

EXISTENTIAL STRUGGLE OF GERMAN LANGUAGE TOU GUIDE IN PT. NUSA DUA BALI TOUR AND TRAVEL, TUBAN, BADUNG

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ABSTRACT

The growth of new tour and travel agents in Bali targeting the tourist market from Germany has created intense competition among travel bureaus. This causes a decrease in the number of German tourists who use the services of a travel agency PT. NDBT. The purpose of this study was to analyze the existential struggle that occurred at PT NDBT conducted by German-speaking guides. The research problems are 1) how the hegemony and counter hegemony that occurred in PT. NDBT, the factors causing and the implications for the PT NDBT. This study uses a qualitative method. Data collection techniques used were observation, interviews, and documentation studies. The theory used is the theory of hegemony, social practice theory and the theory of communicative action in an eclectic manner. The results showed that the existential struggle carried out by German guides on the corporate hegemony practice of PT. NDBT against guides as a coordinated party is a counter hegemony. Supporting factors for the German-speaking touristic licensing struggle is the decline in the number of German tourists using PT.NDBT services in Bali. As a result, the implication posed by the existential struggle is the desire to stimulate themselves in carrying out scouting work. In addition, guides must also increase knowledge of the German language and knowledge of the field of guidance. Existential struggle also has implications for the meaning of communication for fellow German tour guides,

Keywords: existential struggle, German tour guides, tourists, Germany, travel agency.

INTRODUCTION

Tourism has become one of the important sectors in the development and development of the island of Bali. Bali can become famous and attractive to tourists as it is today because it has something very special and interesting. This has led to a growing number of German-speaking tourists coming to Bali. The increasing number of German-speaking tourists visiting Bali in the past six years has made Bali one of the world's tourist destinations. The increasing number of German-speaking tourists visiting Bali was also followed by the growth of new tour and travel agents targeting the German tourist market. The growing number of travel agents

is also influenced by the existence of a free market (global market) which gives authority to travel agents in Germany to be free to choose travel agents that can be invited to work together.

The decline in the number of German-speaking tourists using PT. NDBT, automatically causes a decrease in the intensity of the scouting work provided by PT. NDBT to German tour guides. Therefore, travel agents are also required to develop new tourism markets in addition to tourists who speak German. Formulation of the problem, what is the form of the German guides' existential struggle, what factors support the existence of German guides' existential struggle, what are the implications of the German guides' existential struggle. The general aim of the research is to know the German tour guides' activities. The specific objective is to obtain answers to the problem formulation. Research is expected to provide theoretical benefits to increase academic insight in scientific development for universities. Practical benefits are taken into consideration for people who are interested in becoming German-speaking guides, as contributions of ideas to the government, and tourism practitioners in Badung regency.

To analyze this problem, three theories are used eclectically, namely the theory of hegemony, the theory of social practice, and the theory of communicative action. The hegemony theory is used to analyze the form of existential struggle carried out by German-speaking guides and the factors supporting the struggle, social practice theory is used to sharpen the analysis of the causes of existential struggle, while the communicative action theory is used to analyze the implications of German-speaking existential guides on Nusa Dua Bali Tours and Travel.

RESEARCH METHODS

This study uses qualitative and interpretive methods in cultural studies, with data collection techniques through observation, interviews, and documentation. The determination of the informants in this study was carried out purposively. The data obtained are sourced from primary data and secondary data. Then the data is analyzed by presenting the results of data analysis and to further draw conclusions.

RESULTS AND DISCUSSION

The results showed that the existential struggle carried out by German-speaking guides was the existence of hegemony on the part of travel agents who supplied German-speaking

tourists to PT. NDBT. Furthermore, the hegemony of the corporation PT. NDBT to German speaking guides as a subordinate party in handling German-speaking tourism as stated in the tour packages that have been packaged by PT. NDBT starts from pick-up on arrival, tour, meeting service, or when sending German-speaking tourists back to their home country. This is where the hegemony theory works put forward by Gramsci. PT. NDBT with their knowledge in the form of knowledge about tour packages and organizing the work of guides who have already set scouting scenarios in advance.

