Perceptions Kebumen Tourism Ambassadors of the Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills

UNDERGRADUATE THESIS

Submitted to meet the requirements of obtaining a Bachelor's degree in Communication Sciences at the Faculty of Psychology and Socio Cultural Sciences Universitas Islam Indonesia

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AGREEMENT SHEET

THESIS

Perceptions Kebumen Tourism Ambassadors of the Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills

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It has been given permission by the thesis supervisor to be tested and defended in front of the thesis examiner team.

Date: September 20th, 2024

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Knowing,

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STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirrahim

Undersigned, I henceforth:

Name : Faradissa Djasmine Anderson
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Through this letter I hereby state the following :

1. The research did not engage in academic fraud of any type throughout the completion of this thesis research, such as plagiarism, involving others' help with the thesis, or any other infraction that violates the academic ethic highly upheld by Universitas Islam Indonesia
2. Therefore, this thesis is entirely my scientific work, both as a student and researcher, not plagiarize or the work of others.
3. If this thesis is found to have strong indication of plagiarism or academic fraud after I have received my degree from the Faculty of Psychology and Social- Cultural Science at the Islamic University of Indonesia, I will be held accountable for all repercussions and academic sansctions imposed by the Universitas Islam Indonesia.

Thus, I truly agree with this remark.

Yogyakarta, September 20th, 2024

Sincerely,



Faradissa Djasmine Anderson

MOTTO

Don't say to Allah 'I have a big problem', but say
to the problemthat 'I have a Great Allah'.
-Ali bin Abi Talib-

"Allah will not burden a person except according
to his ability."
-QS. Al-Baqarah: 286-

“Never waste an opportunity because we never know which
opportunity will bring ussuccess.”

“Success does not belong to smart people but to those who always try.”
-B.J. Habibie-

DEDICATION

I dedicate this thesis to my beloved parents, brothers and sisters. I
would not havebeen able to achieve this without their endless support,
love, sacrifices.

FOREWORD

Assalamu'alaikum Wr. Wb.

I would like to express my gratitude to the presence of God Almighty, Allah SWT, for all the blessings, health and strength that have been given to me so that this thesis can be completed according to the planned time. May Allah convey Shalawat and Salam to our Prophet Muhammad SAW, his family, friends and followers.

This thesis is entitled "Perceptions Kebumen Tourism Ambassadors of The Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills. studied the perceptions of Tandem application users (Kebumen tourism ambassadors). I am submitting this thesis to obtain my bachelor's degree from the Department of Communication Sciences, Faculty of Psychology and Social and Cultural Sciences, Islamic University of Indonesia.

This thesis was only successful thanks to the love of my ultimate support system. First of all, I would like to thank Mrs. Ida Nuraini Dewi Kodrat Ningsih, S.I.Kom., M.A. for his guidance and assistance as supervisor of this thesis. Without continuous support and suggestions, this thesis would not have been completed on time and with the value it should have. May Allah SWT reward your good deeds.

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Last but not least, I want to thank me, I want to thank me for believing in me, I want to thank me for doing all this hard work, I want to thank me for not having a day off Iwant to thank me because it never stops.

Wassalamualaikum Wr. Wb.

Warm Regard,



Faradissa Djasmine Anderson

ABSTRACT

Anderson, Faradissa Djasmine. 20321295. Perceptions Kebumen Tourism Ambassadors of The Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills. Department of Communication, Faculty of Psychology and Socio-Cultural Studies, Universitas Islam Indonesia. 2024.

In an increasingly digital world, the development of communication skills, particularly in cross-cultural and multilingual contexts, is essential for professionals in the tourism industry. This study explores the perceptions of Kebumen tourism ambassadors regarding the effectiveness of the Tandem application, a language exchange platform, as a tool for enhancing their communication skills. The problem addressed is the need for innovative, technology-driven solutions to help professionals improve their abilities in communication, which is critical in engaging with international tourists. The research employs a qualitative design, using in-depth interviews and participant observation to gather insights from six Kebumen tourism ambassadors who regularly use the Tandem app. Respondents expressed positive perceptions of the app, citing its interactive features, such as real-time conversations with native speakers, as instrumental in improving their language proficiency and increasing their confidence in cross-cultural communication. Additionally, the app was seen as a convenient platform that allows users to personalize their learning experience, fostering a deeper understanding of cultural nuances and promoting continuous skill development. Personal motivation and prior experience were identified as key internal factors influencing the perception of the app's effectiveness, while the design and functionality of the app emerged as important external factors. The study concludes that the Tandem application significantly enhances the communication skills of users by creating an engaging and flexible learning environment. The findings suggest that digital media tools like Tandem can serve as powerful resources for professionals in the tourism sector, enabling them to meet the communication demands of their role. This research contributes to the growing body of literature on digital media in education, providing practical insights into how such platforms can be leveraged to improve communication competency in real-world applications.

Keywords: *Perception, digital media, communication skills, Tandem application, tourism ambassadors, cross-cultural communication, qualitative research*

ABSTRAK

Anderson, Faradissa Djasmine. 20321295. Perceptions Kebumen Tourism Ambassadors of The Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills. Department of Communication, Faculty of Psychology and Socio- Cultural Studies, Universitas Islam Indonesia. 2024.

Dalam dunia yang semakin digital, pengembangan keterampilan komunikasi, terutama dalam konteks lintas budaya dan multibahasa, sangat penting bagi para profesional di industri pariwisata. Penelitian ini mengeksplorasi persepsi para duta wisata Kebumen mengenai efektivitas aplikasi Tandem, sebuah platform pertukaran bahasa, sebagai alat untuk meningkatkan keterampilan komunikasi mereka. Masalah yang dibahas adalah perlunya solusi inovatif berbasis teknologi untuk membantu para profesional meningkatkan kemampuan komunikasi mereka, yang sangat penting dalam berinteraksi dengan wisatawan internasional. Penelitian ini menggunakan desain kualitatif dengan wawancara mendalam dan observasi partisipatif untuk mengumpulkan wawasan dari enam duta wisata Kebumen yang secara rutin menggunakan aplikasi Tandem. Responden menyampaikan persepsi positif terhadap aplikasi ini, dengan menyebut fitur interaktifnya, seperti percakapan real-time dengan penutur asli, sebagai faktor penting dalam meningkatkan kemahiran bahasa dan meningkatkan kepercayaan diri mereka dalam komunikasi lintas budaya. Selain itu, aplikasi ini dipandang sebagai platform yang nyaman karena memungkinkan pengguna untuk mempersonalisasi pengalaman belajar mereka, memperdalam pemahaman tentang nuansa budaya, serta mendorong pengembangan keterampilan secara berkelanjutan. Motivasi pribadi dan pengalaman sebelumnya diidentifikasi sebagai faktor internal utama yang memengaruhi persepsi tentang efektivitas aplikasi, sementara desain dan fungsi aplikasi muncul sebagai faktor eksternal penting. Penelitian ini menyimpulkan bahwa aplikasi Tandem secara signifikan meningkatkan keterampilan komunikasi pengguna dengan menciptakan lingkungan belajar yang menarik dan fleksibel. Temuan ini menunjukkan bahwa alat media digital seperti Tandem dapat menjadi sumber yang kuat bagi para profesional di sektor pariwisata, memungkinkan mereka untuk memenuhi tuntutan komunikasi dalam peran mereka. Penelitian ini berkontribusi pada literatur yang berkembang tentang media digital dalam pendidikan, memberikan wawasan praktis tentang bagaimana platform tersebut dapat dimanfaatkan untuk meningkatkan kompetensi komunikasi dalam aplikasi dunia nyata.

Kata kunci : *Persepsi, media digital, keterampilan komunikasi, aplikasi Tandem, duta wisata, komunikasi lintas budaya, penelitian kualitatif*

CHAPTER 1
INTRODUCTION

A. Study Background

In the modern, globally interconnected world, communication skills have become increasingly critical across various fields, including business, politics, education, and entertainment. Strong communication capabilities are not only essential for effectively conveying ideas but also for building relationships and fostering collaboration, which are crucial for both professional success and personal growth. In a rapidly evolving job market, communication skills are highly sought after by employers across industries. A survey conducted by the National Association of Colleges and Employers (NACE) found that 82.9% of employers rank strong oral communication skills among the top five most desired traits in employees (NACE, 2021). As such, the development of communication skills has become an essential component of preparing individuals for success in their careers and daily interactions.

However, with the rapid advancement of technology and the rise of the digital era, traditional approaches to learning communication skills have been challenged. The advent of digital media has transformed the way individuals interact, learn, and communicate. Many younger individuals, particularly those in the millennial and Generation Z cohorts, are now deeply immersed in the digital lifestyle, which has influenced not only social behavior but also learning habits. Digital media, while offering unprecedented access to information and communication platforms, has led to concerns about the decline in face-to-face communication proficiency. This shift has raised questions about the effectiveness of conventional learning methods in fostering essential communication skills, particularly among younger generations, who

may be more accustomed to digital interaction than in-person dialogue (Zhang & Kim, 2021).

In this context, exploring innovative, technology-based methods to enhance communication skills is of paramount importance. One potential solution is the use of language learning platforms, such as the Tandem app, which connects users with native speakers for language exchange and communication practice. This study will investigate how digital media, specifically the Tandem app, can be used as a medium to enhance communication skills, particularly in the context of the Kebumen Tourism Ambassador competition. The competition provides a unique case study to evaluate the role of digital tools in developing communication skills, as participants must excel in both public speaking and interpersonal communication to effectively promote their region.

Perception-based research is a key methodological approach in understanding how individuals experience and interpret the tools they use for learning and development. In the case of this study, examining the perceptions of individuals using the Tandem app is crucial for gaining insight into the subjective experiences of users and how they perceive its effectiveness in enhancing communication skills. Perception shapes the way individuals approach and engage with learning tools, particularly in digital contexts. Therefore, understanding user perceptions allows researchers to assess the usability, practicality, and overall effectiveness of the app from the perspective of its users, offering a more comprehensive evaluation than quantitative data alone.

In previous studies, perception-based research has proven valuable in understanding the role of technology in learning. For instance, Zhang and Kim (2021) demonstrated that user perceptions of digital tools in language learning strongly influence their motivation and willingness to engage with those tools. Perception also impacts the perceived utility of these tools in real-world communication scenarios. By focusing on the perceptions of

Kebumen Tourism Ambassadors, who are tasked with public speaking and promoting their region to a wide audience, this study seeks to uncover how participants perceive the benefits and challenges of using the Tandem app to enhance their communication abilities. This research will contribute to the broader understanding of how digital tools can be used effectively in communication training.

The Kebumen Tourism Ambassador competition is an ideal setting for this study, as it offers a real-world context in which communication skills are essential. Tourism ambassadors play a critical role in promoting local culture, attractions, and traditions to both domestic and international audiences. This requires not only knowledge of their region but also the ability to communicate effectively through public speaking, interpersonal interactions, and digital platforms such as social media. Effective communication is recognized as a key competency in tourism promotion, as it facilitates the dissemination of information about cultural heritage, tourism opportunities, and regional identity (Smith, 2022).

The role of a tourism ambassador inherently involves public speaking and face-to-face communication with a diverse range of audiences. Ambassadors must possess the ability to convey messages clearly and persuasively, making communication skills critical to their success. Furthermore, tourism ambassadors are often younger individuals, representing the digitally literate generation, making them an ideal group to study the use of digital tools like Tandem. Understanding how these ambassadors perceive the integration of digital media into their communication development will provide valuable insights into how technology can complement traditional skill-building methods in high-stakes, public-facing roles.

The Tandem app is a language learning platform that facilitates real-time communication between users and native speakers from around the world. Launched in 2015, the app supports

over 300 languages and has more than 10 million users globally (Tandem, 2023). Tandem is designed to enable users to practice speaking in a conversational format, allowing them to improve their fluency and communication skills through direct interaction. The platform's core feature—language exchange—enables users to engage in meaningful dialogues with native speakers, enhancing both their language proficiency and their overall verbal communication skills.

Tandem's unique approach makes it an ideal tool for individuals looking to enhance their public speaking and communication abilities. Research has shown that conversational practice, especially with native speakers, is one of the most effective ways to improve verbal communication skills (Li & Zhang, 2023). The app's interactive nature allows users to develop their speaking skills in an environment that simulates real-world communication. This is particularly relevant for participants in the Kebumen Tourism Ambassador program, as they must be able to engage in persuasive, clear, and confident communication with tourists from various linguistic and cultural backgrounds.

The focus of this research is to explore how the Kebumen Tourism Ambassadors perceive the use of Tandem in enhancing their communication skills. The study aims to investigate the app's effectiveness in real-world application, as well as its potential to supplement traditional methods of communication skill development. Given the increasing importance of digital media in education and training, this research will provide valuable insights into how digital platforms like Tandem can be leveraged to improve communication competencies.

As the demand for effective communication skills continues to rise across professional and personal contexts, it is essential to explore new, technology-driven methods for developing these skills. The Tandem app offers a promising solution for individuals seeking to improve their communication abilities, particularly through

conversational practice with native speakers. By focusing on the perceptions of Kebumen Tourism Ambassadors, this study seeks to contribute to the growing body of literature on the role of digital media in communication skill development. Furthermore, the findings of this research will provide practical insights for educators, trainers, and institutions interested in using digital tools to enhance communication skills in a variety of contexts.

B. Research Question

Based on the description of the background that has been stated above,the researcher aim to examine :

1. In the perception of Kebumen Tourism Ambassador, how effective is the use of digital media (Tandem app) as a medium to enhance communication skills and public relations learning in Kebumen Tourism?
2. What are the factors that affect the effectivity and their perceptions?

C. Research Purpose

The objectives of conducting this research are :

1. To analyze the perceptions of Tandem app as a medium for learning public speaking and relations.
2. To describe the factors that influence the perceptions of how effective the Tandem App as a digital learning medium.

D. Research Benefits

1. Academic Benefits

   This research is expected to be useful for communication practitioners and can be a reference for further research regarding the perception of using digital media (Tandem App) as a media to enhance communication skillsand public relations.

2. Practical Benefit

   This research is expected to add to the reader's insight regarding the use of the Tandem application as a medium to enhance communication skills.

E. Theoretical Framework

1. Previous Studies

a. "Students' Perception on Tandem: Language Exchange Application as a Learning Media to Improve Speaking Skills" by Nurul Mifta Lubis, Emeliya Sukma Dara Damanik, and Maryati Salmiah (2024)

A previous study titled "Students' Perception on Tandem: Language Exchange Application as a Learning Media to Improve Speaking Skills" was conducted by Nurul Mifta Lubis, Emeliya Sukma Dara Damanik, and Maryati Salmiah from the Universitas Islam Negeri Sumatera Utara, Indonesia. The purpose of the study was to investigate how students perceive the Tandem language exchange application as a tool for enhancing their speaking skills in English. This research aligns with ongoing interest in understanding how digital media can improve communication skills, particularly in language learning contexts.

The researchers utilized a qualitative approach, collecting data through interviews and questionnaires from five students enrolled in the English Education program at the State Islamic University of North Sumatra. The participants provided insights into how the Tandem application had facilitated improvements in their speaking abilities, reflecting the broader impact of technology on language acquisition.

The study revealed several key findings. First, the students expressed positive perceptions of the Tandem application, noting its effectiveness in helping them improve their speaking skills. The application's interactive design allowed students to engage in real-time conversations with native speakers, providing an authentic environment for practicing spoken language. Secondly, specific features of the app, such as the

call and video call options, were identified as the most helpful for enhancing speaking proficiency. These features enabled live, conversational practice, which played a critical role in boosting the students' confidence and fluency. Lastly, the participants considered Tandem to be more effective than other digital language learning applications they had previously used.

The main conclusion of the study was that Tandem's ability to connect students with native speakers through real-time communication significantly improved their fluency, grammar, and vocabulary. Moreover, the constant interaction with native speakers fostered greater confidence in speaking English, making the app a valuable tool for language learners.

This study is highly relevant to current research on the "Perceptions of the Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills." The findings support the idea that digital platforms like Tandem can be instrumental in improving communication skills by providing opportunities for authentic, real-time practice. By building on this study, further exploration can be done to assess how students' perceptions and experiences with digital media influence their overall learning outcomes, particularly in enhancing their ability to communicate more effectively in a second language.

b. "EFL Learner's Perception on the advantages of using the TANDEM Application Toward English Language Learning" by Fadilah Ramadani Fajar (2023)

This study was conducted with the objective of examining the benefits of using the Tandem application for learning English, particularly among EFL (English as a Foreign Language) learners. The research explored not only the general perceptions of learners regarding the advantages of using the

Tandem application but also sought to determine if there were any significant differences between male and female learners' perceptions.

The researchers employed a quantitative approach, using a survey design. A 17-item questionnaire was distributed to 167 EFL learners who were users of the Tandem application. The questionnaire was aimed at measuring their perceptions of the benefits of the Tandem app and comparing the perceived benefits between male and female learners.

The results indicated that EFL learners viewed the Tandem application as highly beneficial for English language learning. Learners appreciated Tandem's features, such as easy accessibility to native speakers, engagement with users from diverse backgrounds, and its effectiveness in developing their language skills. Moreover, the study found no significant differences between male and female learners regarding their perceptions of the benefits of the application (with a p-value of 0.557, which is greater than the significance level of 0.05).

This study contributes valuable insights into how mobile technology, particularly the Tandem application, can facilitate language learning by providing direct communication opportunities with native speakers. It also emphasizes the universal appeal of the application, with both male and female learners equally benefiting from its features.

The findings of this study are relevant to the current research on "Perceptions of the Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills." This study underscores the effectiveness of the Tandem application in improving English language skills, reinforcing the notion that such digital tools can provide meaningful engagement and real-world practice for language learners. The lack of gender-based differences in perceived benefits further highlights the app's broad applicability, which can support the

exploration of how digital media can be used to enhance communication skills across diverse learner groups.

c. **“Application for foreign language learning and students' perceptions” by Ereni Mavropoulou (2021)**

A previous study titled "Application for Foreign Language Learning and Students' Perceptions" focused on the role of mobile applications in foreign language learning, specifically investigating students’ perceptions of these digital tools. The study aimed to understand how mobile apps, as a part of modern technology, influence the language learning process and how students perceive their effectiveness in improving their language skills.

The researchers used a mixed-method approach, combining quantitative and qualitative data. Surveys were distributed to students to gather quantitative data, while interviews were conducted to provide deeper insights into the students' experiences with language learning applications. The primary focus was on apps designed for learning foreign languages, with special emphasis on their accessibility, user-friendliness, and the extent to which they facilitate speaking, listening, reading, and writing skills.

The findings revealed that students had overwhelmingly positive perceptions of foreign language learning apps. They found these tools particularly useful for improving their speaking and listening skills due to the interactive features, such as voice recognition, conversation simulations, and real-time feedback. Students also appreciated the apps' flexibility, as they could practice language skills anytime and anywhere, making the learning process more convenient and personalized. However, some challenges were noted, including occasional technical issues and the lack of advanced grammar instruction.

The study concluded that mobile language learning applications are a highly effective tool for enhancing language

proficiency, especially in speaking and listening. Students expressed satisfaction with the apps' interactive features and valued the ability to engage in language practice outside of traditional classroom settings.

This study is directly relevant to the current research on "Perceptions of the Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills." The positive perceptions of mobile language learning applications support the notion that digital tools like Tandem can significantly enhance communication skills by offering real-time interaction with native speakers and personalized learning experiences. This study reinforces the potential of mobile apps to complement traditional learning methods and improve overall language proficiency, aligning well with the objectives of the current research.

d. "Perceptions of the Technology Acceptance Model and the Impact of Mobile Technology on Learning in English as a Foreign Language Classrooms" by Nur Helida Kartika, I Gusti Ngurah Darmawan ,Susilo , and Iwan Setiawan (2024)

A previous study titled "Perceptions of the Technology Acceptance Model and the Impact of Mobile Technology on Learning in English as a Foreign Language Classrooms" by Nur Helida Kartika and colleagues from Mulawarman University, Indonesia, explored the role of mobile technology in enhancing English language learning. The study focused on both teachers' and students' perceptions of mobile technology, utilizing the Technology Acceptance Model (TAM) and examining its impact through the Mobile Technology Impact (MTI) framework.

