

The Importance of Use of English in Improving The Quality of Marketing in The Raja Tour Bandung Travel Bureau

Anggi Maulana

Tourism Study Program, Stiepar Yapari, Bandung City, Indonesia

anggimaulana996@gmail.com

Nailufar Munasifa

Tourism Study Program, Stiepar Yapari, Bandung City, Indonesia

nailufar925@gmail.com

***Abstract** . Improving the quality of marketing in the tourism industry is the main focus of many companies, including travel agencies. In this context, the use of English is a key factor in achieving this goal. The purpose of this research is to convey the right message to customers, remind customers about the products and services available, and also help customers understand more about what they can get from a travel agency. Apart from that, it is also related to the title of our research, namely: The use of English is quite important in improving marketing quality, because language is a factor that directs customer experience. This research method is qualitative, where data is obtained from relevant sources. Data is obtained from various sources, such as reference sources, online or internet sources, and documentation sources. This research found that English language skills in marketing greatly influence marketing effectiveness and efficiency. Marketers who have good English skills can facilitate communication with international customers, which can ultimately increase revenue and business reputation at travel agencies.*

***Keywords** : Travel agency, Language, Tourism*

INTRODUCTION

A tourist attraction is anything that is interesting and valuable for tourists to visit an area or tourist attraction, which later tourists will need a travel agency to travel. Good language services can help readers understand the information provided. This is achieved by using language that is more interesting, that describes ideas well , and is structured and organized. We agree that in the travel agency in Bandung, to further improve the quality of tourism in Bandung, several steps need to be taken. one of them is strengthening the environmental influence in tourism. Then the knowledge or information is useful to the reader that can help readers make informed decisions.

Apart from that, to attract consumers by improving the quality of service, especially the service provided by employees to consumers, so as to increase the positive image of the company in their eyes. Introducing or reviewing new products or services to help readers make better decisions is very important. New products or services can help readers increase productivity, reduce costs, and speed up processes. Responding to the latest developments in the travel industry, especially in the Travel Agency sector, is very important to improve the performance and efficiency of various aspects, including sales and marketing. Provide more in-depth information about

products, such as tickets and also about available services to help readers make the right decision.

According to our research, the variables studied are very important in the current conditions because language is a factor that directs customer experience which will also be profitable. Meeting academic publication needs is important to support an academic career. By becoming academic achievers, we can help create better knowledge and build higher performance in the fields of research and education. Enlightening readers with the points in the article is very important, because this can influence the reader's experience in reading and understanding the content explained in the article.

Previous research aimed to obtain comparison and reference material. Apart from that, to avoid assuming similarities with this research. So in this literature review the researcher includes the results of previous research as follows: Research by Danang Elming Ponda (2010), entitled *"The Role of English as Supporting the Performance of a Travel Agency"*. This research is research that uses qualitative descriptive methods. This research aims to analyze the tourist travel agency, that the use of English plays a very important role. This was the main topic of discussion taken in preparing the object of implementation of this Real Work Practice, namely CV.RAJA TOURS & TRAVEL in Jember which was carried out in January-February 2010.

Based on this research, it can be concluded that the use of English is one of the absolute requirements for improving the quality of travel agencies that must be implemented.

Purwoningsih Indriani's research, entitled *"The Role of English in Tourism Promotion as an Effort to Increase Tourist Visits in Malang City"*. This research is research that uses participatory methods. This report was prepared based on Real Work Practices carried out at the Malang City Tourism Office with a standard working time of 240 hours. This research aims to find out that English is an international language used by nations all over the world as a language of instruction, especially in the world of tourism in promoting a region, tourist object or product.

Based on research conducted by researchers, it can be concluded that, the free market or era of globalization demands smooth, good and correct communication, both in the political, economic, social and cultural fields. It is also known that in the current

free market era, competition for claims in the world of work is increasing rapidly along with developments in knowledge, culture and human thought patterns, as well as technological sophistication. So, currently English has a very important role. If the English used in the promotion is good, fluent and easy to understand, then the information conveyed will be easy to receive. So, those who know this information become interested and have the desire to visit and see firsthand what is being conveyed.