With the hegemony carried out, both by the travel agents in Germany against PT. NDBT, as well as the hegemony carried out by PT. NDBT to German-speaking guides creates counter-hegemony for guides to fight for their work as guides to continue working as German-language tour guides, in response to German-speaking guides by working professionally according to the rules and ethical codes applied by HPI and the rules Guidance applied by PT. NDBT. In addition, the guides also build new properties in the form of good communication to German-speaking tourists who are being guided, as well as communications made to other companies with the aim is if PT. NDBT assigns German-speaking tour guides to reduced guides, guides continue to work to guide German-speaking tourists from private property guides that have been built or German-speaking tourists provided by other tour and travel companies that also have the same tourist market as PT. NDBT. Another effort undertaken by tour guides in their efforts to maintain their work is to continually increase their knowledge in the form of German language knowledge, knowledge of tour guides, and other knowledge in the form of knowledge about Balinese culture and other general knowledge which would be useful in carrying out their work by attending training good training conducted by DPD HPI or by other similar organizations.

The supporting factors for the existential struggle are (1) the development of an increasingly globalized world tourism market and also the existence of a free market (global market), so that the development of world tourism is increasing. Besides this, the supporting factors for the struggle carried out by German-speaking guides are (2) German language market share, (3) German-speaking countries, (4) German-speaking guides' abilities and (5) characteristics of German tourists.

From the above review it shows that there is a link between ideology, cultural life and social formation. These are nothing but forms of social practice, the determination of positions in the form of ideological struggles or battles between interest groups that culminates in the form of a power that is taken over voluntarily by the dominated ones which Gramsci claims

as hegemony and ways to defend it (Simon, 2004: xix). Likewise, the view of Bourdieu (Fasri, 2007: 96) the group that controls and wins the ideological struggle means that they will gain mastery, this victory is called the victory of cultural capital which will determine its social relations.

The implication of the existential struggle is its implication for guides in the form of awareness of German-speaking tour guides about the importance of working as a professional German-speaking tour guide, knowing and understanding ethics and guiding norms and being proficient in using German to remain employed as German-language tour guides at PT. NDBT, for the economic survival of the German-speaking tour guide and his family. In addition to the aforementioned impacts, another implication is the implications for the development of Balinese culture which is increasingly increasing by the existence of a tour guide that leads German tourists to a tourist attraction. With the German-speaking tourists visiting a tourist attraction that is guided by German-speaking guides automatically awakens the passion of the arts and culture practitioners because it is a supporter of the development of tourism in the area of attractions being built.

While other implications arising from the existence of existential struggle is the development of the meaning of communication from German-speaking guides who work to guide German-speaking tourists with the aim of achieving communicative welfare, as stated by Max Weber (Hardiman, 1993: 74) that rationalization aims at formal ways in which people who work with this rationalization are only concerned with ways to achieve goals and do not heed the values that are lived as the core of awareness of ethical, aesthetic, and religious values. The concept of purposeful rationality proposed by Weber is very suitable with the situation of modern society with a measure of one's achievement based solely on the material alone. Another implication is the meaning of cultural transformation between German-speaking tourists who come to the area of attractions, and vice versa between people who are in the area of attractions to German-speaking tourists who come to these areas.

CONCLUSIONS AND SUGGESTIONS

The increasing number of German-speaking tourists visiting Bali, was also followed by the growth of new travel bureaus that also targeted the German-speaking tourist market share. Under these circumstances, PT. NDBT no longer relies solely on corporate revenues from German-speaking tourists, which causes the travel agency PT. NDBT must look at the

new tourism market share to remain operational. Reduced number of German tourists using PT. NDBT in conducting tourist visits also influences German language tour guides

Suggestions to the government through the tourism service are expected to regulate German-speaking tour guides and provide protection for the tourism profession. To PT. NDBT employs German-speaking guides to provide protection both in terms of their profession and economic life. To German-speaking guides to always prioritize professionalism in carrying out their role.

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