The researchers employed a mixed-method approach, combining online surveys and semi-structured interviews with 150 English teachers and 215 secondary students from

Indonesia. The study aimed to determine how mobile technology influences English as a Foreign Language (EFL) learning and if gender plays a role in these perceptions. The analysis involved Structural Equation Modeling (SEM) to examine how perceived ease of use, perceived usefulness, and behavioral intention within the TAM framework impacted the learners' and teachers' adoption of mobile technology.

The results revealed that mobile technology, including smartphones and learning applications, positively influenced students' engagement, motivation, and autonomy in learning English. It was also found that female students held a more favorable perception of mobile technology's role in promoting collaborative learning, whereas other aspects of technology adoption showed no significant gender differences. Teachers, regardless of gender, had a uniform perspective on the usefulness of mobile technology in supporting English language education.

This study is relevant to the current research on "Perceptions of the Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills." It demonstrates the effectiveness of mobile technology in language learning environments and highlights the importance of user-friendly and interactive features that engage learners. The findings from this study support the potential of mobile apps like Tandem to foster real-time communication, collaboration, and independent learning, aligning with the research focus on enhancing communication skills through digital media.

e. **"Students' Perception on the Effectiveness of Tandem: Language Exchange Application to Develop Students' Speaking Skill" by Suci Annisa Tiara (2020)**

In a previous study by Suci Annisa Tiara, titled "Students' Perception on the Effectiveness of Tandem: Language Exchange Application to Develop Students' Speaking Skill",

the focus was on how the Tandem application, a social media platform, could enhance students' communication skills in an educational setting. This research examined the perceptions of four English Department students at UIN Ar-Raniry, who used the app to practice language exchange with native American English speakers. The interviews were conducted over two weeks to measure any progress in the students' speaking skills.

The key findings of Tiara's research showed that while students were motivated and found Tandem beneficial for learning, they did not perceive significant improvement in their speaking skills through the platform. This conclusion was based on their interview responses and their interactions with their language exchange partners on the app.

The current research "Perceptions of the Use of Digital Media (Tandem Application) as a Medium to Enhance Communication Skills on Kebumen Tourism Ambassador" shares a similar interest in the effectiveness of the Tandem application for developing communication skills. Both studies explore how Tandem can facilitate language learning through real-time interactions with native speakers. However, while Tiara's research focuses on an academic setting with a primary goal of improving English-speaking skills, the current research shifts the context to a professional domain—specifically, tourism communication. The target participants, Kebumen Tourism Ambassadors, differ from the student demographic, and the aim is to enhance communication skills tailored to the needs of tourism, making the context more professionally oriented than the educational focus seen in the previous study.

This difference in context may lead to variations in how the Tandem application is perceived in terms of its utility. While the previous study reported limited effectiveness in improving academic speaking skills, the current research may investigate

how well the app supports tourism-related communication, which involves more practical, real-world interactions with visitors.

2. Literature Review

a. Perception

Perception is the cognitive process through which individuals interpret and make sense of the stimuli they encounter in their environment. It involves filtering, selecting, organizing, and interpreting information, helping individuals assign meaning to their interactions with the world. Wentraub et al. (2015) mentioned that Perception is central to communication, as it shapes how we understand and react to messages from others, both in verbal and nonverbal forms. It is a subjective process influenced by a variety of internal and external factors that affect how individuals see the world.

The perception process according to Weintraub et al. (2015) can be broken down into three critical stages:

- Selection: The initial stage where individuals focus on particular stimuli while ignoring others. Since the human brain cannot process all the sensory data it receives, people subconsciously or consciously choose what to focus on. This choice is influenced by individual needs, interests, expectations, and the context of the situation. For instance, two people attending the same concert might focus on different aspects—one on the lyrics of the music, and the other on the performance of the band. Selection is also driven by perceptual filters, including one's experiences, cultural background, and emotional state, which shape what we deem significant or worthy of attention.
- Organization: After selecting specific stimuli, individuals organize the data in a way that makes sense to them. This involves categorizing or grouping information based on existing knowledge, patterns, and

mental schemas. Mental schemas are cognitive frameworks or preconceived notions that help people organize and interpret information. For example, if someone meets a new person who reminds them of a friend, they might quickly categorize that individual as friendly. The brain uses shortcuts, like grouping people into categories based on gender, profession, or personality traits, to facilitate this organization process. However, these shortcuts can lead to stereotyping and misinterpretation.

- Interpretation: The final stage of perception is interpretation, where individuals assign meaning to the organized information. This is where perception becomes subjective, as individuals may interpret the same event differently based on their experiences, relationships, or emotional state. For example, a casual comment made by a supervisor might be interpreted as a joke by one employee but as criticism by another, depending on their relationship with the supervisor and previous interactions. Interpretation is also influenced by context, as the meaning attached to stimuli can vary depending on the surrounding environment or situation.

Weintraub et al. (2015) also mentioned several factors shape how we perceive and interpret the world. These include both personal and environmental elements, which impact each phase of the perception process:

- Age: Age significantly influences perception, as individuals of different ages tend to focus on different aspects of life. For example, children may prioritize play and imagination, while adults are more likely to focus on responsibilities and relationships.

Additionally, as people age, their experiences expand, altering their perspective on many issues. A teenager might find a situation exciting or novel, whereas an older person may view it with caution based on past experiences.

- Gender: Gender often plays a role in how individuals perceive communication and social dynamics. Research suggests that men and women might approach tasks and interactions differently, with women often placing more emphasis on relational dynamics and men on task completion. However, it's important to note that these differences are not absolute, and many individuals defy these gendered tendencies.
- Culture: Cultural background is one of the most significant factors affecting perception. Different cultures have varying norms, values, and communication styles, which affect how individuals interpret the behavior of others. For instance, eye contact may be seen as respectful and assertive in some Western cultures, but in other cultures, it may be interpreted as disrespectful or confrontational. Cultural perception impacts not just communication but also nonverbal cues like gestures, body language, and the interpretation of space and time.
- Personal Experiences: An individual's life experiences shape their perceptions. People who have been exposed to particular environments, relationships, or challenges may interpret situations differently than those who have not had the same experiences. For example, someone who grew up in a competitive household might interpret an innocent comment as a challenge, while someone

from a more relaxed environment might see the same comment as playful banter.

- Moods and Emotional State: One's current mood can greatly influence perception. A person in a positive mood might interpret neutral events more optimistically, while someone in a bad mood may see the same events as negative. For example, a friendly conversation might be perceived as intrusive if the person is feeling stressed or preoccupied.

- Stereotypes and Biases: Stereotypes—generalized beliefs about certain groups or categories of people—can heavily influence perception. When individuals rely on stereotypes, they simplify their understanding of others, but this often leads to inaccurate or incomplete perceptions. For instance, if someone believes all older people are slow or resistant to change, they might overlook the talents and adaptability of an older colleague. Biases, both conscious and unconscious, also distort the way information is processed, often leading to misjudgments.

- Context and Relationships: The context in which perception occurs is vital in shaping how stimuli are interpreted. The relationship between individuals also influences perception, as people often interpret actions differently depending on their closeness or previous history. For instance, a joke from a close friend might be perceived as humorous, while the same joke from a stranger might be taken offensively.

To ensure accurate perceptions and prevent miscommunication, Weintraub et al. (2015) stated that individuals can engage in perception checking. This involves

validating perceptions through:

- Use of Senses: Relying on multiple senses to gather information can help confirm or disconfirm perceptions. For example, interpreting a person's behavior based on both their words and their nonverbal cues like facial expressions.
- Asking Questions: Simply asking others for clarification is one of the most effective ways to verify perceptions. For example, asking a friend if they are upset rather than assuming based on their body language.
- Observation: Closely observing behavior over time can help clarify initial perceptions. For instance, if a coworker seems distant one day, observing their behavior over a week may reveal whether they are generally reserved or simply having a bad day.
- Relationship Context: Perceptions are often shaped by the relationship between individuals. Knowing someone well can make it easier to accurately interpret their actions, as familiarity helps in understanding their typical behavior.

However, Weintraub et al. (2015) also mentioned several barriers prevent accurate perception, including:

- Stereotypes and Biases: Prejudices and generalized beliefs about others distort perception and lead to miscommunication.
- Self-Serving Bias: Individuals tend to attribute their successes to internal factors while blaming external factors for their failures. This bias can prevent

individuals from seeing situations objectively.

- Inaccurate Self-Concept: People may hold outdated or incorrect views of themselves, which affects how they communicate and perceive feedback from others. For instance, someone who believes they are poor at public speaking might misinterpret positive feedback as insincere.

In conclusion, perception is a dynamic and subjective process that shapes communication in profound ways. By understanding how the perception process works and recognizing the factors that influence it, individuals can improve their communication skills and relationships with others. Awareness of perception's complexity allows for more effective interactions and helps avoid the pitfalls of misjudgment and bias.

b. Digital Media (Application) as a Communication Learning

Digital media can play a significant role in enhancing public speaking skills by providing learners with various resources and opportunities for practice and improvement. Through digital media platforms, individuals can access a wide range of educational materials, including online courses, tutorials, and recorded speeches (Smith, 2022). These resources offer insights into effective public speaking techniques, presentation strategies, and tips for overcoming common challenges (Johnson, 2021). Additionally, digital media platforms enable learners to practice their speaking skills through virtual environments, such as video conferencing or online communities, where they can engage in discussions, deliver speeches, and receive feedback from peers or mentors (Brown, 2020). This interactive nature of digital media fosters a supportive and collaborative learning environment, facilitating

skill development and confidence-building in public speaking (Jones, 2019).

Digital media, characterized by its digital format and accessibility through various technologies, plays a significant role in shaping human interaction and enhancing learning experiences, particularly in the context of public speaking. The integration of digital media in public speaking learning environments offers unique advantages that contribute to the development of effective communication skills and provide learners with opportunities for engagement, collaboration, and self-directed learning (Smith et al., 2022).

1. Access to Diverse Learning Resources

   Digital media platforms provide learners with a wealth of diverse learning resources specifically tailored to public speaking. Online platforms, such as public speaking websites, video-sharing platforms, and educational repositories, host an extensive collection of educational materials. These resources encompass a wide range of instructional videos, sample speeches, speech analysis, and guides on various public speaking techniques.. Learners can leverage these resources to acquire knowledge, gain insights from experts, and learn from successful public speakers, thus enhancing their understanding of effective public speaking practices (Smith et al., 2022; Johnson & Brown, 2021).

2. Interactive and Collaborative Learning

   Digital media fosters interactive and collaborative learning experiences in public speaking. Social media platforms, online discussion forums, and virtual communities dedicated to public speaking serve as avenues for learners to connect, share ideas, and receive feedback on their speeches. These platforms facilitate peer- to-peer interactions, enabling

learners to participate in discussions, ask questions, and provide constructive criticism. Through this collaborative learning approach, learners can enhance their understanding of public speaking principles, learn from diverse perspectives, and refine their own communication skills (Johnson & Brown, 2021; García-Martínez & Gutiérrez- Carmona, 2020).

3. Mobile Learning and On the Go Accessibility

   The ubiquity of digital media and the prevalence of mobile devices have revolutionized the accessibility of public speaking learning materials. Learners can access public speaking resources anytime, anywhere, using smartphones, tablets, or laptops. Mobile apps dedicated to public speaking provide convenient access to educational content, allowing learners to engage in learning activities on the go. This flexibility empowers learners to integrate learning into their daily lives, making it easier to practice speaking skills, watch instructional videos, or participate in interactive learning experiences (García-Martínez & Gutiérrez-Carmona, 2020; Smith et al., 2022).

4. Personalization and Adaptive Learning

   Digital media enables personalized learning experiences tailored to individual learners' needs and preferences. Advanced digital media platforms leverage algorithms and data analytics to deliver adaptive learning experiences. These platforms can assess learners' strengths, weaknesses, and progress, and provide tailored recommendations and exercises to support their development in public speaking. Learners can engage with content that aligns with their specific learning goals, allowing for a more personalized and effective learning journey (García-Martínez & Gutiérrez-

Carmona,2020; Johnson & Brown, 2021).

5. Holistic Skills Development

   By leveraging the capabilities of digital media, public speaking learners can access diverse resources, engage in interactive and collaborative learning experiences, benefit from mobile learning accessibility, and receive personalized guidance. These factors collectively contribute to the enhancement of public speaking skills and the overall learning experience (Smith et al., 2022; Johnson & Brown, 2021; García- Martínez & Gutiérrez- Carmona, 2020).

F. Method

1. Research Paradigm/Research Method

The research approach for this study is qualitative with the intrepretivist paradigm. Qualitative research is well-suited for exploring and understanding the perceptions, experiences, and subjective meanings of individuals (Creswell, 2013). The interpretivist paradigm, on the other hand, focuses on understanding and interpreting social phenomena from the perspective of the individuals involved, emphasizing subjective meanings and experiences. By adopting a qualitative approach with an interpretivist paradigm, this study aims to delve deeply into participants' perspectives regarding the use of the Tandem app as a medium for learning public speaking.

Qualitative research allows for an inductive and flexible exploration of participants' viewpoints, enabling the researcher to capture rich and nuanced data. It provides an opportunity to uncover new insights, explore unexpected findings, and gain a comprehensive understanding of the research topic (Creswell, 2013). In this study, the qualitative approach will facilitate an in-depth examination of the participants' perceptions, experiences,

and factors influencing their perceptions of theTandem app.

The research design for this study involves semi- structured interviews as the primary method of data collection. Semi-structured interviews allow for a balance between the flexibility of open-ended questions and the consistency of a predetermined interview guide (Smith, 2015). This design choice enables participants to freely express their thoughts and experiences while ensuring that key research questions are addressed.

2. Type Method

This study used a qualitative approach with a descriptive model. According to Hawa (2022) stated qualitative research as follows :

"Qualitative research is a loosely defined category of research designs or models, all of which elicit verbal, visual, tactile, olfactory, and gustatory data in the form of descriptive narratives like field notes, recordings, or other transcriptions from audio and videotapes and other written records and pictures or films."

Data collection involved in-depth interviews with participants who provided data and information relevant to the study as well as document analysis. This descriptive qualitative research method only describes situations or events and focuses on observations and natural conditions (Setyadji, 2017).

3. Respondent Selection Technique

The research object of this study is to explore the perceptions of Kebumen tourism ambassadors regarding the use of the Tandem app as a medium for learning public speaking. The study focuses on the specific population of tourism ambassadors who are actively involved in promoting tourism in Kebumen. The

selected sample consists of Kebumen tourism ambassadors, chosen through a purposive sampling method based on their knowledge and expertise in promoting Kebumen tourism. Purposive sampling allows for the intentional selection of participants who possess firsthand experience and specific characteristics relevant to the research topic (Palinkas et al., 2015).

This research will discuss the Tandem application which has a very important role for tourism ambassadors in improving their communication skills in the context of the public relations industry. As a tourism ambassador, the ability to speak in public is key in promoting a destination or tourist attraction. In the world of public relations, the role of a tourism ambassador is closely related to the ability to communicate effectively and persuasively. Therefore, this research will review how the Tandem application can be an effective tool in helping tourism ambassadors to improve their communication skills. Apart from that, this research will also provide guidance on several aspects that need to be considered when carrying out their duties as tourism ambassadors. By targeting this particular population, the study aims to obtain rich and nuanced insights into how the Tandem app is perceived and utilized as a tool for enhancing communication skills within the context of tourism promotion.

The characteristics that will be the target of this research are as follows :

a. Kebumen Tourism Ambassador

   What is meant is an individual who acts as a tourism ambassador in Kebumen, who may work for tourism promotion, provide information to visitors, or be involved in activities that support the tourism industry in the area. They usually have quite extensive knowledge about tourist

attractions in Kebumen and the ability to communicate with tourists or with importantpeople in government.

b. Men (3) and Women (3)

This research will involve three male participants and three female participants. This is done to ensure a balanced representation between both sexes in the research sample so that the research results can be more representative of the wider population.

c. Age 17-25 Years

This study will focus on individuals aged 17 to 25 years. This age range was chosen because this age range is typically represents a period when someone is actively learning, exploring their interests, and has quite high social mobility, this is to the research objective of improving the communication skills of tourismambassadors.

d. Bilingual Language Users

This refers to individuals who have the ability to speak two languages. In the context of this research, participants are expected to have the ability to speak Indonesian (regional language) and at least one foreign language, such as English, which is an international language commonly used in the tourism industry.

e. Tandem application users

What this means is that participants actively use the Tandem application as a language-learning tool. The Tandem application is a platform where users can communicate with native speakers of other languages, giving them the opportunity to improve their language skills through direct interaction with learning partners from different cultures. This research will examine the use of the Tandem application as a method to improve the communication skillsof tourism ambassadors.

4. Data Collection Method

To gain a comprehensive understanding of the perceptions and experiences of Kebumen tourism ambassadors regarding the use of the Tandem app for learning public speaking, qualitative data collection methods will be employed. Qualitative methods are particularly suited for exploring subjective experiences, attitudes, and perspectives, allowing for an in-depth examination of the research topic (Creswell & Poth, 2018).

One commonly used qualitative data collection method is in-depth interviews. These interviews will provide an opportunity to engage in detailed conversations with the tourism ambassadors, allowing them to express their opinions, thoughts, and experiences related to the Tandem app and its impact on their public speaking skills. Semi-structured or open-ended interview questions can be used to encourage participants to elaborate on their perceptions, share personal anecdotes, and provide nuanced insights (Rubin & Rubin, 2012).

The use of in-depth interviews as data collection methods will allow for a rich exploration of the perceptions, experiences, and recommendations of Kebumen tourism ambassadors regarding the use of the Tandem app for learning public speaking. These methods will provide valuable qualitative data that can contribute to a deeper understanding of the research topic.

5. Data Analysis

According to Hawa (2022) data analysis techniques consist of 3 stages where in the early stages of data collection:

a. Data reduction

The first stage in data analysis is data reduction. At this stage, data collected from various sources will be filtered

and organized to reduce its complexity. Techniques such as selection, abstraction, classification, and synthesis are used to simplify data to make it easier to understand and process. The main goal of data reduction is to extract relevant information and discard irrelevant or redundant information.

b. Data Presentation

After the reduction process is carried out, the next step is to present the data appropriately. At this stage, the simplified data is converted into a more structured and understandable form. Graphs, tables, diagrams, and narratives are some examples of commonly used data presentation techniques. Effective data presentation helps clarify patterns and trends contained in the data, making further analysis easier.

c. Conclusions or Verification

The final stage in the data analysis process is drawing conclusions and verification. At this stage, the analysis that has been carried out is used to make conclusions or hypotheses that are supported by the data. Verification is carried out by re-examining the conclusions that have been drawn, comparing them with previous findings, and ensuring their validity and reliability. This process involves thoroughly interpreting the data and relating the findings to the research objectives or research questions asked.

CHAPTER 2
OVERVIEW OF THE RESEARCH OBJECT

A. Research Object Description

In this study, the object of research is the application, a platform designed for language learning within a community setting. This can improve communication skills with the various features presented which can be set according to the researcher's wishes or abilities. In the digital age, the Tandem application simplifies and enhances users' communication skills. Before going into the discussion, an overview of the Tandem application is provided below.

TANDEM

The Tandem app is an online language learning platform that allows users to practice multiple languages with fellow native speakers. Through Tandem, users can find language partners from all over the world, interact directly via text, voice, or video calls, and help each other improve their language skills. The creators of the Tandem application are a group of individuals who are members of the Tandem Fundazioa company based in San Francisco, USA. Although information about these individuals is not always easy to find, the main founders of Tandem are Tobias Dickmeis and Arnd Aschentrup.

