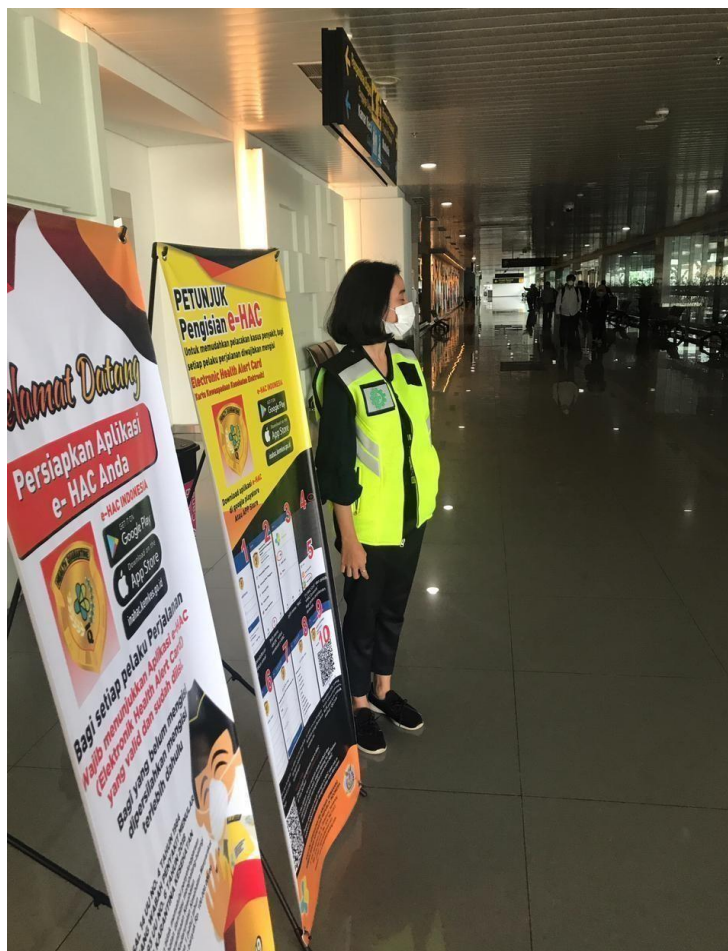


Figure 3. 3 Customer service mobile at Arrival area

3.4.2 The Documentation when standby as Customer Service Online



Figure 3. 4 Customer service online



Figure 3. 5 Giving information by call as customer service online

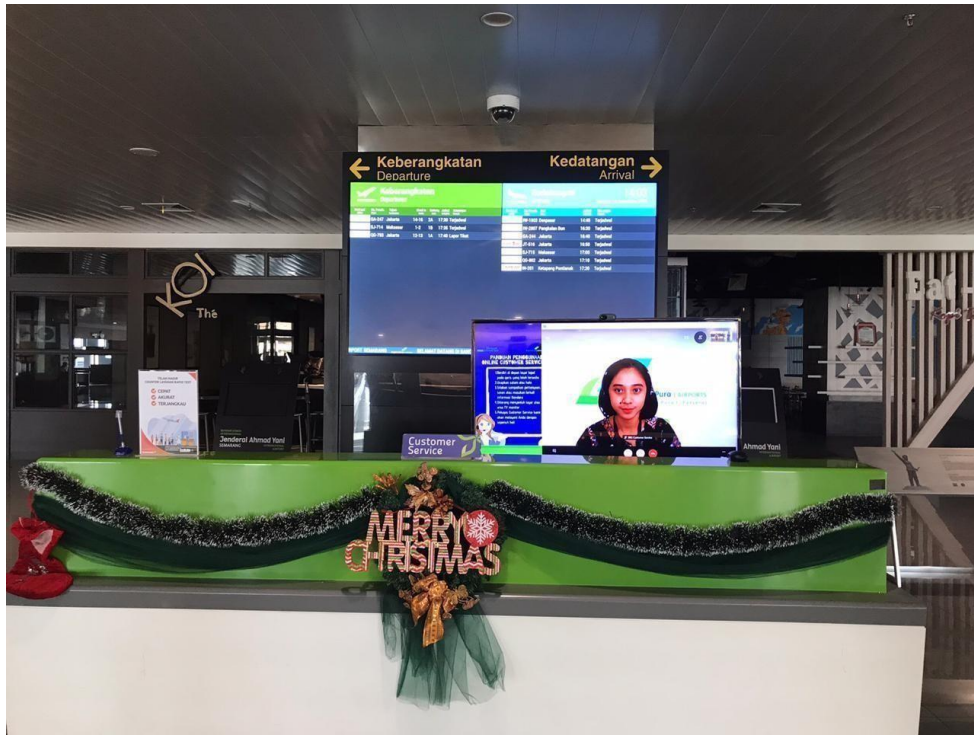


Figure 3. 6 customer service online standby at monitor

3.4.3 The Documentation as Announcer at Airport



Figure 3. 7 announcer at ahmad yani airport

CHAPTER IV

CONCLUSION

4.1 Conclusion

Ahmad Yani International Airport is one of the largest airports in Central Java which is managed by PT Angkasapura I, Ahmad Yani Airport is located in Tambakharjo, Kec. Semarang Bar., Semarang City, Central Java 50149. Ahmad Yani International Airport has one terminal to the south of the runway, with one entrance and departure each for domestic and international flights. This terminal has an area of 2,657 m² and a domestic capacity of 180 passengers. Facilities include gift shops, food outlets, banks, money changers, hotels and travel bookings, taxi services and car rentals. As an airport that provides information services for passenger satisfaction, Ahmad Yani has information service officers who help passengers provide accurate information and data according to international standards. Therefore, the author chooses the topic of

The Importance of using English by Ahmad Yani International Airport. This study focuses on the importance of using English by airport services, as well as the process of analyzing activities on there. from collecting data and observing all service activities that are there.

4.2 Suggestion

This airport is an international airport, which many domestic passengers use the flight path here. According to airport processing standards, international airports are required to use two languages, both from facilities such as signs and information services. There are several suggestion to Ahmad yani International Airport , the first suggestion is to holding a seminar with material on the importance of using English for all information service officers at the airport. Second, Organizing beginner English classes for all information service officers.

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