

FINAL ASSIGNMENT

**Foreign Tourists' Perceptions of the Use of English in
Tourism Services in Yogyakarta: An Online Review**



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Semarang, 18 April 2026

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Arrafi Fardhali Ridwan

ABSTRACT

This study aims to analyze foreign tourists' perceptions of the use of English in tourism services in Yogyakarta. As one of Indonesia's leading cultural tourism destinations, Yogyakarta attracts a significant number of international visitors, making effective English communication essential for service quality. This research employed a descriptive qualitative approach using thematic analysis to examine 38 online reviews from foreign tourists collected from Agoda, Google Maps, TripAdvisor, and Booking.com during the period of 2020–2025. The data were analyzed following Braun and Clarke's (2006) six-phase thematic analysis framework. The findings reveal two main themes: (1) Effective English Communication, which is associated with positive tourist experiences, satisfaction, and trust; and (2) Communication Barriers, which result from limited English proficiency among tourism service providers and lead to misunderstandings and dissatisfaction. The study concludes that English communication plays a crucial role in shaping both functional and emotional aspects of tourists' experiences. The findings suggest that improving English proficiency among tourism workers should be considered a strategic priority to enhance service quality, ensure consistency, and create more positive experiences for international tourists in Yogyakarta.

Keywords: English communication, tourism services, foreign tourist perception, Yogyakarta, thematic analysis

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