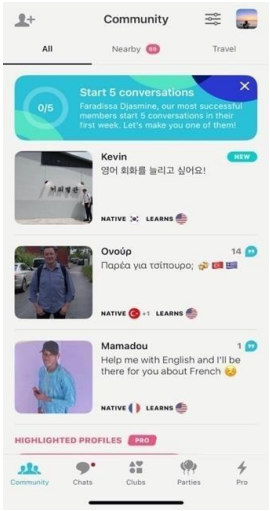
Tandem's history began in 2015 when Tobias and Arnd released the application. They drew inspiration from the concept of "Tandem language learning" in which two people with different mother tongues learn each other's language. However, they want to turn the concept into something that can be accessed globally via digital platforms. The Tandem app quickly became popular due to its innovative concept and the growing need to learn foreign languages. Users can easily find learning partners that suit their interests and needs, and share knowledge and culture through interactive learning experiences. Over time, Tandem continues to grow

and become one of the leading applications in online language learning

B. Research Object Profile

Following are some of the main features of the Tandem application alongwith explanations :

1. Language Partner Search : This feature allows users to search for language learning partners based on their preferences, such as the language they want to learn, proficiency level, and specific interests.



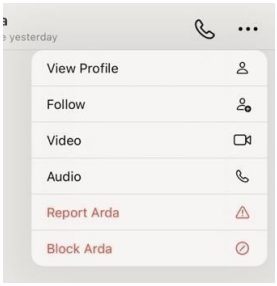
Picture 2.1

2. Text and Voice Chat : Users can communicate with language partners via in- app text or voice chat. This allows them to practice writing and speaking thelanguage being studied.



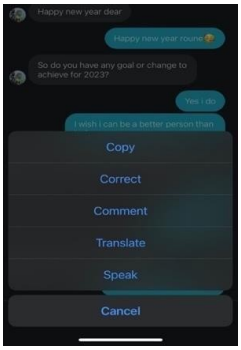
Picture 2.2

3. Video Call : The video call feature allows users to interact directly with language partners. This is very useful for practicing speaking and listening insituations similar to real conversations.



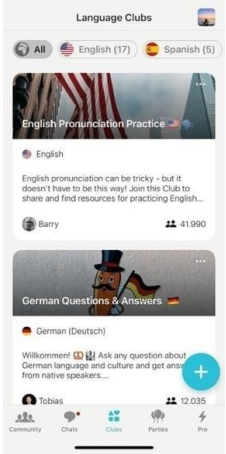
Picture 2.3

4. Language Correction : Users can ask for help from a language partner to correct errors in grammar, pronunciation, or vocabulary. It helps in improvinglanguage proficiency effectively.



Picture 2.4

5. Quizzes and Games : Tandem provides a variety of quizzes and language games to help users deepen their understanding of grammar, vocabulary, andculture.



Picture 2.5

6. Study Materials : This app offers access to study materials such as articles, videos, and audio in the language being studied. It helps users to expand theirvocabulary and understanding of related cultures.



Picture 2.6

7. Points and Achievements System: Tandem has a points and achievements system that motivates users to be active in learning the language and participating in the community. Points are awarded for specific activities, such as providing language corrections or completing quizzes.



Picture 2.7

These features are designed to create an interactive, fun, and effective languagelearning experience for Tandem users.

CHAPTER 3
FINDINGS AND DISCUSSION

In this chapter, the author describes the research findings and discussion obtained explaining the results of research that the author has conducted regarding "Perceptions of Kebumen tourism ambassadors regarding the Tandem application" the author uses the online and offline interview method in a video call meeting / direct meeting in February until March 2024.

A. Findings

Interviewee's Identity

No	Name	Gender	Age	Interest In Language	Why Choose Tandem	Duration Of Tandem/Week
1.	NovandaNisa Ayu Wibowo	Woman	20	English	To Get New Friends in Others Country	5days/week
2.	Nur Aulia Elgietasari	Woman	24	Korea	To apply S2	7days/week
3.	NatashaKayla Ananta	Woman	21	Mandarin	Get new Experince with Different Comunication	3days/week
4.	BagasTriya Leksana	Man	20	English	Practice Language Skills	7days/week
5.	WahyuSaputra	Man	20	English	To Get New Friends in Others Country	3days/week

No	Name	Gender	Age	Interest In Language	Why Choose Tandem	Duration Of Tandem/Week
6.	Archie Elmasetyo Hartono	Man	22	English	Bussiness Relationship	4days/week

1. **Perception of the use of digital media (Tandem App)**

Digital media is currently one of the most sought-after aspects because it has changed the way people interact, consume content, and do business. With its ability to provide instant information, provide engaging entertainment, and facilitate global connectivity, digital media plays an important role in our daily lives. Continuous technological advances allow digital media to continue to innovate and reach a wider audience, making it a very important aspect of today's culture. In this research, the author focuses on the Tandem application as a medium for honing communication skills.

The Tandem application offers a variety of features that allow users to learn languages in an interactive and fun way. By providing a platform for users to communicate directly with native speakers of the language they wish to learn, Tandem facilitates mutually beneficial language exchange. Features such as video chat, text correction, and customized learning assignments allow users to effectively improve their language skills while building social connections with people from various cultures around the world. Apart from that, Tandem also 66gives its users the freedom to choose how to use this application in everyday life. In an interview, Tandem application users have the same goal in using the Tandem application.

"If it makes an impact, it's very influential because in Tandem, I can directly interact with other people using English, the other person is a real person, so we don't chat with AI or with bots like that, right?"

“kalau buat berpengaruhnya tuh sangat berpengaruh karena di dalam Tandem Ini tuh aku langsung bisa berinteraksi dengan orang lain dengan menggunakan bahasa Inggris yang orang lain tuh real orang gitu bukan kita ngechat sama Ai ataupun dengan eh hanya bot gitu aja sih ka.”

(Interview with Bagas, 2024)

Communication skills are the ability to convey messages, effectively, and persuasively to other people, both orally and in writing. This includes the ability to listen attentively, understand other people's points of view, understandably express ideas, and be able to adapt communication styles to suit different audiences. Communication skills also include the ability to build strong relationships, resolve conflicts well, and positively influence others.

"Communication skills, in my opinion, is the ability to communicate, that is what is done by conveying well with good communication skills, the message will be conveyed well, so you don't just say something to someone but there's no content or the message isn't conveyed, so that's how you convey the message. You need communication skills and skills that come from what I said earlier. I came from joining an organization."

“Skill komunikasi itu menurut aku kemampuan berkomunikasi, itu yang dilakukan dengan penyampaian yang baik dengan skill komunikasi yang baik itu pesan itu akan tersampaikan dengan baik gitu jadi enggak semerta-merta ngomong ke orang tapi enggak ada isinya ataupun pesannya enggak tersampaikan gitu jadi penyampaian pesan itu butuh skill dan skill Komunikasi itu didapat dari yang aku bilang tadi Kalau aku sendiri dari ikut berorganisasi.”

(Interview with Wahyu, 2024)

One of the speakers, Bagas, said that using Tandem can hone communication skills, especially in the languages people are interested in. This is also supported by the statement of another

resource person as one of the Tandem application users, namely Natasha, who stated that using Tandem has influenced her life to gain new experiences in foreign language communication where people can communicate directly with users of the language they are interested in.

"Personally, actually, in my studies, there are courses that require you to take a foreign language, and I also prefer to take Mandarin. So apart from sharpening me in that subject or course, on the one hand, I also want to I can get real experience in communicating with people who understand Mandarin straight away, because I majored in tourism, where tourists from China have started to come to Indonesia in a big way, so I think Mandarin is one of the important languages, apart from English is something we can master and I think everyone can do that in English, but not everyone can do Mandarin, so I want to deepen that and it's fitting to meet Tandem where we can chat with people who speak Mandarin or even Mandarin people are so direct. So I can get my own experience. I can chat and exchange stories and so on."

"Dari aku pribadi sih sebenarnya dari kuliah aku itu ada mata kuliah yang mewajibkan untuk ngambil bahasa asing gitu dan aku sendiri juga prefer untuk ngambil bahasa Mandarin, Jadi selain buat mengasah aku dalam mata pelajaran itu atau mata kuliah itu, di satu sisi juga aku pingin dapat experience nyata gitu untuk berkomunikasi dengan orang yang ngerti bahasa Mandarin langsung gitu, karena aku sendiri kan ngambilnya jurusan pariwisata yang mana turis-turis dari China tuh udah mulai masif gitu datang ke Indonesia jadi menurut aku bahasa Mandarin itu salah satu bahasa yang penting gitu selain bahasa Inggris yang bisa kita kuasai gitu dan aku rasa Kalau bahasa Inggris semua orang udah pada bisa gitu, Tapi kalau Mandarin tu Enggak semua orang bisa jadi aku pengin memperdalam itu dan pas banget ketemu Tandem yang mana kita bisa ngobrol sama

orang yang di bahasa Mandarin atau bahkan orang Mandarinnya langsung gitu Jadi aku bisa dapat experience sendiri Bisa ngobrol bisa bertukar cerita dan lain-lain."

(Interview with Natasha, 2024)

The Tandem app not only gives users the ability to learn languages interactively but also gives them the freedom to determine how they want to use the app in their daily lives. This influences the interest of Tandem users so that users are interested in using this application. The various features presented, certainly make users interested in the Tandem application and make Tandem the user's choice for life.

"Why, the first thing is that we can chat directly with humans like that, don't use technology like that? If we can connect with humans more like that, right? What's better? it's more flexible and not so rigid, sometimes what does a language have? So, if we chat with people in real life, it looks like oh, what's wrong, it's awkward, but in Tandem, what's better for us? The conversation becomes more relaxed and more connected when we chat directly in the real world, so I chose Tandem first because we communicate with humans directly so we can connect more like that."

"Kenapanya yang pertama yang pasti kita bisa ngobrol langsung dengan human gitu ya, enggak pakai teknologi gitu yang mana Kalau sama manusia tuh lebih nyambung gitu kan, lebih apa ya? lebih fleksibel dan jugaenggak kaku gitu, kadang kan suatu bahasa tuh punya apa ya? bahasa santainya gitu Jadi kalau kita ngobrol sama manusia in real life-nya tuh kelihatannya kayak Ih apaan sih canggung banget gitu, tapi kalau di Tandem tuh kita jadi lebih apa ya? omongannya tuh jadi lebih santai lebih nyambung gitu ketika kita ngobrol langsung di dunia nyata gitu, jadi aku milih Tandem sih pertama itu sih karena kita berkomunikasi sama manusia langsung jadi bisa lebih apa ya nyambung gitu."

(Interview with Natasha, 2024)

Tandem has an online communication method that provides features that make it easier for users to choose how to communicate with other individuals as fellow Tandem users. From interviews regarding perceptions of using digital media (Tandem App) as a medium to improve communication skills, it is known that Tandem application users not only use Tandem as a means of learning and honing communication skills, but users also explain their perceptions of using the Tandem application, explained Archie. The Tandem application can also be used to hone communication skills to build relationships with new people or perhaps also learn to use a foreign language directly with native speakers.

Wahyu said that communication skills are conveying messages well, and with good communication skills the message will be easily conveyed. What is meant is not just talking without any content so that no message is conveyed in a communication and that is the importance of communication skills. Communication skills are something you must have, Natasha also has the sameopinion.

"In my opinion, communication skills are when everyone can speak but not necessarily everyone can understand what we say, so communication skills are when we can convey what we mean and it can be well received without any misunderstanding from the recipient or from we mean what we want to say, so communication skills can convey our meaning and be well received."

“Kalau menurut aku tuh skill Komunikasi itu semua orang bisa ngomong tapi belum tentu semua orang bisa mengerti apa yang kita omongin gitu, jadi skill Komunikasi itu ketika kita bisa menyampaikan apa yang kita maksud dan bisa diterima baik tanpa adanya missunderstanding gitu dari penerima dan juga dari kita Maksudnya mau ngomong apa jadi skill Komunikasi itu bisa menyampaikan maksud kita dan diterima dengan baik.”

(Interview with Natasha, 2024)

Communication skills are an important foundation in creating a productive and harmonious learning environment in various contexts, such as study groups, communities, schools, and campuses. The ability to convey ideas clearly and persuasively, listening empathetically, and communicating effectively with a variety of individuals, are key to resolving conflict, building strong collaborations, and facilitating effective learning processes.

"Okay, if I was the chairman of the committee myself, then we had plan ABC, but plans A and B couldn't be implemented, so my role as chairman is that I have to be able to coordinate with my friends, so I have to do it well. So what are we using communication skills for, coordinating with my friends so we can get what we want."

"Oke kalau itu kalau aku sendiri aku pernah jadi ketua ketua panitia gitu terus kita punya plan ABC tapi plan A dan B itu tidak bisa dilaksanakan jadi peran aku sebagai ketua itu aku bisa harus bisa berkoordinasi dengan teman- teman aku, jadi harus juga dengan baik jadi Skill komunikasi itu digunakan buat apa ya berkoordinasi dengan teman-teman aku biar juga dapat apa yang kita mau."

(Interview with Wahyu, 2024)

With good communication skills, study group members can understand each other, solve problems together, and create an environment that supports intellectual and social growth.

"In everyday life, of course, when we are in society, Sis, we will definitely meet lots of people, whether they are older than us or younger than us or our equal friends, Sis, but what is the purpose of improving? We must always improve, OK? Try it yes, speaking of learning, speaking of Javanese people, learning, for example, meet the teacher, yes, greeting us can also improve our abilities even more. Eh, there is a teacher, good afternoon, Sir. That, for example, greeting each other like that. That can improve our communication skills. In

everyday life, of course, we often meet the teacher or lecturer at school, so it's as simple as that, Miss."

"Dalam sehari-hari tentunya ketika kita berada di masyarakat ya Mbak kita pasti akan bertemu banyak orang entah itu lebih tua dari kita atau lebih muda dari kita atau teman setara kita ya kak tapi kalau untuk apa tadi untuk meningkatkan ya, meningkatkan kita harus selalu ya Mencoba ya ngomong belajaran ngomong wong jawane belajar misal gurune pasan ya disapa kita itu juga bisa meningkatkan kemampuan kita lebih eh ada pak guru selamat siang Pak seperti itu contohnya saling menyapa gitu Itu bisa meningkatkan kemampuan komunikasi kita gitu dalam kehidupan sehari-hari tentunya kita kan sering ketemu pak guru nih atau dosen di sekolah jadi simpelnya gitu aja Mbak."

(Interview with Aulia, 2024)

On the other hand, in school and college contexts, good communication skills enable students to actively participate in class discussions, collaborative projects, and extracurricular activities, all of which contribute to leadership development, interpersonal skills, and overall academic success.

"When it comes to honing my skills, I often feel like I have the courage to chat or convey my aspirations like that, Sis, it's more like interacting with lecturers. Moreover, there you have to use formal communication, so you have to be smart. Just make a difference like that."

"kalau buat mengasah skill dari aku sih sering banget sih aku kayak misalkan beraniin diri buat ngobrol ataupun menyampaikan aspirasi aku kayak gitu sih Kak, kayak lebih misalkan interaksi dengan dosen Apalagi kan di situ kan harus pakai komunikasi yang formal jadi harus bisa pinter-pinter kita bedain aja gitu."

(Interview with Bagas, 2024)

Apart from what the author said above regarding the use of the

Tandem application to hone communication skills, it is also used as an educational tool as explained by one of the speakers, Novanda said that Tandem can be a means of learning English. This statement was also confirmed by Bagas.

”If it makes an impact, it's very influential because in Tandem, I can directly interact with other people using English, the other person is a real person, so we don't chat with Ai or with bots like that, right?"

“kalau buat berpengaruhnya tuh sangat berpengaruh karena di dalam Tandem Ini tuh aku langsung bisa berinteraksi dengan orang lain dengan menggunakan bahasa Inggris yang orang lain tuh real orang gitu bukan kita ngechat sama Ai ataupun dengan eh hanya bot gitu aja sih ka.”

(Interview with Bagas, 2024)

Novanda also agreed and had the same opinion as the statement given by Bagas

"I actually found out about this application from social media. Well, because I started to be interested in how I could hone my English skills and finally I started to be interested in the Tandem application and I have been using this for 4 months and it is quite interesting."

“Aku sebenarnya tahu aplikasi ini dari sosial media, Nah karena aku mulai tertarik gimana ya aku bisa mengasah skill bahasa Inggris dan akhirnya aku mulai tertarik untuk aplikasi Tandem dan aku pemakaian ini 4 bulan 4 bulan ini dan cukup menarik.”

(interview with Novanda, 2024)

Communication skills have great benefits in the context of language learning and education. First, good communication skills enable individuals to understand and interpret learning material more effectively. They can ask questions, provide clarification, and

participate in discussions to deepen their understanding. Additionally, communication skills enable individuals to express their thoughts and ideas clearly and precisely, both orally and in writing, which is an important aspect of expressing oneself in the target language. These abilities also help individuals develop writing, speaking, listening, and reading skills, all of which are important in language learning. Apart from that, communication skills enable the communicator to more easily convey messages to the communicant and receive them with good communication skills.

2. Tandem as a medium to enhance communication skills

The benefits of Tandem apart from honing communication skills, apart from that there are several other benefits that users have experienced. The Tandem application can be a potential business tool for tourism ambassador users because it allows them to build direct relationships with tourists from all over the world. Through this application, they can provide services such as virtual tours, language courses, or knowledge-sharing sessions about certain tourist destinations. By interacting directly through Tandem, users can promote their destinations personally and in-depth to attract tourists to visit that place. Apart from that, this application can also be used as a forum for expanding business networks and partnerships with other tourism industry players throughout the world.

"The closest situation to the situation is when I happen to be running a business, sis, the need for communication skills is very necessary to solve aproblem that occurs in my activities."

"*situasi terdekat situasi yang paling adalah ketika saya menjalankan suatu kebetulan saya juga menjalankan suatu bisnis ya mbak, keperluan skill Komunikasi itu sangat diperlukan untuk menyelesaikan suatu masalah yangterjadi dalam kegiatan saya.*"

(Interview with Archie, 2024)

Communication skills are an important foundation in life and social relationships. With good communication skills, a person can express their thoughts, feelings, and ideas clearly and effectively, thereby enabling healthy and sustainable relationships with other people. Effective communication also helps resolve conflicts, creates better understanding, and strengthens emotional and professional relationships. Therefore, strong communication skills are an important foundation for success and happiness in personal and social life.

> " In my opinion, the most important skill is how to manage grammar, so who are we going to talk to, for example, we are going to talk to the Regent, so we have to use formal language, of course when we talk to our colleagues, we can use informal language like that, so it determines our position in where is that?"
>
> *"Menurut saya kemampuan terpenting adalah bagaimana mengelola tata bahasa jadi kita akan berbicara dengan siapa misal kita akan berbicara dengan Pak Bupati maka kita harus menggunakan bahasa yang formal tentunya ketika kita berbicara dengan teman kita yang sejawat itu bisa menggunakan informal seperti itu jadi menentukan posisi kita di mana gitu."*
>
> (Interview with Aulia, 2024)

The Tandem app allows users to communicate with native speakers of various languages around the world. This creates opportunities to understand local culture and customs directly through everyday conversations. Users can share their experiences, traditions, and perspectives, creating an environment that supports rich cultural exchange. By interacting directly with people from different backgrounds, users can increase their understanding of the world and enrich their knowledge of various cultures.

> "Daily life, I ask, we chat, sis, we chat, whether it's just Say

Hi Say Hello, how are you, how are you and what are your daily activities, what is your food there in Korea, and we are looking for Korean culture, so no we only learn from the language, Korean, but we can also learn about the culture and daily life there, we can also learn that from everyday life, so we learn about culture, religion, everything we can learn there, we can exchange with real Korean people."

