ABSTRACT

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This research was conducted to find foreign tourists' perceptions on public services' English skills in the Pangandaran tourism area. This research used a case study design. The data analysis used Thematic Analysis by Braun and Clarke (2006). All respondents were three native English speakers from English-speaking countries such as the United Kingdom and Australia. This research reveals how the public services use English in the Pangandaran tourism area based on foreign tourists' perceptions. The results are as follows: (1) Some public services in the Pangandaran tourism area were pretty good in English-speaking skills. However, some others don't have good English-speaking skills. (2) Public services' writing skills averagely were not good. The respondents expressed other problems related to content mastery in particular works in the tourism sector. (3) Some respondents assumed that the lack of content mastery/understanding of information by public services in their working area caused them to provide less information to foreign tourists. Moreover, the respondents mentioned the mental factors of the public services in the Pangandaran tourism area, such as self-confidence, anxiety, and fear. (4) Some respondents had several experiences when communicating with public services who tended to be unconfident, anxious, and afraid when speaking in English.

Keywords: Perception of Foreign Tourists, Public Service English Skills, Pangandaran Tourism Area.