THEORETICAL STUDY

According to the Big Indonesian Dictionary, business is a commercial endeavor in the world of commerce, business sector, trading business. Elish and Johnson (1994) state that English for business is about training or training and about performance or appearance which is tailored to the goals. According to Jones and Alexander (2000), English is the main means of communication between business people in different countries, namely communication in English which may involve Swedish people with German people, Japanese people with Italian people, and foreigners who speak to native people (people whose native language is English). (Sri Rahayu, 2018)

Many studies have highlighted the important role of social media in expanding the reach of business communications. For example, Ahmad and Babbie (2019) show that social media allows business organizations to reach a wider audience effectively and efficiently. They concluded that social media allows companies to interact directly with consumers, build brand awareness, and increase the visibility of business products or services (Siregar, 2022) (Salim Siregar et al., 2023)

Good English communication skills can help businesses to establish relationships with customers and business partners. This can open up opportunities for expansion and increased turnover. The use of digital communication tools, such as email, video conferencing, and online business platforms, plays a key role in business productivity. The ability to communicate in English allows companies to interact with international business partners, understand messages better, and avoid potential misunderstandings. can slow down business processes. (Mulyah et al., 2023)

RESEARCH METHODS

This research uses a mixed approach which combines field surveys, direct observation and data analysis. This research population covers all areas related to the Raja Tour tourist travel agency and the surrounding community. The sample was selected at random in a stratified manner from various community groups living around the Raja Tour travel agency to represent a variety of perspectives and experiences. Survey data collection techniques involve the use of structured questionnaires and direct interviews with respondents.

The type of research we use is qualitative research methods. The research instrument or *human instrument* is a human (the researcher himself). The data source for this research uses secondary data, namely data taken from the internet.

RESULTS AND DISCUSSION

The data from this research consists of two parts, namely data on the importance of using English in the Raja Tour n Travel travel agency and data on the benefits that people get from using services such as tour packages.

- **Data results on the importance of using English in travel agencies**

If we learn English until we are fluent it makes it very easy to communicate with foreigners. Likewise, in the world of work, it is not uncommon for various requirements to enter a company, one of which is English. Therefore, in this travel agency, it is very natural that English language skills are needed to communicate between regions, especially as tourist guides.

- **Data on community profits**

There is a very high need and desire among people to go on trips to various regions, both within the country and abroad. Of course, this tour package is quite helpful in solving problems such as transportation, accommodation, tour guides, etc. All of this can be overcome by using this Travel and Tour package.

Example of a tour package. This package is packaged completely which includes transportation, accommodation, hotel, list of tourist destinations, meals, and so on. Raja Tour and Travel Bandung has been operating for 10+ years. Here are the details:

Raja Tour Bandung travel agency



<https://images.app.goo.gl/KYgQAPPXsbkrSJwb8>



Based on the picture above, the importance of using English in..... can be seen from the schedule below

Operates every day and time

Monday 09.00-15.30

Tuesday -

Wednesday -

Thursday -

Friday -

CLOSED Saturday-Sunday

**Jl. Kuningan Raya No.2, Central Antapani, District. Antapani,
Bandung City, West Java 40211**



The use of English is important to make it easier to communicate, that's real. Because it has been proven that in several cases you need to be fluent in English, one of which is in the world of work. It is important for Raja Tour and Travel Bureau in Bandung to be able to speak English, therefore the aim of this research is that we want travel agencies to continue to improve the way they express English in their services.

CONCLUSION

The use of English in marketing at the Raja Tour Bandung Travel Agency is very important to improve the quality of marketing and English can help increase the popularity and capabilities of business in the international market, also English language education must be carried out continuously to achieve optimal performance.

The Raja Tour Bandung Travel Bureau must build partnerships with university campuses to support English language education, and the Raja Tour Bandung Travel

Bureau must also build partnerships with companies that have experience in using English in marketing.

This research only covers the use of English in marketing at the Raja Tour Bandung Travel Bureau, does not include the use of English in marketing in other businesses. Use of English in marketing abroad: this research covers the use of English in marketing abroad. This can help the Raja Tour Bandung Travel Agency to create more effective and better marketing with content that uses English as the main language.

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