"kehidupan sehari-hari tnya kita ngobrol ya Mbak ngobrolin entah itu cuma Say Hi Say Hello itu apa kabar How are you terus dan apa sih kegiatan sehari-hari kamu terus apa sih makanan favorit di sana di negara Korea terus kita cari budaya Korea jadi enggak cuma belajar dari bahasanya bahasa Korea tapi kita juga bisa belajar di budaya terus kehidupan sehari- harinya di sana juga dapat gitu itu itu sih dari kehidupan sehari-hari jadi kita belajar tentang budaya agama semuanya kita bisa belajar di situ, bisa exchange sama orang Koreanya asli ya."

(Interview with Aulia, 2024)

Tandem has several advanced and useful features in the context of bold communication, which helps users hone their communication skills. One of the main features is Telfon which allows users to freely express themselves in the language they are learning without fear of making mistakes. This feature creates an environment that supports stress-free learning, allowing users to learn from their mistakes with more confidence. In addition, the video call feature allows users to practice direct oral communication with native speakers, thereby increasing their confidence and speaking skills. Meanwhile, the chat or text message feature allows users to practice writing in the language they are learning in various contexts and communication situations,

helping them broaden their horizons and increase their fluency in expressing ideas and opinions. With the combination of these features, Tandem becomes a powerful tool for honing overall communication skills.

"The most chat features are chat, video call, telephone, which really

works…. Yes, for communication by text, yes, chat, telephone by voice, and video calls by voice video…..Yes, most daily chats can also include video calls. Yes, I choose to choose, because if I video call that person, it means that the chat has been going on for a long time and we have been friends for a long time, so not everything has to be VC. All that's important is that I know a few outsiders like that."

"fiturnya chat paling ya chat, video call, telepon itu sih yang benar-benar berfungsi…..ya untuk komunikasi by text ya kalo chat, kalo telepon by voice dan kalo video call by video suara…..ya paling sehari-hari chattingan bisa sampai video call juga bisa sampai, Iya milih-milih, aku soalnya kalau aku video call sama orang itu ya berarti emang chatannya udah lama dan kita temenan lama gitu enggak semuanya harus VC semua yang penting aku tahubeberapa orang luar gitu."

(Interview with Novanda, 2024)

Tandem is a language-learning app that allows users to interact with native speakers from all over the world. One of its main advantages is the language correction feature, where users can send messages or voice recordings, and native speakers will provide feedback and corrections on their language use. It helps users correct grammatical and pronunciation errors, improving their ability to speak and write the studied language more accurately.

"In my opinion, the Translate feature or language correction translator is very useful…..Oh, so the Trans feature is easy, for example in Korea, the language has straight lines like that, sis, like this. Then say that in Java, maybe the Javanese honocoroko script is like that. So if for example, the lines are wrong, just this way, that's it. It has a different meaning, Sis. For example, a should go over there to the right, well, if you go here, it's different, if it goes down like this, it could be your, like that, so that's really an error, for example, if you translate it wrong. Well, here is the position of the Translate feature. Very supportive. Well, maybe this could be an

advantage of Tandem. Yes, Sis, you have this feature to make corrections before the message is finally sent."

“kalau menurut saya itu Fitur Translate atau penerjemah koreksi bahasa itu sangat bermanfaat….. Oh jadi kemudahan ya fitur Trans misal di ee Di Korea itu kan bahasanya kan tegak- tegak garis-garis gitu ya Mbak kayak gini ya Terus bilang kalau di Jawa mungkin aksara Jawa honocorokoknya itu ya Jadi kalau misal ininya salah garis saja ini ke sini itu sudah beda arti Mbak Misal a itu harusnya madap ke sana ke kanan nah ini A kalau ke sini itu beda lagi kalau ke bawah kayak gini itu bisa jadi oouu gitu jadi kayak jadi itu fatal banget kalau misal kalau salah translate Nah di sini posisi fitur Translate itu sangat mendukung sekali Nah ini mungkin bisa jadi kelebihan Tandem ya Mbak punya fitur ini
gitu untuk mengoreksi sebelum akhirnya pesannya dikirim.”
(Interview with Aulia, 2024)

Tandem also provides a club or community feature that allows users to join groups with similar interests and language learning goals. In this club, users can interact with other members, share experiences, and exchange knowledge about language and culture. This club feature creates an environment that supports collaboration and information exchange, expands users' social networks, provides group learning opportunities, and increases motivation in language learning. Bagas said that he also felt helped by the club feature because Bagas felt he knew more about the outside world. And of course, Wahyu also felt the same way.

" Oh yes, if it's for something useful, I like that there is a feature called a club. Well, we can chat directly with several people in a community so we can chat with our friends and learn English there, that's it, Sis. so we can chat like thatwith native speakers."

“ Oh iya kalau untuk yang bermanfaat Aku Suka sih ada fitur namanya tuh klub Nah itu kita bisa ngobrol langsung dengan beberapa orang di dalamnya di dalam suatu komunitas jadi kita bisa bercengkrama bisa ngobrol sama teman-teman kita dan belajar bahasa Inggris di situ gitu Mbak itu jadi kita bisa ngobrol gitu sama

Native speaker."
(Interview with Wahyu, 2024)

3. Tandem Benefits to Kebumen Tourism Ambassadors

This section delves benefits derived from using the Tandem app for Kebumen Tourism Ambassadors. These benefits were consistently highlighted in the interviews and show how the app plays a pivotal role in honing their communication skills, enhancing cultural understanding, and building confidence in language proficiency. The insights shared by the respondents reflect their perception of Tandem as an effective tool for their professional development as tourism ambassadors.

1. Enhanced Language Proficiency

The most evident benefit of using the Tandem app is the improvement in language proficiency. Ambassadors use the app to engage in real-time conversations with native speakers of the languages they are learning, which helps them improve both their conversational fluency and formal language skills. This interaction allows them to practice speaking with native speakers in authentic settings, something traditional learning methods cannot easily offer.

Novanda Nisa Ayu Wibowo emphasized the role of Tandem in her English learning journey:

"I actually found out about this app from social media. I started becoming interested in how I could improve my English skills, so I began using the Tandem app. I've been using it for four months, and it has been quite interesting."

"Aku sebenarnya tahu aplikasi ini dari sosial media. Nah karena aku mulai tertarik gimana ya aku bisa mengasah skill bahasa Inggris dan akhirnya aku mulai tertarik untuk aplikasi Tandem dan aku pemakaian ini 4 bulan dan cukup menarik."
(Novanda, 2024)

This showcases how Tandem provides a unique space for practicing English in a way that is engaging and effective, supplementing traditional language courses.

Similarly, Bagas Triya Leksana shared his experience with improving his English:

> "I can directly interact with others using English... they are real people, not chatting with AI or bots."
>
> *"Aku langsung bisa berinteraksi dengan orang lain dengan menggunakan bahasa Inggris... orang lain tuh real, bukan ngechat sama AI atau bot."*
> (Bagas, 2024)

This real-time interaction with native speakers enables learners to not only understand language mechanics but also gain insight into everyday conversational practices, which are crucial for real-world communication. Furthermore, Natasha Kayla Ananta mentioned that her decision to use Tandem to practice Mandarin was driven by her understanding of the growing importance of Chinese tourists in Indonesia:

> "From my personal experience in college, we were required to take a foreign language, and I preferred to take Mandarin. Chinese tourists have started coming to Indonesia in large numbers."
>
> *"Dari aku pribadi sih sebenarnya dari kuliah aku itu ada mata kuliah yang mewajibkan untuk ngambil bahasa asing... aku sendiri prefer untuk ngambil bahasa Mandarin... turis-turis dari China tuh udah mulai masif datang ke Indonesia."*
> (Natasha, 2024)

This highlights how ambassadors use Tandem not only to learn languages but also to align their communication skills with the needs of the tourism industry.

2. Increased Cultural Awareness

In addition to language learning, Tandem provides an immersive experience that significantly increases the ambassadors' cultural awareness. Understanding different cultures is key for tourism ambassadors who must engage with visitors from various countries. Through conversations on Tandem, the ambassadors not only learn about language but also gain valuable insights into the everyday lives, customs, and cultural nuances of the native speakers they interact with.

For instance, Wahyu Saputra discussed how Tandem helped him understand different cultures, particularly through simple interactions about daily life and food:

> "In everyday life, we chat about simple things like saying 'Hi,' 'Hello'... and asking about favorite foods in Korea. So, we are not only learning the language, but we also learn about their culture and daily life."
>
> *"Dalam kehidupan sehari-hari kita ngobrolin entah itu cuma Say Hi, Say Hello... terus apa sih makanan favorit di sana di negara Korea... jadi enggak cuma belajar dari bahasanya, tapi kita juga bisa belajar di budaya dan kehidupan sehari-hari mereka."*
> (Wahyu, 2024)

This cultural immersion is critical for ambassadors like Wahyu, who must interact with tourists from diverse backgrounds, ensuring that they can relate to and respect different customs and social practices. Natasha Kayla Ananta also echoed this sentiment, highlighting how learning Mandarin through Tandem helped her understand the cultural context in which the language is spoken:

"I can get real experience communicating with people who understand Mandarin directly... tourists from China have started coming to Indonesia in large numbers."

"Aku bisa dapat experience nyata untuk berkomunikasi dengan orang yang ngerti bahasa Mandarin langsung... turis-turis dari China tuh udah

mulai masif datang ke Indonesia."
(Natasha, 2024)

By engaging directly with native speakers, Natasha was able to develop a deeper understanding of not just the language but also the culture that accompanies it, which is a vital skill in her role as a tourism ambassador.

3. Strengthened Communication Confidence

Finally, one of the most profound impacts of using Tandem is the increased confidence in communication that the ambassadors gain. The app's interactive nature allows users to practice speaking without the fear of making mistakes in a formal setting, thus building their confidence over time. This newfound confidence is essential when interacting with tourists and participating in public speaking, which is a key requirement for ambassadors. Nur Aulia Elgietasari, who is learning Korean for academic purposes, shared how Tandem helped her become more confident in her ability to communicate with native Korean speakers:

> "We chat and learn about their everyday life... and we can exchange experiences with real Koreans."
>
> *"Kita ngobrol dan bisa belajar dari kehidupan sehari-hari mereka... dan kita bisa exchange dengan orang Korea asli."*
> (Nur, 2024)

This ability to engage confidently with native speakers is crucial in building the interpersonal skills needed for tourism professionals. By using Tandem, Aulia was able to overcome her initial hesitation in speaking Korean and developed the confidence to engage in meaningful conversations. Similarly, Novanda mentioned how Tandem helped her grow in her communication skills:

"Communication skills, in my opinion, are the ability to communicate

well. With good communication skills, the message will be conveyed effectively."

"Skill komunikasi itu menurut aku kemampuan berkomunikasi itu yang dilakukan dengan penyampaian yang baik dengan skill komunikasi yang baik itu pesan itu akan tersampaikan dengan baik."
(Novanda, 2024)

For ambassadors, the confidence gained through consistent practice on Tandem ensures that they can speak eloquently and clearly, whether addressing a group of tourists or engaging in one-on-one conversations.

In conclusion, the benefits of using Tandem for Kebumen Tourism Ambassadors are multifaceted. The app not only enhances their language proficiency, allowing them to speak more fluently in different languages, but it also fosters a deeper cultural awareness, which is crucial in the tourism sector. Most importantly, it builds their confidence to communicate effectively, enabling them to fulfill their roles as ambassadors with greater assurance. These benefits, as echoed by the respondents, show how Tandem serves as a valuable tool for professional and personal development.

4. Kebumen Tourism Ambassador and Language Proficiency with Tandem

a. The Importance of Foreign Language skill for Kebumen Tourism Ambassador

Kebumen Tourism Ambassadors represent their region by promoting local culture, heritage, and tourist destinations to both domestic and international visitors. In this role, they are not only cultural representatives but also communicators who bridge the gap between local traditions and global tourists. In today's interconnected world, mastering foreign languages is essential for ambassadors to communicate effectively with tourists from diverse linguistic backgrounds. This ability enhances their capacity to engage with visitors, making them feel welcomed and

understood while promoting a positive and professional image of Kebumen as a tourist destination.

Foreign language skills allow Kebumen Tourism Ambassadors to cater to international tourists' needs by offering clear information about local attractions, cultural practices, and logistical details in a language visitors are comfortable with. Moreover, these skills help them in storytelling, an essential aspect of tourism where ambassadors share the history and significance of places in a compelling and relatable manner. Effective communication in multiple languages also helps ambassadors resolve problems that tourists may face, thus enhancing the overall experience and satisfaction of international visitors.

Novanda Nisa Ayu Wibowo emphasized how foreign language proficiency is crucial in fulfilling her duties as a Kebumen Tourism Ambassador. She reflected on how regularly using English enables her to build relationships with tourists and better serve them:

> "Foreign language skills are crucial because as Kebumen Tourism Ambassadors, we often interact with people from different countries. I often use English to communicate and build relationships with international tourists."
>
> *"Keterampilan bahasa asing sangat penting karena sebagai Duta Wisata Kebumen, kami sering berinteraksi dengan orang-orang dari berbagai negara. Saya sering menggunakan bahasa Inggris untuk berkomunikasi dan membangun hubungan dengan wisatawan internasional."*
> (Novanda, 2024)

Similarly, Bagas Triya Leksana shared how speaking English has helped him expand his network internationally, allowing him to both promote Kebumen and create meaningful cultural exchanges:

> "I use English not only for promoting local culture but also for making new friends in other countries. This expands my network and helps me share more about Indonesia."
>
> *"Saya menggunakan bahasa Inggris tidak hanya untuk*

mempromosikan budaya lokal, tetapi juga untuk menjalin pertemanan baru di negara lain. Ini memperluas jaringan saya dan membantu saya lebih banyak berbagi tentang Indonesia."
(Bagas, 2024)

Furthermore, foreign language proficiency contributes to the ambassadors' personal and professional growth. It enhances their ability to present Kebumen on international platforms, such as tourism fairs and online campaigns, where they need to communicate confidently and persuasively. In these contexts, being fluent in a foreign language, particularly English as a global language, is an invaluable asset that allows ambassadors to stand out and represent Kebumen effectively to a worldwide audience.

In addition to communicating with tourists, foreign language proficiency helps Kebumen Tourism Ambassadors stay informed about global tourism trends. They can access information in other languages, broaden their understanding of international tourism dynamics, and adopt best practices from different countries. This knowledge not only improves their personal competencies but also contributes to developing better tourism strategies for Kebumen.

In conclusion, foreign language skills are a critical component of the responsibilities of Kebumen Tourism Ambassadors. These skills help them deliver excellent service, build relationships, and create lasting impressions that foster tourism growth in Kebumen. Ambassadors like Novanda and Bagas have demonstrated how language proficiency enhances their ability to communicate and share Kebumen’s unique culture with the world.

b. The Perception of Tandem in Kebumen Tourism Ambassadorship

The Tandem application has emerged as an effective tool for Kebumen Tourism Ambassadors, especially in honing their language skills and improving their cultural fluency. Tandem allows users to engage in real-time language exchange with native speakers, offering a

unique opportunity to practice speaking and comprehension in a conversational setting. This has proven particularly beneficial for ambassadors who need to communicate seamlessly with international tourists and perform their duties in various languages, such as English and Mandarin.

The flexibility of the Tandem app is one of its greatest strengths. It allows ambassadors to practice languages at their convenience, making it easier to integrate language learning into their busy schedules. The real-time interactions with native speakers on the platform provide practical language experience, which is difficult to achieve through traditional language courses or textbooks. By using the app, ambassadors can engage in authentic conversations that prepare them for real-world interactions with tourists.

For Nur Aulia Elgietasari, Tandem has been an essential tool in improving her Korean language skills. She highlighted how the app not only supports language learning but also fosters cultural understanding:

> "Tandem has been very helpful for improving my Korean language skills. I interact with native speakers regularly, which helps me practice and also learn more about their culture. This is important because we not only need language skills but also cultural understanding."
>
> *"Tandem sangat membantu dalam meningkatkan keterampilan bahasa Korea saya. Saya secara teratur berinteraksi dengan penutur asli, yang membantu saya berlatih dan juga mempelajari lebih lanjut tentang budaya mereka. Ini penting karena kami tidak hanya membutuhkan keterampilan bahasa tetapi juga pemahaman budaya."*
> (Nur, 2024)

This reflection shows how Tandem facilitates both linguistic and cultural learning, enabling ambassadors to not only speak the language but also understand the nuances of local customs, behaviors, and social expectations. This is vital in tourism, where ambassadors must navigate different cultural norms while delivering excellent service.

Another respondent, Wahyu Saputra, emphasized the practical benefits of using Tandem for improving his English skills. He pointed out that Tandem allows him to have natural, unscripted conversations, which mimic real-life situations with tourists:

> "Using Tandem gives me the chance to have real conversations in English, which is better than learning from textbooks. I can also practice whenever I have free time, which fits well with my busy schedule as a Kebumen Tourism Ambassador."
>
> *"Menggunakan Tandem memberi saya kesempatan untuk berbicara dalam bahasa Inggris secara nyata, yang lebih baik daripada belajar dari buku. Saya juga bisa berlatih kapan pun saya punya waktu luang, yang sangat cocok dengan jadwal saya yang sibuk sebagai Duta Wisata Kebumen."*
> (Wahyu, 2024)

The Tandem app's design, with features like video calls, text chat, and language correction, allows for comprehensive practice in all areas of communication: speaking, listening, reading, and writing. This holistic approach to language learning ensures that ambassadors are prepared for any communication challenges they might face, from answering tourist inquiries to engaging in more in-depth conversations about culture and history.

Moreover, Tandem’s role in creating direct, personal connections with native speakers from around the world allows ambassadors to build relationships beyond language learning. These interactions often lead to deeper cultural exchanges, where ambassadors learn not only how to speak a foreign language but also how to interact with people from different cultural backgrounds. This dual benefit of language and cultural education is vital for ambassadors, as it enriches their ability to represent Kebumen on an international level.

Natasha Kayla Ananta also emphasized the importance of cultural exchange facilitated by the Tandem app, particularly as it relates to Mandarin:

"From my personal experience in college, we were required to take a foreign language and I preferred to take Mandarin. Apart from improving my language skills, I also gain real experience communicating with Mandarin speakers, which is useful since Chinese tourists are increasing in Indonesia."

"Dari pengalaman pribadi saya di kuliah, kami diwajibkan untuk mengambil bahasa asing dan saya lebih memilih untuk mengambil bahasa Mandarin. Selain meningkatkan keterampilan bahasa, saya juga mendapat pengalaman nyata berkomunikasi dengan penutur asli Mandarin, yang berguna karena wisatawan Tiongkok semakin meningkat di Indonesia."
(Natasha, 2024)

In conclusion, the Tandem application has been well-received by Kebumen Tourism Ambassadors as a practical tool for enhancing language proficiency and cultural understanding. Through real-time interaction with native speakers, ambassadors are able to refine their communication skills in a way that directly impacts their professional performance. The app's flexibility and real-life practice opportunities make it an invaluable resource for those looking to improve their language abilities while serving in tourism promotion.

B. Discussion

1. Perception of the use of digital media (Tandem App)

Everyone has their own way of seeing and understanding the world around them. So, in short, perception is the way people interpret what is happening around them. Perception in short is the way people interpret and understand information received through our five senses. It involves complex mental processes in which people organize and parse stimuli from their environment to form an understanding of the world around them. Perceptions are also influenced by people experiences, beliefs, and social context. In other words, perception is the way people see and understand the world.

Factors influencing perception include past experiences, culture and upbringing, attention and focus, emotional state, and

social context. These factors shape how individuals understand and interpret information in their environment (Goldstein, 2019).

Furthermore, there are three stages of the perception process: stimulation/sensation, attention, and interpretation. It will help in

exploring how Tandem can help improve communication skills for tourism ambassadors.

a. Stimulation/Sensation Stage

This stage is related to how people senses receive information from the environment. This includes the use of their five senses such as sight, hearing, smell, touch, and taste to detect stimuli. In the context of Tandem application, this can refer to a variety of new learning experiences and direct engagement with different cultures, languages, and people from around the world. As people engage in a conversation with variety of people from different backgrounds in Tandem, they will continually receive new stimuli through those interactions.

b. Attention Stage

The attention stage is when people focus on one or more stimuli from their environment. In a Tandem context, this focus can be directed toward conversations with their language-learning partner. With the right focus, people can understand conversations, identify new words, and improve their communication skills in the language they are learning.

Using the Tandem app allows people to expand their attention span through interactions with people from different cultural backgrounds.

1) Internal Factors

This includes a person's ability to focus attention on relevant information. In the context of Tandem, this factor means their ability to focus on a conversation with a study partner, ignore distractions or other distractions, and pay attention to details that are important to improving their language skills.

Personal interest or motivation also plays an important role in the attention stage. The more interested you

are in learning a new language and its associated culture, the more likely they are to focus and actively participate in conversations with their learning partners at Tandem.

2) External Factors

The environment around people can affect their ability to focus. When using the Tandem application, creating a calm and distraction free environment can help them to fully focus on conversations with study partners.

The quality of interaction with learning partners is also an important external factor. The more interesting and meaningful the conversation is, the easier people will be to focus their attention. In the context of Tandem, choosing a study partner who matches their interests and goals in language learning can improve the quality of interactions and help them improve their communication skills.

By using the Tandem application as a medium to enhance communication skills, people can overcome internal and external factors that influence attention levels. They can improve their ability to focus by creating a suitable learning environment, choosing the right study partners, and maintaining their interest and motivation to learn a new language. In this way, they can effectively utilize their time and energy in improving their language skills through interactions in Tandem.

c. Interpretation Stage

The interpretation stage is when people give meaning to the stimuli they receive. It involves processing the information received by our senses and using previous knowledge and experience to understand a situation or message. In the Tandem application, this stage is very important because they will continue to gain new experiences and continue to interpret the language and culture of your learning partner. By getting direct

feedback from their learning partners, they can improve their understanding of their language and culture, which is an invaluable skillas a Travel ambassador.

Using the Tandem application as a medium to hone communication skills, especially as a Tourism Ambassador, provides the opportunity to have real interactions with people from various cultural and linguistic backgrounds. This allows people to experience new stimuli, focus on relevant conversations, and interpret language and culture in greater depth, all of which are very important in cross-cultural communication.

From respondents' perceptions of the use of the Tandem application as a medium for improving communication skills, it can be formulated that Tandem is considered as :

1) Enhance Communication Skills

   This shows that respondents see Tandem as an effective tool for improving communication skills. They may feel that through interactions with learning partners from different cultural and linguistic backgrounds, they can improve their understanding of the language being studied and become more confident in communicating.

2) Public Relations (P.R.)

   This shows that respondents see Tandem as a tool that can help in building good relationships with people from different countries and cultures. Through Tandem, they can forge positive relationships with people from all over the world, which can have a positive impact on their own image and possibly also on the image of the country or organization they represent.

3) Promotional/Marketing/Cultural Exchange Events

This shows that respondents see Tandem as a platform that can be used to promote culture, tourist destinations, or even certain products or services. Through interactions with their learning partners, they can share information about their own culture and promote their culture to people from abroad. Additionally, they can also use Tandem as a cultural exchange platform and expand their understanding of other cultures.

By understanding these perceptions, it can be concluded that Tandem has broad potential as a tool to facilitate cross-cultural communication, encourage cultural exchange, and help individuals improve their communication skills through interactions with people from various backgrounds.

Features That Useful

Through 3 stages from Goldstein (2019) regarding the perception process, it was found that several internal and external factors influenced how respondents perceived Tandem App.

These are the following factors were found :

a. Online Communication (Video call, Chat, Telephone)

A person's perception of their experience communicating online can be influenced by personal preferences, comfort, and confidence in using technology. Someone who is used to online communication will most likely have a positive perception of using the Tandem application to communicate.

The quality of the internet connection, audio and video clarity, and the application user interface can influence the user's experience in communicating online. If the Tandem application provides features that make it easier for users to interact effectively, such as a high- quality video call feature or a responsive chat system, this can increase the user's positive perception of the application Language Correction

The level of tolerance for criticism or language correction from learning partners can influence the way a person perceives the learning process. Someone open to feedback and correction will likely see Tandem as an effective tool for improving their language skills.

The learning partner's ability to provide accurate and useful language correction can influence the effectiveness of Tandem learning. If the learning partner can provide corrections politely and helpfully, this can improve the user's perception of the application.

b. Club

A sense of belonging or identity to a particular group or community can also influence a person's perception of using Tandem App. If someone feels connected to a particular community within an app, they may be more motivated to actively engage and utilize the resources available. The quality of interactions between community members, the availability of resources and support, and the likelihood of participating in community activities or events can influence how positively users view a club or community within the Tandem App.

By understanding these internal and external factors, Tandem app managers can pay attention to how they build and manage their platform to meet user needs and expectations and improve the learning and communication experience for those who use the app.

2. Tandem as a medium to enhance communication skills

The integration of digital media in public speaking learning environments offers unique advantages that contribute to the development of effective communication skills and provide learners with opportunities for engagement, collaboration, and self-directed learning (Smith et al., 2022).

a. Access To Diverse Learning Resources

By using Tandem, tourism ambassadors can access various learning resources in the language they are learning,

such as direct conversations with learning partners from various cultures, study materials provided by the application, and other resources that can be found online. This allows them to continually expand their knowledge of languages and cultures relevant to theirassignments.

b. Interactive And Collaborate Learning

Tandem enables interactive learning through features such as live chat, video calling, and sharing learning materials. Travel ambassadors can collaborate with their learning partners to practice conversation, improve speaking skills, and understand cultural nuances in communication. This kind of collaboration allows them to learn actively and involve themselves in the learning process.

c. Mobile Learning And On The Go Accessibility

Because Tandem is available as a mobile application, tourism ambassadors can access it wherever they are, even when they are traveling or exploring tourist destinations. This allows them to continue practicing and learning the language without being limited by time and location constraints.

d. Personalization and Adaptive Learning

Tandem provides the opportunity to personalize learning according to individual needs and preferences. Tourism ambassadors can choose learning partners that suit their interests and goals, and access learning materials that are relevant to their ability level. The adaptive features in the app can also help them to focus on areas that need improvement in their communication skills.

e. Holistic Skills Development

By leveraging the capabilities of digital media,through the use of Tandem, travel ambassadors can leverage their digital capabilities to expand their communication reach and

deepen their understanding of language and culture. They can use the technology features in the app to improve their speaking, listening, reading and writing skills in the language they are learning.

By utilizing Tandem as a digital medium to hone communication skills, tourism ambassadors can benefit from a diversity of learning resources, interactive interactions, mobile accessibility, personalization of learning, and the use of digital capabilities to increase their competence in communicating effectively in languages relevant to the task they are tourism ambassadors.

Factors Influencing Perception in the Context of Tandem application

Perception, as discussed in the literature by Weintraub et al. (2015), is shaped by both internal and external factors. In the context of the Tandem application, several factors influencing user perceptions were identified based on the interviews conducted with Kebumen Tourism Ambassadors. These factors include age, gender, cultural background, and prior experience, among others, as highlighted by the respondents.

- Age

The respondents varied in age between 20 and 24 years old, all within a younger demographic. They mentioned that being in their early twenties influenced their openness and adaptability towards using digital platforms like Tandem. Younger users, as noted, tend to explore technological solutions actively to enhance their communication skills. One respondent stated:

"Being young makes me more open to trying new things, like using Tandem to practice my language skills. I feel that technology is an easy and fun way to connect with others worldwide."

"Menjadi muda membuat saya lebih terbuka untuk mencoba hal-hal baru, seperti menggunakan Tandem untuk melatih keterampilan

bahasa saya. Saya merasa teknologi adalah cara yang mudah dan menyenangkan untuk terhubung dengan orang-orang di seluruh dunia."
(Novanda, 2024)

- Gender

Both male and female respondents reported using Tandem for similar purposes, such as enhancing language skills and building international friendships. There were no significant differences noted in their perceptions of the app based on gender, consistent with the literature indicating that gender may not always lead to distinct perceptual differences, especially among younger demographics engaged in digital communication platforms.

- Cultural Background and Context of Use

The respondents highlighted the role of cultural background in shaping their use and perception of Tandem. For instance, one respondent emphasized the importance of learning Mandarin to better communicate with Chinese tourists:

"I chose to study Mandarin because I know Chinese tourists are increasingly visiting Indonesia. It's important for me as a tourism ambassador to be able to communicate with them effectively, and Tandem helps me practice."

"Saya memilih untuk belajar bahasa Mandarin karena saya tahu wisatawan Tiongkok semakin banyak yang berkunjung ke Indonesia. Penting bagi saya sebagai duta wisata untuk bisa berkomunikasi dengan mereka dengan baik, dan Tandem membantu saya berlatih."
(Natasha, 2024)

- Personal Experience and Motivation

Personal motivation, such as the desire to improve language skills for academic or professional purposes, was frequently mentioned by respondents. One respondent shared:

"I use Tandem mainly to practice English for my studies. Interacting with native speakers boosts my confidence and helps me improve more effectively than traditional classroom methods."

"Saya menggunakan Tandem terutama untuk berlatih bahasa Inggris demi studi saya. Berinteraksi dengan penutur asli meningkatkan kepercayaan diri saya dan membantu saya lebih efektif daripada metode kelas tradisional."
(Bagas, 2024)

- User Experience (External Factor)

The design and functionality of the Tandem app also emerged as important factors influencing perceptions. Respondents appreciated features like real-time conversations with native speakers and the flexibility of the platform, which were seen as enhancing the learning experience. One respondent expressed:

"Tandem's video call feature is great because it allows me to have real conversations, which feel much more natural and effective than just texting or using AI bots."

"Fitur video call Tandem sangat bagus karena memungkinkan saya untuk berkomunikasi secara nyata, yang terasa jauh lebih alami dan efektif daripada hanya mengirim pesan atau menggunakan bot AI."
(Archie, 2024)

Overall, these factors illustrate how perceptions of the Tandem application are shaped by a combination of demographic characteristics, personal motivations, and user experience. By understanding these elements, it becomes clear that the application's effectiveness is not solely determined by its features but also by how these features align with the users' backgrounds, goals, and preferences. This comprehensive understanding provides insights into the specific needs of the users, allowing developers and educators to tailor digital tools like Tandem more effectively to enhance communication skills in various contexts.

3. Comparison with International Research

The Impact of Social Media on Communication Skills Development: A Case Study of Tourism Ambassadors (2018) This research explores the impact of social media use on the development of communication skills, with a focus on tourism ambassadors. This research examines how the use of social media, such as Facebook, Instagram, and Twitter, influences the ability of tourism ambassadors to communicate with visitors and promote tourist destinations. This research focuses more on the use of social media rather than specific language learning applications such as Tandem. Additionally, this research may not have specifically considered aspects such as direct interactivity with learning partners from different cultures and adaptive learning offered by applications such as Tandem.

The Effectiveness of Language Learning Apps on Communication Skills: A Comparative Study (2020) This research compares the effectiveness of various language learning apps, such as Duolingo, Babbel, and Rosetta Stone, in improving communication skills. This research includes an evaluation of various aspects of the application, such as the diversity of learning materials, interactivity, and responsiveness to user progress. Although the focus is on language learning applications, this research is not specific about the use of applications for travel communication purposes or with learning partners from different cultures. Such research may not consider aspects such as independent learning gained through direct interaction with learning partners and adaptation of learning materials based on individual needs as offered by Tandem.

The main difference between the research conducted by the author and previous studies is the focus on the use of Tandem as a special digital media to hone the communication skills of tourism ambassadors, with an emphasis on direct interaction with learning partners from different cultures and adaptive learning. This makes the author's research more specific and relevant in the context of developing cross-cultural communication skills in the tourism industry.

CHAPTER 4
CONCLUSION

The study conducted on the perceptions of Kebumen Tourism Ambassadors regarding the use of the Tandem application to enhance communication skills has yielded insightful results. The Tandem application, a digital platform facilitating language exchange between native speakers, proved to be a powerful tool for enhancing communication abilities, particularly in foreign languages, and developing cross-cultural competence.

One of the key findings of the research is that the Tandem application serves as an effective medium for improving both formal and informal communication skills. Tourism ambassadors who participated in this study reported significant improvements in their fluency, vocabulary, and pronunciation through regular interactions with native speakers of various languages. The application’s features, such as video calls, text correction, and audio communication, offer a dynamic and interactive learning environment. These features allow users to practice speaking, writing, and listening in real-time, simulating real-world communication scenarios that are essential for tourism ambassadors who frequently engage with international tourists.

Participants also emphasized the app's role in increasing their confidence when speaking foreign languages, particularly English and Mandarin. This confidence is crucial for ambassadors as they represent the face of Kebumen's tourism industry and are required to effectively communicate and promote the region to foreign visitors. The ability to engage in direct conversations with native speakers allows them to overcome linguistic barriers, adapt to different communication styles, and respond to spontaneous conversations, all of which are essential skills for professionals in the tourism sector.

Beyond language acquisition, the research highlighted Tandem's contribution to cultural awareness and understanding. Participants noted that through conversations on Tandem, they were able to gain valuable insights into the customs, traditions, and social nuances of the countries whose languages they were learning. This cultural exchange is particularly beneficial for tourism ambassadors, whose roles require them to navigate cultural sensitivities and present Kebumen in a way that resonates with tourists from

diverse backgrounds. By understanding the cultural contexts of their language partners, ambassadors are better equipped to communicate respectfully and effectively, making them more adept at forming positive connections with international visitors.

The study also revealed that the flexible and user-driven design of the Tandem application enhances its effectiveness as a learning tool. Users have the freedom to choose their language partners, select communication methods that suit their learning styles, and engage in conversations at their own pace. This flexibility enables users to tailor their learning experiences, making it more personal and conducive to long-term engagement. Participants expressed that this personalized approach to language learning not only kept them motivated but also made the learning process more enjoyable and meaningful.

Furthermore, the research points to Tandem's potential as a practical tool for professional development in the tourism industry. As the tourism ambassadors improve their communication skills and cultural knowledge through the app, they are better positioned to perform their duties more effectively. The ability to communicate with tourists in their native languages, offer personalized experiences, and demonstrate cultural awareness greatly enhances the ambassadors' capacity to promote Kebumen as a desirable tourist destination. Tandem, therefore, serves not only as a language-learning app but as a critical resource for ambassadors seeking to develop the communication proficiency required in the tourism and public relations sectors.

In conclusion, the Tandem application has shown itself to be a highly effective tool for enhancing communication skills and cultural awareness among Kebumen Tourism Ambassadors. By fostering language proficiency, boosting confidence in foreign language use, and facilitating cultural exchange, Tandem equips its users with the skills necessary to thrive in the increasingly globalized field of tourism. The findings from this research highlight the importance of integrating digital media tools such as Tandem into professional development programs, particularly for individuals in roles that require strong intercultural communication abilities. As the world becomes more interconnected, the need for such tools will continue to grow, making Tandem and similar applications indispensable for both personal and professional communication development.

1. Research Limitations

a. The data in this research was limited to only a few sources, including interviews, online journals, books, and websites.

b. The respondent selection technique in this research used purposive sampling, conducting interviews on a small scale population as a representationof the entire population.

2. Recommendation

Recommendations for future researcher

a. Future researchers should conduct interviews not only with tourism ambassadors themselves but also with Tandem users from abroad to gain broader insight.

b. Future researchers can further elaborate on communication skills as a referencein developing public relations.

c. For further research, a comparative study can be carried out with subjects using Tandem from abroad.

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Interview Draft of Resource Person's Perception Regarding The Use Of Digital Media (Tandem application) as a Medium To Enhance Communication Skill

A. Communication

1. What is communication ?
   Apa itu Komunikasi ?
2. How good are your communication skills ?
   Sejauh apa Skill Komunikasi Anda ?
3. How do you Enhance your communication skills ?
   Bagaimana anda mengasah kemampuan Skill Komunikasi anda ?

B. Enhance Communication

1. How would you define communication skills and why do you consider them important ?
   Bagaimana Anda mendefinisikan skill komunikasi dan mengapa Anda anggappenting?
2. What do you think is the most important part of communication skills ?
   Apa yang menjadi bagian terpenting dari kemampuan komunikasi menurut Anda?
3. How do you usually improve your communication skills in everyday situations ?
   Bagaimana Anda biasanya meningkatkan kemampuan komunikasi Anda dalamsituasi sehari-hari ?
4. Can you give an example of a situation where your communication skills played an important role in achieving a goal or resolving a problem ?
   Bisakah Anda memberikan contoh situasi di mana kemampuan komunikasi Anda memainkan peran kunci dalam mencapai tujuan atau menyelesaikan masalah ?
5. Do you have experience public speaking or delivering presentations ? How doyou prepare for that ?

Apakah Anda memiliki pengalaman dalam berbicara di depan umum atau menyampaikan presentasi ? Bagaimana Anda mempersiapkan diri untuk itu ?

C. Tandem

1. How much do you know about Tandem ?
   Sejauh mana anda mengetahu Tandem ?
2. Why choose Tandem ?
   Kenapa memilih Tandem ?
3. How influential Tandems are in improving your communication skills?
   S*eberapa pengaruhnya Tandem dalam enhance your skill communication ?*
4. What is the use of Tandem in :
   Apa kegunaan Tandem dalam :
   - Your daily life ?
     Kehidupan sehari-hari anda ?
   - Usefulness as a tourism ambassador
     Kegunaan sebagai duta wisata
5. What are the disadvantages of learning public speaking/enhancing yourcommunication skills from Tandem ?
   Kekurangan belajar public speaking/ mengasah skill komunikasi dari Tandemapa?
6. And what is really useful for you and why ? Mention with examples
   Dan yg betul-betul bermanfaat bagi anda apa dan kenapa ? Sebutkan dengancontoh
7. How long does it take to use the Tandem application ?
   B*erapa lama durasi penggunaan aplikasi Tandem ?*
8. How do you envision the Tandem app supporting your efforts to develop yourcommunication skills ?
   Bagaimana Anda membayangkan aplikasi Tandem mendukung upaya Andamengembangkan keterampilan komunikasi ?
9. What specific features or functions of the Tandem application serve

to honeyour communication skills ?

Fitur atau fungsi spesifik apa dari aplikasi Tandem yang berfungsi untukmengasah skill komunikasi anda ?

10. Explain each in your opinion ?

    Jelaskan masing2 menurut pendapat anda ?

11. Give examples of experiences with each feature !

    Beri contoh pengalaman masing-masing fitur !

12. Based on your expectations and assumptions, what recommendations or suggestions would you offer to other individuals interested in using the Tandemapp Enhance communication skills ?

    Berdasarkan ekspektasi dan asumsi Anda, rekomendasi atau saran apa yang akan Anda tawarkan kepada individu lain yang tertarik menggunakan aplikasi Tandem meningkatkan kemampuan skill komunikasi ?

Results of Respondent Interviews

1. Novanda Nisa Ayu Wibowo

A. Communication

1. What is communication ?

   Apa itu Komunikasi ?

   Jawab : kalau tentang pandangan aku secara singkatnya Komunikasi itu antara interaksi antara dua orang atau bisa lebih

2. How good are your communication skills ?

   Sejauh apa Skill Komunikasi Anda ?

   Jawab : kalau sejauh ini yang aku alamin sebagai duta wisata skillnya itu dalam mengisi suara Talent voice over tapi belum terlalu banyak karena memang masih belajar dan public speaking apalagi MC juga masih belajar jadi belum terlalu tahapnya belum terlalu tinggi seperti kayak presenter dan lain-lainnya

3. How do you Enhance your communication skills ?

   Bagaimana anda mengasah kemampuan Skill Komunikasi anda ?

Jawab : cara ngasah skill komunikasi aku itu yang pertama memang aku sering lihat YouTube terus aku pakai aplikasi Tandem, Nah iya jadi aplikasi Tandem itu buat aku komunikasi tapi enggak sama orang Indonesiatapi sama orang luar gitu

B. Enhance Communication

1. How would you define communication skills and why do you consider them important ?

   Bagaimana Anda mendefinisikan skill komunikasi dan mengapa Anda anggap penting ?

   Jawab : Kenapa penting karena menurut aku skill komunikasi ini gak cuman hanya sekedar berkomunikasi dengan satu atau dua orang, tapi komunikasi ini skillnya juga akan dibutuhkan dalam dunia kerja Maupun dalam dunia Pageant Jadi aku beruntung sekali bisa memahami sedikit demi sedikit Apa itu komunikasi Enggak cuman hanya ngomong tapi ada strategi dan lain-lainnya kayak gitu

2. What do you think is the most important part of communication skills ?

   Apa yang menjadi bagian terpenting dari kemampuan komunikasimenurut Anda ?

   Jawab : Bagian terpentingnya yaitu mungkin apa ya mbak, oh oh iya tahu karena mungkin karena aku dari pengalaman aku sebelumnya yang jadi tour guide itu komunikasi dalam segi pelayanan mungkin

3. How do you usually improve your communication skills in everyday situations ?

   Bagaimana Anda biasanya meningkatkan kemampuan komunikasi Anda dalam situasi sehari-hari ?

   Jawab: Oh iya, jadi pertamanya aku emang ikut beberapa lomba ya bisa kayak biasanya kan Kalau ikut lomba itu ada karantina untuk

kelas public speaking tapi karena memang aku pernah menjadi tour guide jadi aku bertemu dengan beberapa orang yang di mana aku bisa berinteraksi dengan berbagai karakter jadi aku bisa meningkatkan skill komunikasi dari situ, jadi gimana ya Enggak cuman dari segi pelayanan tapi skill komunikasi kita juga diasah seperti itu

4. Can you give an example of a situation where your communication skills played an important role in achieving a goal or resolving a problem ?

   Bisakah Anda memberikan contoh situasi di mana kemampuan komunikasi Anda memainkan peran kunci dalam mencapai tujuan atau menyelesaikanmasalah?

   Jawab : Kalau aku mengikuti perlombahan kayak gitu, Biasanya kalau misal public speaking depan banyak orang untuk top 10 dan lain-lainnya itu sudah dipersiapkan temanya, Nah aku menelusuri Apa isi dari tema tersebut Lalu aku ringkas dan aku mulai belajar untuk berbicara di depan kaca di depan keluarga, bisa jadi contoh keluarga itu bisa jadi contoh untuk para jadi penonton jadi aku bisa mengatur emosi dan bisa mengatur apa ya Nada bicara dan lain-lainnya itu

5. Do you have experience public speaking or delivering presentations . Howdo you prepare for that ?

   Apakah Anda memiliki pengalaman dalam berbicara di depan umum atau menyampaikan presentasi ?. Bagaimana Anda mempersiapkan diri untuk itu ?

   Jawab : dipersiapkan temanya, Nah aku menelusuri Apa isi dari tema tersebut Lalu aku ringkas dan aku mulai belajar untuk berbicara di depan kaca di depan keluarga, bisa jadi contoh keluarga itu bisa jadi contoh untukpara jadi penonton

C. Tandem

1. How much do you know about Tandem ?

   Sejauh mana anda mengetahu Tandem ?

   Jawab : Aku sebenarnya tahu aplikasi ini dari sosial media, Nah karena aku mulai tertarik gimana ya aku bisa mengasah skill bahasa Inggris dan akhirnya aku mulai tertarik untuk aplikasi Tandem dan aku pemakaian ini 4 bulan 4 bulan ini dan cukup menarik

2. Why choose Tandem ?

   Kenapa memilih Tandem ?

   Jawab : untuk mendapatkan teman baru di luar negara

3. How influential Tandems are in improving your communication skills ?

   Seberapa pengaruhnya Tandem dalam enhance your skill communication ? Jawab : Penting sih karena kalau Tandem ini kan banyaknya orang luar jadi aku kan kalau belajar untuk kayak Bahasa Indonesia itu mungkin bisa sama orang Indonesia lah sama teman sendiri juga bisa tapi kalau misal kayak pakai aplikasi Tandem itu bisa belajar dengan orang luar jadi kita bisa tahu skill komunikasi ataupun kayak tahu bahasa luar dengan bahasa yang berbeda-beda gitu.

4. What is the use of Tandem in :

   Apa kegunaan Tandem dalam :

   - Your daily life ?

     Kehidupan sehari-hari anda ?

     Jawab : pengaruh banget pengaruh banget, jadi kayak kalau habis ngobrol di Tandem gitu kayak tiba-tiba reflek di rumah kayak ngomong kayak gini gini gitu loh, kayak tiba-tiba ngomong bahasa Inggris yang pas saat itu ngobrolnya sama orang Tandem gitu jadi reflek jadi ya pengaruh banget sih buat

aku terus jadi belajar banyak gini gak sih kalau aku sendiri sih pribadi kayak belajar banyak e singkatan singkatan dari bahasa Inggris Kayak misalnya W.D.Y.T what do you think

- Usefulness as a tourism ambassador

  Kegunaan sebagai duta wisata

  Jawab : Sebagai Duta Wisata ada sih, Kayak aku Justru malah pakai aplikasi Tandem ini Suka bertanya gimana sih kamu cara mengontrol komunikasi kamu dengan beberapa orang atau banyak orang, jadi aku bisa tahu skill intinya kalau dalam Duta Wisata ngaruh sih karena aku bisa tahu, jadi skill skill orang luar Gimana cara menghadapi komunikasi dengan satu atau banyak orang gitu gitu, jadi belajar saling belajar gitu, Juga kalau sama orang orang Tandem itu kan bertanya sama orang luar-luar tuh aku tanya kayak orang-orang di sana tuh gimana sikap-sikapnya atau tradisinya jadi aku bisa sosialisasikan ke teman-teman Duta Wisata ini, aku pakai aplikasi Tandem jadi tahu nih budaya orang luar kayak gini Kayak gini gitu

5. What are the disadvantages of learning public speaking/enhancing your communication skills from Tandem ?

   Kekurangan belajar public speaking/ mengasah skill komunikasi dari Tandem apa ?

   Jawab : menurut aku enggak ada sih, cukup membantu dan cukup memahami karena kayak kita bisa mudah untuk ngobrol sama orang-orang luar dengan aplikasi Tandem dan itu benar-benar orang ya! biasanya kan ada orang yang yang pakai AI enggak sih sekarang kan lagi nah itu biasanya kan ada yang pakai kayak gitu- gitu kan kayak palsu fake nah ini kalau pakai aplikasi kita benar- benar ngobrol sama orang dari orang luar negeri dan ya cukup menarik

6. And what is really useful for you and why ? Mention with examples !

Dan yg betul-betul bermanfaat bagi anda apa dan kenapa ? Sebutkan dengan contoh !

Jawab : balik lagi ke Pembahasan tadi sebenarnya kalau aplikasi Tandem ini benar-benar bermanfaat bagi aku, Skill komunikasi skill bahasa Inggris dan aku jadi tahu kayak budaya budaya orang luar sana Enggak cuman dari Inggris ataupun Jepang juga bisa kan ke segala macam gitu

7. How long does it take to use the Tandem application ?

   Berapa lama durasi penggunaan aplikasi Tandem ?

   Jawab : kalau untuk durasi 5 kali seminggu

8. How do you envision the Tandem app supporting your efforts to developyour communication skills ?

   Bagaimana Anda membayangkan aplikasi Tandem mendukung upayaAnda mengembangkan keterampilan komunikas ?

   Jawab : ya ya bayang bayangannya ya bayangannya gimana tadi ya bayangannya ya semoga aja kayak Tandem bisa lebih membantu banyak orang dalam pertemanan apalagi dengan orang luar, karena memang kan kayak kita temanan sama orang luar mungkin harus ke luar negeri dulu, tapi kan itu jauh jadi kita ya kalau mengenal Tandem lebih asik lebih enjoy lebih menarik, Apalagi kita bisa kembali lagi lah kayak bisa kita tahu lebih dalam tentang orang apa orang luar negeri luar sana gitu oke tadi kan ngomongin tentang itu

9. What specific features or functions of the Tandem application serve to hone your communication skills ?

   Fitur atau fungsi spesifik apa dari aplikasi Tandem yang berfungsi untukmengasah skill komunikasi anda ?

   Jawab : fiturnya chat paling ya chat, video call, telepon itu sih yangbenar-benar berfungsi

10. Explain each in your opinion ?

    Jelaskan masing2 menurut pendapat anda ?

Jawab : ya untuk komunikasi by text ya kalo chat, kalo telepon by voicedan kalo video call by video suara

11. Give examples of experiences with each feature !

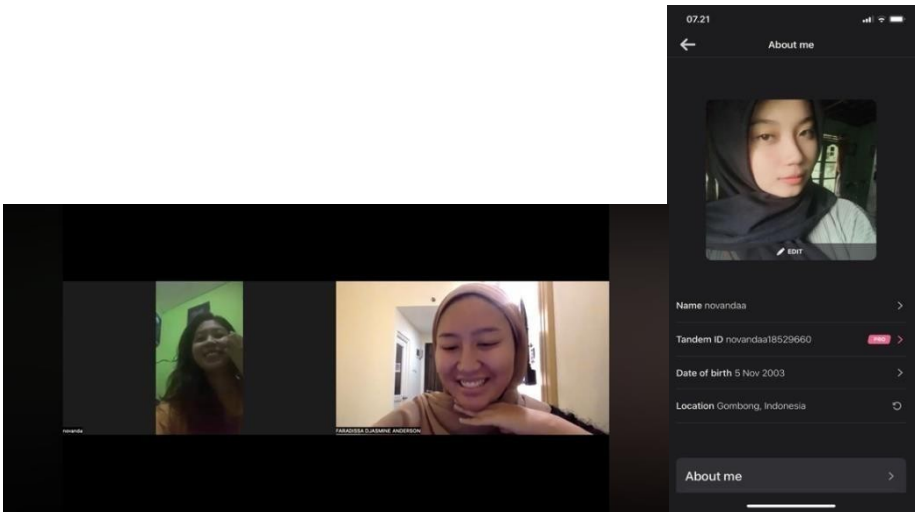
    Beri contoh pengalaman masing-masing fitur !

    Jawab : ya paling sehari-hari Chattingan bisa sampai…. video call juga bisa sampai, Iya milih-milih, aku soalnya kalau aku video call sama orang itu ya berarti emang chatannya udah lama dan kita temenan lama gitu enggak semuanya harus VC semua yang penting aku tahu beberapa orangluar gitu

12. Based on your expectations and assumptions, what recommendations or suggestions would you offer to other individuals interested in using the Tandem app Enhance communication skills ?

    Berdasarkan ekspektasi dan asumsi Anda, rekomendasi atau saran apa yang akan Anda tawarkan kepada individu lain yang tertarik menggunakan aplikasi Tandem meningkatkan kemampuan skill komunikasi ?

    Jawab : kalau aku dengan cara kita ngobrol santai mungkin dari teman dulu ya dari teman dulu misal dari teman Duta Wisata kayak aku tuh Ngobrol santai terus aku nunjukin kalau aku lagi pakai aplikasi Tandem yang di mana aku bisa belajar skill bahasa Inggris dan komunikasi lewat situ juga dan bisa jadi nanti kalau kalau misal teman-teman Duta Wisata tertarik jadinya kita bisa ee rencanain kayak buat kumpul bareng buat main Tandem nanti video call bareng sama orang-orang luar kayak gitu Jadi kita bisa belajar bareng.



Attachment 1 Interview with Novanda Nisa Ayu Wibowo

2. Nur Aulia Elgietasari

A. Communication

1. What is communication ?

   Apa itu Komunikasi ?

   Jawab : menurut saya komunikasi itu adalah suatu percakapan atau timbal balik antara dua orang atau lebih yang sama-sama nyambung itu Mbak menurut saya

2. How good are your communication skills?

   Sejauh apa Skill Komunikasi Anda?

   Jawab : menurut saya 9 dari 100 ya karena saya PD skill komunikasi punya PD percaya diri untuk mengobrol dengan orang lain dan bisa mengasah komunikasi saya untuk menjadi lebih baik lagi

3. How do you Enhance your communication skills?

   Bagaimana anda mengasah kemampuan Skill Komunikasi anda?

   Jawab : terima kasih saya mengasah kemampuan skill komunikasi saya dengan cara belajar ya Mbak belajar di depan cermin itu ngomong sendiri dan tahu muka mimik wajah saya sendiri

Bagaimana cara ngomong yang baik dan benar di depan publik dan menggunakan bahasa apa saja yang harus digunakan ketika berbicara di depan umum

B. Enhance Communication

1. How would you define communication skills and why do you consider them important?

   Bagaimana Anda mendefinisikan skill komunikasi dan mengapa Anda anggap penting?

   Jawab : skill Komunikasi itu skill kan itu dari bahasa Inggris ya Mbak skill itu adalah kemampuan berarti Apakah kita mampu untuk berbicara di depan umum terkait sesuatu hal yang ingin dibicarakan karena untuk berkomunikasi kita harus punya tema tertentu untuk berkomunikasi kayak gitu mbak. sangat penting komunikasi adalah sesuatu hal skill yang sangat penting karena tanpa berkomunikasi kita tidak bisa menyampaikan pendapat kita tanpa komunikasi kita tidak bisa memberikan gagasan- gagasan yang ingin kita sampaikan gitu mbak

2. What do you think is the most important part of communication skills?

   Apa yang menjadi bagian terpenting dari kemampuan komunikasimenurut Anda?

   Jawab : menurut saya kemampuan terpenting adalah bagaimana mengelola tata bahasa jadi kita akan berbicara dengan siapa misal kita akan berbicara dengan Pak Bupati maka kita harus menggunakan bahasa yang formal tentunya ketika kita berbicara dengan teman kita yang sejawat itu bisa menggunakan informal seperti itu jadi menentukan posisi kita di managitu

3. How do you usually improve your communication skills in everyday situations?

   Bagaimana Anda biasanya meningkatkan kemampuan komunikasi

Anda dalam situasi sehari-hari?

Jawab : dalam sehari-hari tentunya ketika kita berada di masyarakat ya Mbak kita pasti akan bertemu banyak orang entah itu lebih tua dari kita atau lebih muda dari kita atau teman setara kita ya kak tapi kalau untuk apa tadi untuk meningkatkan ya, meningkatkan kita harus selalu ya Mencoba Ya ngomong belajaran ngomong wong jawane belajar misal gurune pasan ya disapa kita itu juga bisa meningkatkan kemampuan kita lebih Eh ada pak guru selamat siang Pak seperti itu contohnya saling menyapa gitu Itu bisa meningkatkan kemampuan komunikasi kita gitu dalam kehidupan sehari-hari tentunya kita kan sering ketemu pak guru nih atau dosen di sekolah jadi simpelnya gitu aja Mbak Iya

4. Can you give an example of a situation where your communication skills played an important role in achieving a goal or resolving a problem?

   Bisakah Anda memberikan contoh situasi di mana kemampuan komunikasi Anda memainkan peran kunci dalam mencapai tujuan atau menyelesaikanmasalah?

   Jawab : itu Mbak tadi semisal tadi kan contohnya yang pertanyaan sebelumnya antara kita dengan pak guru ya ketemu pak guru kita menyapa nah semisal kita miskomunikasi sama Pak guru kita gimana Mbak berarti komunikasi kita tidak lancar kan Nah itu contoh dalam sehari hari makanya kita perlu membutuhkan skill komunikasi ini cara ngobrol yang baik dengan Pak Guru itu gimana itu pasti akan berbeda dengan kita ngomong dengan adik kita atau teman kita seperti itu

5. Do you have experience public speaking or delivering presentations? Howdo you prepare for that?

   Apakah Anda memiliki pengalaman dalam berbicara di depan umum atau menyampaikan presentasi? Bagaimana Anda mempersiapkan diri untuk itu?

Jawab : tentunya ada ya Mbak saya kan Duta Wisata ya tahun 2018 Alhamdulillah Mbak inteligensia dapat sash itu dan Sebelum saya menjadi Duta Wisata kan tentunya ada seleksinya ya Mbak! Nah itu saya sebelumnya ke desa dulu berkomunikasi dengan desa, desa ini punya apa yang bisa dijual di pariwisata gitu, saya mengomunikasikannya bersama pemerintah Desa dan itu saya belajar di situ berani ngomong dengan orang-orang Desa gimana sih baiknya Aulia bawa nama kenoyo Jayan Village ke Kabupaten Kebumen sebagai citra Duta Wisata kalau misal nantinya terpilih Alhamdulillah sudah terpilih itu pengalaman yang di Duta Wisata itu aja

C. Tandem

1. How much do you know about Tandem?

   Sejauh mana anda mengetahu Tandem?

   Jawab : sebelumnya terima kasih pertanyaannya tentang Tandem ini kan Kebetulan saya enggak terlalu makai banget ya Mbak maksudnya cuma jarang-jarang karena saya lebih ke aplikasi lain daripada Tandem karena kan saya belajar bahasa Korea, nah saya mencoba Tandem gimana sih belajar Korea gitu lah itu enggak nemu orang Koreanya susah saya, karena enggak tahu Gimana cara makainya gitu lebih enak yang aplikasi lain kayak gitu jadi ya tidak terlalu pahamlah tentang Tandem tapi sempat memakainya gitu
2. Why choose Tandem?

   Kenapa memilih Tandem?

   Jawab : karena Sebenarnya Pengen nyobain semua aplikasi ini sih, English apa exchange language aja karena mana sih yang terbaik gimana sih yangbanyak feed feedback gitu
3. How influential Tandems are in improving your communication skills?

   S*eberapa pengaruhnya Tandem dalam enhance your skill*

communication

Jawab : eh sangat berpengaruh ya apalagi kita pengin latihan ke bahasa Korea jadi kita kan sulit nih nemuin opa-opa di Kebumen mungkin bahkan enggak ada ya kali ya opa-opa di Kebumen adanya Opang bang Opang, Beneran ya ini kayak satu-satunya kesempatan untuk bisa ngemuin Opa di online dan siapa tahu bisa jadi kenyataan ya kan begitu sih

4. What is the use of Tandem in:

   Apa kegunaan Tandem dalam :

   - Your daily life?

     Kehidupan sehari-hari anda?

     Jawab : kehidupan sehari-hari tnya kita ngobrol ya Mbak ngobrolin entah itu cuma Say Hi Say hello itu apa kabar How are you terus dan apa sih kegiatan sehari-hari kamu terus apa sih makanan favorit di sana di negara Korea terus kita cari budaya Korea jadi enggak cuma belajar dari bahasanya bahasa Korea tapi kita juga bisa belajar di budaya terus kehidupan sehari- harinya di sana juga dapat gitu itu itu sih dari kehidupan sehari- hari jadi kita belajar tentang budaya agama semuanya kita bisa belajar di situ, bisa exchange sama orang Koreanya asli ya

   - Usefulness as a tourism ambassador

     Kegunaan sebagai duta wisata

     Jawab : Di sini Saya pengin menegaskan Duta Wisata ya Mbak Duta Wisata itu adalah Duta wakil wakil wisata lah berarti wakil promosi wisata, Nah kita bisa menggunakan Tandem ini sebagai sarana untuk mempromosikan Kebumen Apalagi saya Duta Wisata Kebumen ya jadi mempromosikan wisata kebumen ke orang lain bahkan kita bisa ngambil turis, jadi kita bisa menempatkan sebagai tour International guide ya kita bisa ee sangat bermanfaatlah di seperti itu jadi melatih percaya diri kita ngomong bahasa Inggris bahasa Korea atau bahasa lainnya gitu

5. What are the disadvantages of learning public speaking/enhancing your communication skills from Tandem?

   Kekurangan belajar public speaking/ mengasah skill komunikasi dari Tandem apa?

   Jawab : kekurangannya kita gak tahu ya Mbak Dia fake atau asli kecuali emang udah video callan itu sebelumnya sesuai dengan foto profil I itu itu jadi kelemahan karena kita kan tahunya online media online kan jadi kita e ya bisa dipastiin kalau udah video call asli gitu oh wajahnya dia asli Ohdia orang Korea asli gitu

6. And what is really useful for you and why? Mention with examples

   Dan yg betul2 bermanfaat bagi anda apa dan kenapa? Sebutkan dengan contoh

   Jawab : he yang bermanfaat adalah e aku jadi bisa nulis Bahasa Korea dikit dikit walaupun masih nyontek dengan koreksi fitur koreksi tadi ya ada salah-salahnya aku enggak harus mesti ke bimbel yang mahal jadi ngirit biaya itu sih yang bermanfaat buat aku aja

7. How long does it take to use the Tandem application?

   berapa lama durasi penggunaan aplikasi Tandem?

   Jawab : ee sebenarnya enggak terlalu lama cuma buka aja kalau ada pesan masuk baru buka dalam seminggu bisa setiap hari buka sih setiap hari pastibuka kayak ngecek pesannya itu

8. How do you envision the Tandem app supporting your efforts to develop your communication skills?

   Bagaimana Anda membayangkan aplikasi Tandem mendukung upayaAnda mengembangkan keterampilan komunikasi?

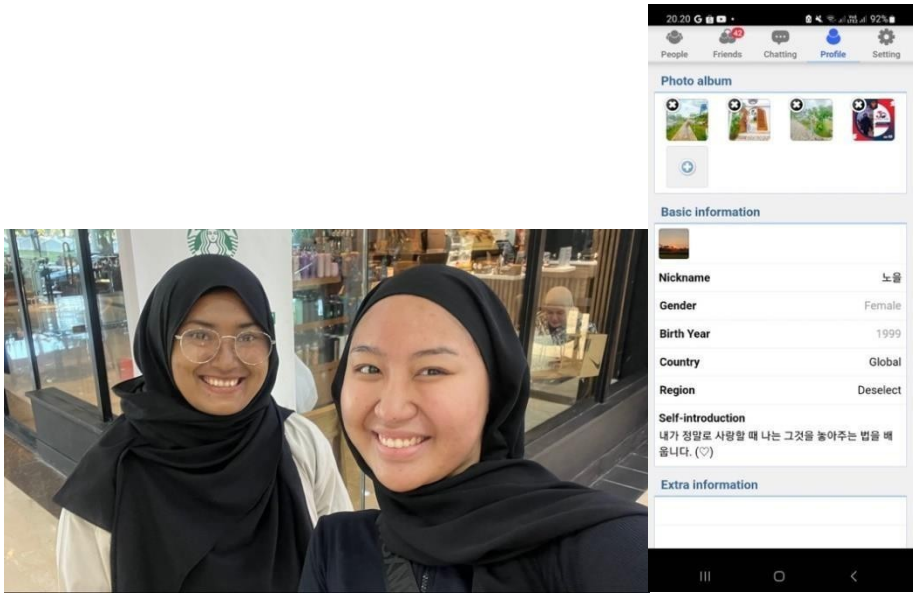
   Jawab : harapan saya ya semoga aplikasiya makin baik lagi Eh kalau bisa diperbaiki lagi khusus untuk verifikasi ya mungkin itu lebih aman karena kebanyakan sekarang aplikasi itu banyak yang scammer itu penipuan online itu marak banget kayak penimpuan foto dan uang dan sebagainya itu bisa jadi kelebihan

Tandem jika Tandem mau ada fitur e verifikasi asli gitu entah itu dari nomor KTP atau nomor apa kayak gitu nomor telefon

9. What specific features or functions of the Tandem application serve to hone your communication skills?
   fitur atau fungsi spesifik apa dari aplikasi Tandem yang berfungsi untuk mengasah skill komunikasi anda?
   Jawab. : kalau menurut saya itu Fitur Translate atau penerjemah koreksi bahasa itu sangat bermanfaat
10. Explain each in your opinion?
    jelaskan masing2 menurut pendapat anda?
    Jawab : karena itu tadi ya Mbak kalau kita ngomong salah itu fatal kan satu kata aja bakal beda arti kalo di bahasa atau tulisan korea jadi fatal banget jadi itu sangat sangat berpengaruh jadi itu fitur Translate atau penerjemah koreksi bahasa itu
11. Give examples of experiences with each feature!
    Beri contoh pengalaman masing-masing fitur!
    Jawab : Oh jadi kemudahan ya fitur Trans misal di ee Di Korea itu kan bahasanya kan tegak-tegak garis-garis gitu ya Mbak kayak gini ya Terus bilang kalau di Jawa mungkin aksara Jawa honocorokoknya itu ya Jadi kalau misal ininya salah garis saja ini ke sini itu sudah beda arti Mbak Misal a itu harusnya madap ke sana ke kanan nah ini A kalau ke sini itu beda lagi kalau ke bawah kayak gini itu bisa jadi oouu gitu jadi kayak jadi itu fatal banget kalau misal ee kalau salah translate Nah di sini posisi fitur Transel itu sangat mendukung sekali Nah ini mungkin bisa jadi kelebihan Tandem ya Mbak punya fitur ini gitu untuk mengoreksi sebelum akhirnya pesannya dikirim
12. Based on your expectations and assumptions, what recommendations or suggestions would you offer to other individuals interested in using the Tandem app Enhance communication skills?

Berdasarkan ekspektasi dan asumsi Anda, rekomendasi atau saran apa yang akan Anda tawarkan kepada individu lain yang tertarik menggunakan aplikasi Tandem meningkatkan kemampuan skill komunikasi?

Jawab : Saran saya sih asumsi saya adalah Tandem itu bisa dimanfaatkan dengan baik untuk mengambil hal positif tentunya untuk belajar bahasa mana pun karena tersedia ya kayak Inggris mandarin Korea segala macam bahasa kita bisa mempelajarinya secara gratis kan ada gratisannya Mbak kecuali yang pro ya kan itu bisa bisa dipromosiin ke teman-teman kita yang enggak punya uang untuk bayar kurs yang sangat mahal apalagi bahasa Inggris juga mahal gitu bisalah gratisan daripada main yang enggak benar nge-game aja ini bisa untuk latihan chatting ngobrol melatih bahasa Inggris atau Korea atau bahasa segala macam itu sih menurutku gitu itu aja Mbak



Attachment 2 Interview with Nur Aulia Elgietasari

3. Natasha Kayla Ananta

A. Communication

1. What is communication?

Apa itu Komunikasi?

Jawab : Kalau menurut aku tuh komunikasi simpelnya kayak kita bisa ngobrol gitu, bisa berhubungan dengan satu orang ataupun lebih gitu, Jadi kita bisa ngobrol sama satu individu atau suatu kelompok

2. How good are your communication skills?

   Sejauh apa Skill Komunikasi Anda?

   Jawab : Kalau sejauh apa mungkin masih belajar juga ya tapi dalam untuk kayak public speaking untuk jadi speaker dalam satu pemateri dan lain- lain, aku udah sempat beberapa kali dan dalam prosesnya pun cukup lancar gitu komunikasi dua arahnya baik dari penerima maupun dari aku sendiri yang menyampaikan

3. How do you Enhance your communication skills?

   Bagaimana anda mengasah kemampuan Skill Komunikasi anda?

   Jawab : Pasti sih learning by doing, tapi selain itu juga aku sering pastinya mempersiapkan sih kan enggak mungkin tiba-tiba juga kalau kayak gitu pasti aku latihan dulu, itu salah satu cara aku sih terus juga mungkin aku minta pendapat orang lain terkait cara bicara aku dan lain-lain.

B. Enhance Communication

1. How would you define communication skills and why do you consider them important?

   Bagaimana Anda mendefinisikan skill komunikasi dan mengapa Anda anggap penting?

   Jawab : Kalau menurut aku tuh skill Komunikasi itu semua orang bisa ngomong tapi belum tentu semua orang bisa mengerti apa yang kita omongin gitu, jadi skill Komunikasi itu ketika kita bisa menyampaikan apa yang kita maksud dan bisa diterima baik tanpa adanya missunderstanding gitu dari penerima dan juga dari kita Maksudnya mau ngomong apa jadi skill Komunikasi itu bisa

menyampaikan maksud kita dan diterima denganbaik

2. What do you think is the most important part of communication skills? *Apa yang menjadi bagian terpenting dari kemampuan komunikasimenurut Anda?*

   Jawab : Dari skill komunikasi terpenting itu kita yang yang pertama pasti berani dulu buat ngomong untuk berkomunikasi, Terus yang kedua dari beraninya kita nanti lama-lama kita bakal belajar Gimana caranya apa yang kita maksudkan ini bisa diterima gitu dengan sang pendengar entah itu audiens entah itu teman kita yang lagi curhat Atau segala macam, Jadi seberapa pentingnya itu sih kita bisa menyampaikan apa yang kita maksud dan bisa diterima dengan baik dari si pendengar itu

3. How do you usually improve your communication skills in everyday situations?

   Bagaimana Anda biasanya meningkatkan kemampuan komunikasi Anda dalam situasi sehari-hari?

   Jawab : Kalau dalam kehidupan sehari-hari Sebenarnya aku orangnya agak ekstrovert tapi sometimes introvert juga, jadi kalau dalam sehari-hari biasanya sering-seringin ngobrol aja sih sering-seringin basa-basi sama orang baru gitu, Dari situ biasanya kita dapat Insight baru dengan ketemu orang baru kita bisa ngobrol bisa dapat bertukar pendapat dan lain-lain terus juga kadang nyambung gitu, kadang kita pengin tahu suatu hal Terus ternyata orang itu ngerti nah itu di situ kita bisa kayak bertukar pikiran dan lain-lain, jadi di situ bisa meningkatkan skill komunikasi juga sih

4. Can you give an example of a situation where your communication skills played an important role in achieving a goal or resolving a problem? *Bisakah Anda memberikan contoh situasi di mana kemampuan komunikasi Anda memainkan peran kunci dalam mencapai tujuan atau menyelesaikanmasalah?*

   Jawab : Kalau dalam mencapai tujuan atau menyelesaikan masalah

mungkin dalam case aku simpelnya kerja kelompok gitu, Ya dalam suatu mata kuliah perkuliahan gitu jadi dalam kerja kelompok itu komunikasi kita juga di pertimbangkan dilihat juga gitu gimana kita bisa ber apa ya bagi-bagi tugas terus habis itu menyampaikan apa yang kita dapatkan dari suatu tugas yang harus kita teliti, terus juga mungkin presentasi atau simpelnya kayak dari Duta Wisata sendiri kan sering juga public speaking dan lain-lain nah dari situ juga kita punya tujuan untuk menyampaikan suatu hal dari apa yang kita omongkan di depan publik gitu jadi itu contoh dalam kehidupan sehari-hari aku sih buat menyampaikan tadi komunikasi ya peran kunci dalam menyampaikan itu sih kuncinya

5. Do you have experience public speaking or delivering presentations? Howdo you prepare for that?

   Apakah Anda memiliki pengalaman dalam berbicara di depan umum atau menyampaikan presentasi? Bagaimana Anda mempersiapkan diri untuk itu?

   Jawab : Kalau dari aku pribadi caranya yang pertama itu ngumpulin materi sih, Jujur aku mungkin kalau spontan bisa aja cuman lebih apa ya abstrak gitu di otak, Jadi pas ngomong itu enggak tertata, Jadi kalau dari aku pribadi prefer untuk nyusun materi dulu apa yang mau aku omongin misalnya dari Duta Wisata sendiri kan kita sering kayak speech atau apa gitu di depan umum, Nah dari aku tuh biasanya ngumpulin data-datanya dulu, Ngumpulin apa yang mau aku omongin terus aku baca aku telaah gitu garis besarnya apa nah dari situ baru aku bisa apa ya istilahnya matang gitu dan percaya diri untuk bisa ngomong di depan umum

C. Tandem

1. How much do you know about Tandem?

   Sejauh mana anda mengetahu Tandem?

   Jawab : Oke singkatnya sih aku baru tahu juga tentang aplikasi ini

sih belum terlalu lama, Ya bisa dibilang Tandem itu menurut aku aplikasi di mana Kita bisa belajar suatu bahasa dengan Enggak cuman kayak aplikasi- aplikasi lain yang lewat game atau segala macam tapi di Tandem ini kita bisa benar-benar ngobrol sama orang yang expert di bahasa itu atau bahkanorang asli dari negara itu gitu

2. Why choose Tandem?

   kenapa memilih Tandem?

   Jawab : Kenapanya yang pertama yang pasti kita bisa ngobrol langsung dengan human gitu ya, enggak pakai teknologi gitu yang mana Kalau sama manusia tuh lebih nyambung gitu kan, lebih apa ya? lebih fleksibel dan juga enggak kaku gitu, kadang kan suatu bahasa tuh punya apa ya? bahasa santainya gitu Jadi kalau kita ngobrol sama manusia in real life-nya tuh kelihatannya kayak Ih apaan sih canggung banget gitu, tapi kalau di Tandem tuh kita jadi lebih apa ya? omongannya tuh jadi lebih santai lebih nyambung gitu ketika kita ngobrol langsung di dunia nyata gitu, jadi aku milih Tandem sih pertama itu sih karena kita berkomunikasi sama manusialangsung jadi bisa lebih apa ya nyambung gitu

3. How influential Tandems are in improving your communication skills?

   seberapa pengaruhnya Tandem dalam enhance your skill communication

   jawab : Sangat berpengaruh sih, sangat berpengaruh karena itu dari kita bisa ngobrol langsung sama orang itu gitu, kalau dari aku kan bahasa mandarin yang mana tuh pelafalannya tuh kadang tuh suka beda arti gitu, jadi misalnya hurufnya sama tapi kalau pelafalannya atau nadanya beda itu udah beda arti gitu, Jadi kalau kita ngobrol langsung dengan manusia itu bisa lebih mengakuratkan apa yang kita maksudkan gitu, jadi dari aku sendiri dari Tandem sangat membantu sih karena bisa mengasah skill itu khususnya di bahasa Mandarin yang mana Agak tricky gitu jadi

sangatbermanfaat sih Tandem ini

4. What is the use of Tandem in:
   Apa kegunaan Tandem dalam :
   - Your daily life?
     Kehidupan sehari-hari anda?
     Jawab : Dari aku pribadi sih sebenarnya dari kuliah aku itu ada mata kuliah yang mewajibkan untuk ngambil bahasa asing gitu dan aku sendiri juga prefer untuk ngambil bahasa Mandarin, Jadi selain buat mengasah aku dalam mata pelajaran itu atau mata kuliah itu, di satu sisi juga aku pingin dapat experience nyata gitu untuk berkomunikasi dengan orang yang ngerti bahasa Mandarin langsung gitu, karena aku sendiri kan ngambilnya jurusan pariwisata yang mana turis-turis dari China tuh udah mulai masif gitu datang ke Indonesia jadi menurut aku bahasa Mandarin itu salah satu bahasa yang penting gitu selain bahasa Inggris yang bisa kita kuasai gitu dan aku rasa Kalau bahasa Inggris semua orang udah pada bisa gitu, Tapi kalau Mandarin tu Enggak semua orang bisa jadi aku pengin memperdalam itu dan pas banget ketemu Tandem yang mana kita bisa ngobrol sama orang yang di bahasa Mandarin atau bahkan orang Mandarinnya langsung gitu Jadi aku bisa dapat experience sendiri Bisa ngobrol bisa bertukar cerita danlain-ain
   - Usefulness as a tourism ambassador
     Kegunaan sebagai duta wisata
     Jawab : Oke kalau sebagai Duta Wisata sebenarnya masih berkorelasi ya dengan pendidikan aku di bidang pariwisata gitu karena di Duta Wisata juga kan kita enggak bakal bisa menghindari datangnya turis- turis dari luar negeri gitu, karena ya Indonesia punya pesona pariwisatanya sendiri gitu dan kita sebagai Duta Wisata tuh harus pintar-pintar ngambil hati dari para wisatawan gitu ketika kita bisa mengerti bahasa mereka,

kita bisa berkomunikasi dengan lancar denganbahasa mereka gitu selain Inggris gitu, Karena kan Mandarin tuh aku rasa Enggak semua turis tuh pintar bahasa bahasa Inggris juga apalagi untuk ngobrol gitu, Jadi kalau ketika aku bisa bahasa Mandarin at least kayak dasar-dasarnya gitu mungkin mereka akan lebih apa ya? mengukir perasaan senang gitu ketika datang ke tempat itu, jadi dari aku sebagai Tourism Ambassador sih itu sih, Jadi kayak bisa mengukir perasaan senang dari wisatawan selain itu juga. Kalau sebelum itunya gitu aku bisa ngobrol sama orang-orang China tentang wisata-wisata disana atau budaya-budaya di sana Jadi kita bisa bertukar pikiran juga nih Kadang orang sana juga kan kepo nih sama wisata-wisata di Indonesia gitu sekalian promosi juga gitu sebagai Duta Wisata supaya bisa datangke kebumen

5. What are the disadvantages of learning public speaking/enhancing your communication skills from Tandem?

   Kekurangan belajar public speaking/ mengasah skill komunikasi dari Tandem apa?

   Jawab : Kalau dari kekurangan so far aku masih Sebenarnya masih aman aja sih dari aku cuman mungkin Apa ya? kekurangannya dari aku kadang mungkin Apa ya? komunikasinya juga kadang enggak selancar yang kita inginkan juga gitu, Kadang misalnya orang itu sibuk atau apa gitu terus kita jadi terputus untuk komunikasinya dan lain-lain, tapi so far itu jarang banget terjadi juga sih jadi aku rasa untuk kekurangannya enggak sefatal itu gitu buat proses belajar aku di bahasa Mandarin khususnya di Tandem ini. Jadi Paling itu sih kekurangannya sama gak ada sih Paling itu sih kayak Kadang orang tuh, Enggak ya namanya orang kan kesibukan enggak ada yang ngerti juga ya Kak terus juga waktu perbedaan waktu dan lain-lain gitu Paling itu sih buat sinkronisasi waktu dan lain-lain

6. And what is really useful for you and why? Mention with examples

Dan yg betul2 bermanfaat bagi anda apa dan kenapa? Sebutkan dengan contoh

Jawab : Oke yang paling bermanfaat ya? yang paling bermanfaat buat aku pengalaman kita ngobrol langsung dengan orang yang ngerti bahasa Mandarin gitu apalagi banyaknya fitur gitu yang ada di Tandem kayak bisa video call bisa call dan lain-lain di mana kita bisa berkomunikasi secara langsung gitu dua arah langsung gitu enggak terpending, terus juga adanya fitur-fitur lain kayak koreksi bahasa kita kalau typo dan lain-lain kadang kan kalau ngetik itu dari Tandem tuh bisa langsung ngebenerin gitu, Jadi enaknya itu sangat membantu sih bagi aku terus itu kita bisa ngobrol langsung sama orangnya Jadi lebih apa ya lebih akurat gitu lebih nyambung apalagi Mandarin balik lagi ke itu kayak kalau kita beda apa ya beda penekanan aja dalam satu huruf itu artinya udah beda gitu tapi dengan adanya fitur call adanya fitur video call Terus adanya fitur buat benerin kosakata itu Jadi mempermudah banget jadi istilahnya kesalahan aku dalam mengetik atau dalam berbicara tuh Bisa diminimalisir lah

7. How long does it take to use the Tandem application?

   berapa lama durasi penggunaan aplikasi Tandem?

   Jawab : kalau dari aku seminggu sebenarnya enggak tentu sih Balik lagi ke kesibukan aku gitu, kadang sering banget gitu, Tapi kalau bisa dihitungsekitar tiga kali lah ya dalam seminggu

8. How do you envision the Tandem app supporting your efforts to develop your communication skills?

   Bagaimana Anda membayangkan aplikasi Tandem mendukung upayaAnda mengembangkan keterampilan komunikasi?

   Jawab : buat aku harapannya sih supaya aplikasi Tandem bisa lebih dikenal banyak orang ya jadi dari aplikasi Tandem itu bisa istilahnya memuat lebih banyak orang lagi yang Emang passionate di bahasa itu gitu, Jadi kita sendiri ketika mau mempelajari suatu

bahasa gak apa Ya? gampang gitu untuk menemukan orang-orang yang mungkin dengan kita lebih cocok gitu kayak dalam bahasa mungkin Kalau bahasa Inggris kita masih bisa ketemu Banyak orang tapi kalau kita milih bahasa-bahasa yang mungkin Enggak banyak peminatnya gitu itu kadang kita agak tricky juga kan buat nemu apa ya orang yang bisa benar-benar nyambung gitu ngobrol sama kita jadi kalau misalnya aplikasi Tandem ini bisa dikenal lebih banyak orang aku rasa bakal mempermudah banyak orang juga untuk istilahnya komunikasi dengan orang-orang yang lebih nyambung gitu kan balik lagi kayak kalau kita ngobrol sama orang kan kadang kita cocok- cocokan juga gitu, Itu juga sama aja sih menurut aku kalau kita ngobrol sama orang asing jadi kita penginnya nyambung aku rasa sih harapannya supaya Tandem bisa dikenal banyak orang

9. What specific features or functions of the Tandem application serve to hone your communication skills?

   fitur atau fungsi spesifik apa dari aplikasi Tandem yang berfungsi untuk mengasah skill komunikasi anda?

   Jawab : yang sangat berfungsi buat aku sih selain call dan video call pastinya karena kita bisa ngomong langsung tuh koreksi bahasa sih itu enggak semua aplikasi punya

10. Explain each in your opinion?

    jelaskan masing2 menurut pendapat anda?

    Jawab : menurut aku ini penting gitu dan sangat krusial ketika kita berkomunikasi dengan orang apalagi kalau orangnya itu enggak ngerti bahasa Indonesia yang mana kita komunikasinya harus pakai Bahasa Mandarin jadi dengan adanya koreksi bahasa itu mempermudah aku untukmengkoreksi kalau

11. Give examples of experiences with each feature!

    Beri contoh pengalaman masing-masing fitur!

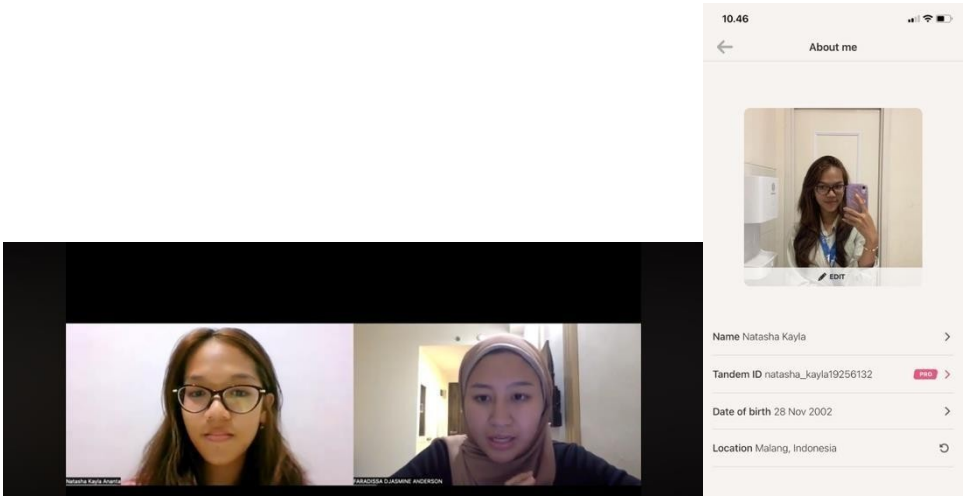
    Jawab : misalnya aku ada typo atau ada miss kata gitu Jadi ada

koreksi bahasa aku jadi Oh iya ini salah gitu dan itu mempermudah banget jadi istilahnya enggak ada typo dan dia bisa mengerti apa yang aku maksud gitu

12. Based on your expectations and assumptions, what recommendations or suggestions would you offer to other individuals interested in using the Tandem app Enhance communication skills?

    Berdasarkan ekspektasi dan asumsi Anda, rekomendasi atau saran apa yang akan Anda tawarkan kepada individu lain yang tertarik menggunakan aplikasi Tandem meningkatkan kemampuan skill komunikasi?

    Jawab : Oke kalau dari aku pasti bakal cerita sih Kak kayak cerita aku di aplikasi Tandem tuh bisa ketemu orang baru bisa nambah teman baru bisa ngobrol dan bertukar cerita gitu Jadi aku bakal ceritain experience jadi menurut aku tuh eh testimoni paling Ampuh tuh ya experience itu sendiri yang bisa yang enggak terbayarkan gitu istilahnya Jadi kalau dari experience aku sendiri ke Tandem ini bagus Jadi pas aku cerita ke orang lain pun orang lain bakal eh tertarik gitu kan untuk main aplikasi Tandem karena ya Emang bagus gitu Emang bermanfaat khususnya kayak aku juga ngeinfluence teman-teman aku di kuliahan gitu untuk main Tandem karena dalam bahasa Mandarin sendiri kan Kita juga harus banyak banyak banget kayak praktikum praktikum untuk kita ngomong langsung juga kan itu juga mempermudah kita untuk mendapatkan nilai yang bagus gitu Jadi aku Pastinya rekomendasi juga teman-teman buat e pakai aplikasi Tandem Berdasarkan pengalaman dari aku sendiri yang sangat bagus di aplikasi Tandem



Attachment 3 Interview with Natasha Kayla Ananta

4. Bagas Triya Leksana

A. Communication

1. What is communication?

   Apa itu Komunikasi?

   Jawab : Kalau menurut aku ya komunikasi tuh di mana kita tuh apa ya, hubungan sosial gitu loh antara satu orang dengan orang lain gitu

2. How good are your communication skills?

   Sejauh apa Skill Komunikasi Anda?

   Jawab : kalau untuk komunikasi masih banyak belajar sih, Jadi dari situ aku perlu banyak banget buat komunikasi lagi dengan orang-orang lain gitu

3. How do you Enhance your communication skills?

   Bagaimana anda mengasah kemampuan Skill Komunikasi anda?

   Jawab : kalau buat mengasah Skill dari Aku sih sering banget sih aku kayak misalkan beraniin diri buat ngobrol ataupun menyampaikan aspirasi aku kayak gitu sih Kak, kayak lebih misalkan interaksi dengan dosen apalagi kan di situ kan harus pakai

komunikasi yang formal jadi harus bisa pinter - pinter kita bedain aja gitu

B. Enhance Communication

1. How would you define communication skills and why do you considerthem important?

   Bagaimana Anda mendefinisikan skill komunikasi dan mengapa Anda anggap penting?

   Jawab : kalau dari skill komunikasi kalau aku lihat sih dari segi gampang banget kayak misalkan bisa dilihat dari skill apa namanya public speakingnya sih kayak gitu

2. What do you think is the most important part of communication skills?

   Apa yang menjadi bagian terpenting dari kemampuan komunikasimenurut Anda?

   Jawab : bagian terpentingnya tuh e Gimana cara kita tuh apa ya tetap nyambung dengan topiknya terus gimana orang lain Tu interest ke kita gitusih kalau buat komunikasinya

3. How do you usually improve your communication skills in everyday situations?

   Bagaimana Anda biasanya meningkatkan kemampuan komunikasi Anda dalam situasi sehari-hari?

   Jawab : Kalau aku sih mungkin agak lucu ya kayak misalkan sering banget dengerin orang berbicara formal kayak gitu, misalkan ada di pembawa berita dan lain sebagainya Itu bisa banget buat ngelatih aku gitu loh Kak

4. Can you give an example of a situation where your communication skills played an important role in achieving a goal or resolving a problem?

   Bisakah Anda memberikan contoh situasi di mana kemampuan komunikasi Anda memainkan peran kunci dalam mencapai tujuan

atau menyelesaikan masalah?

Jawab : Oh ya benar di saat kayak misalkan sekarang kan aku ada bergabung dengan marketing ya di kampus nah dari situ tuh sering banget banyak banget kayak pertanyaan dari siswa kayak gitu nah cara gimana sih ya cara kita tuh apa ya menyampaikan dengan bahasa yang singkat padat tapi bakalan membuat mereka itu cukup Gitu loh Kak jadi enggak menimbulkan pertanyaan baru

5. Do you have experience public speaking or delivering presentations? Howdo you prepare for that?

   Apakah Anda memiliki pengalaman dalam berbicara di depan umum atau menyampaikan presentasi? Bagaimana Anda mempersiapkan diri untuk itu?

   Jawab : ada, bergabung dengan marketing ya di kampus. kalau buat aku untuk mempersiapkan diri nya tuh harus nyusun kayak apa yang perlu kita sampaikan aja gitu kayak beberapa poin-poin penting yang perlu kita sampaiin aja gitu Kak.

C. Tandem

1. How much do you know about Tandem?

   Sejauh mana anda mengetahu Tandem?

   Jawab : jujur sih kayak belum terlalu banyak tahu ya cuman dari aplikasi ini tuh benar-benar membantu aku buat belajar sih ka buat terutama dalambahasa Inggris kayak gitu

2. Why choose Tandem?

   kenapa memilih Tandem?

   Jawab : karena di Tandem tuh banyak banget fitur-fitur yang menurut aku tuh banyak apa ya kayak bantu dari pada e fitur dari e aplikasi yang lain gitu

3. How influential Tandems are in improving your communication skills? *seberapa pengaruhnya Tandem dalam enhance your skill communication Jawab :* kalau buat berpengaruhnya tuh sangat

berpengaruh karena di dalam Tandem Ini tuh aku langsung bisa berinteraksi dengan orang lain dengan menggunakan bahasa Inggris yang orang lain tuh real orang gitu bukan kita ngechat sama Ai ataupun dengan eh hanya bot gitu aja sih kak

4. What is the use of Tandem in:

   Apa kegunaan Tandem dalam :

   - Your daily life?

     Kehidupan sehari-hari anda?

     Jawab : kalau buat keseharian hari-hari ituh dari Tandem tuh karena mungkin di situ tuh kita berinteraksi dengan orang lain tuh aku kan ada teman gitu Jadi aku lebih sering banget chat ataupun Intens di situ sih Kak jadi bakalan ngasah komunikasi aku juga di situ

   - Usefulness as a tourism ambassador

     Kegunaan sebagai duta wisata

     Jawab : banyak banget terutama tuh apa ya Kalau dari segi kita kenalan sama orang lain ataupun dengan orang luar itu kan susah banget tapi berkat aplikasi ini ya aku tuh bisa mengenalkan khususnya wisata yang ada di Kabupaten Kebumen tuh ke mereka gitu sehingga mereka tuh kayak tanya- tanya tentang wisata apa aja sih di sini dan lain sebagainya sehingga tuh kayak dari mereka tuh juga kepengin buat berkunjung ke Indonesia

5. What are the disadvantages of learning public speaking/enhancing your communication skills from Tandem?

   Kekurangan belajar public speaking/ mengasah skill komunikasi dari Tandem apa?

   Jawab : kalau dari kekurangan sih hampir bilang enggak ada ya karena di aplikasi ini tuh udah banyak banget fiturnya gitu dari pada aplikasi yang lain gitu apalagi itu aku suka banget sama fitur- fitur yang kayak bantu aku komunikasi dengan mereka gitu kan jadi kayak hampir enggak ada gitu

6. And what is really useful for you and why? Mention with examples
   Dan yg betul2 bermanfaat bagi anda apa dan kenapa? Sebutkan dengan contoh

   Jawab : kalau buat yang itu Ini sih Kak kayak dari mereka tuh dari aplikasinya itu ada yang namanya kayak fitur untuk memperbaiki ataupun mengkoreksi gitu jadi ketika aku nyusun kalimat tapi kalimatnya salah dalam penulisannya gitu itu sudah langsung otomatis keluar yang benar tuh yang seperti apa jadi kita kayak lebih ketuntun dan itu bantu banget sihbuat aku
7. How long does it take to use the Tandem application?
   berapa lama durasi penggunaan aplikasi Tandem?

   Jawab : Emm mau dibilang sering juga sih karena dalam satu minggu tuh mesti bahkan setiap hari walaupun Nanti durasinya cuman berapa menit gitu Tapi tuh aku selalu buka gitu
8. How do you envision the Tandem app supporting your efforts to develop your communication skills?
   Bagaimana Anda membayangkan aplikasi Tandem mendukung upayaAnda mengembangkan keterampilan komunikasi?

   Jawab : kalau dari aku sih harapannya buat ke depannya buat aplikasi ini tu dari aplikasi ini tu aku rekomendasi banget buat Khususnya buat teman- teman yang kayak lagi menempuh pendidikan khususnya dari SMA tuh harusnya udah dikenalin sih Kak Karena kan menurut aku tuh jarang banget orang-orang tahu gitu jadi harapannya ya lebih meluas lagi
9. What specific features or functions of the Tandem application serve to hone your communication skills?
   fitur atau fungsi spesifik apa dari aplikasi Tandem yang berfungsi untuk mengasah skill komunikasi anda?

   Jawab : Oh iya balik lagi sih Kak kayak yang tadi aku udah bilang di mana Di situ tuh ada fitur yang namanya kayak koreksi secara otomatis gitu itu bantu banget, terus apagi ya banyak banget sih

fiturnya apalagi di situ juga ada apa ya kayak komunitas deh kayaknya he jadi tuh kita tuh jauh lebih tahu sama dunia luar juga kayak gitu itu bantu banget sih

10. Explain each in your opinion?

    jelaskan masing2 menurut pendapat anda?

    Jawab : fitur untuk memperbaiki ataupun mengkoreksi gitu jadi ketika aku nyusun kalimat tapi kalimatnya salah dalam penulisannya gitu itu sudah langsung otomatis keluar yang benar tuh yang seperti apa jadi kita kayak lebih ketuntun, fiturnya apalagi di situ juga ada apa ya kayak komunitas deh kayaknya he jadi tuh kita tuh jauh lebih tahu sama dunia luar

11. Give examples of experiences with each feature!

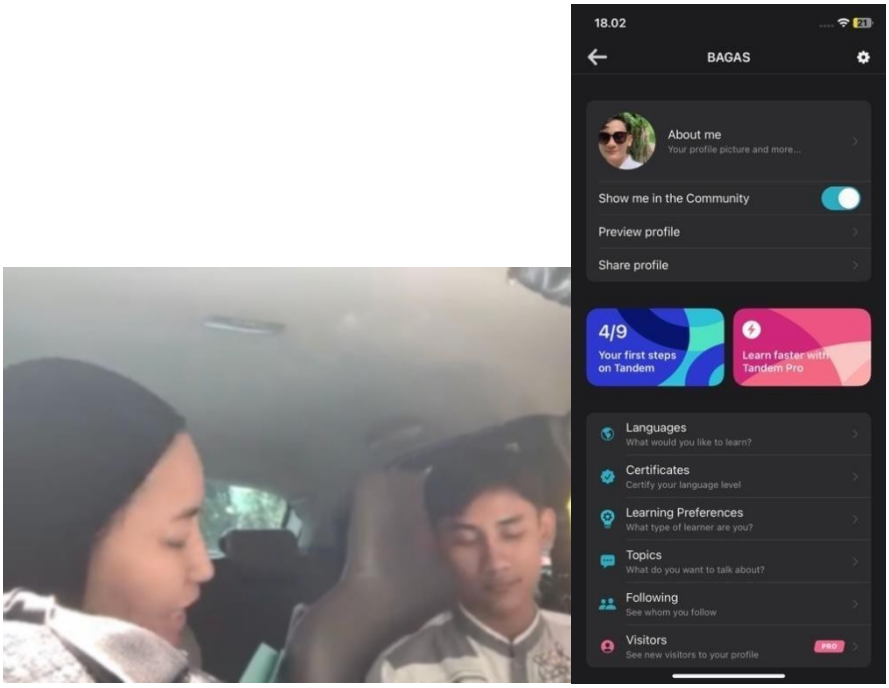
    Beri contoh pengalaman masing-masing fitur!

    Jawab : fitur correct untuk mengoreksi text yang salah saat aku sedang mengoreksi text yang ku kirim tapi ada typo dan mungkin aku ikut beberapa komunitas yang direkomendasikan juga jadi ikut tahu banyak tentang dunia luar.

12. Based on your expectations and assumptions, what recommendations or suggestions would you offer to other individuals interested in using the Tandem app Enhance communication skills?

    Berdasarkan ekspektasi dan asumsi Anda, rekomendasi atau saran apa yang akan Anda tawarkan kepada individu lain yang tertarik menggunakan aplikasi Tandem meningkatkan kemampuan skill komunikasi?

    Jawab : ya kalau dari aku sih bakalan ngerekomendasiin banget ya sama aplikasinya karena banyak banget mahasiswa di sini tuh juga masih pasif juga dalam bahasa asing kan Nah di sini tuh dari mahasiswa tuh bakalan diajarkan dan jauh lebih tahu lagi buat skill komunikasi terutama dengan menggunakan bahasa asing khususnya bahasa Inggris sih gitu.



Attachment 4 Interview with Bagas Triya Leksana

5. Wahyu Saputra

A. Communication

1. What is communication?

   Apa itu Komunikasi?

   Jawab : oke eh Kalau menurut aku sih Komunikasi itu sebuah apa ya Proses penyampaian pesan yang dilakukan oleh satu orang atau lebih sih Mbak gitu, Jadi dua arah

2. How good are your communication skills?

   Sejauh apa Skill Komunikasi Anda?

   Jawab : mungkin kalau diukur secara angka mungkin 8, dari 10 ya

3. How do you Enhance your communication skills?

   Bagaimana anda mengasah kemampuan Skill Komunikasi anda?

   Jawab : Oke kalau cara aku buat mengasah skill komunikasi aku si dari SMK aku udah memberanikan diri untuk ikut ke organisasi-

organisasi seperti kayak OSIS terus jadi angota dewan pramuka terus juga ikut organisasi eksternal jadi menurut aku itu salah satu cara aku untuk meningkatkan skill komunikasi aku sih karena dengan aku ikut organisasi aku jadi bisa lebih banyak beropini berkomunikasi dengan orang yang mungkin bahkan sebelumnya belum aku kenal gitu jadi caranya adalah kalau aku ikut organisasi

B. Enhance Communication

1. How would you define communication skills and why do you consider them important?

   Bagaimana Anda mendefinisikan skill komunikasi dan mengapa Anda anggap penting?

   Jawab : skill Komunikasi itu menurut aku kemampuan berkomunikasi, itu yang dilakukan dengan penyampaian yang baik dengan skill komunikasi yang baik itu pesan itu akan tersampaikan dengan baik gitu jadi enggak semerta-merta ngomong ke orang tapi enggak ada isinya ataupun pesannya enggak tersampaikan gitu jadi penyampaian pesan itu butuh skill dan skill Komunikasi itu didapat dari yang aku bilang tadi Kalau aku sendiri dari ikut berorganisasi

2. What do you think is the most important part of communication skills?

   Apa yang menjadi bagian terpenting dari kemampuan komunikasimenurut Anda?

   Jawab : kalau aku berbicara dan mendengarkan sih Mbak

3. How do you usually improve your communication skills in everydaysituations?

   Bagaimana Anda biasanya meningkatkan kemampuan komunikasi Anda dalam situasi sehari-hari?

   Jawab : mungkin aku di organisasi itu lebih banyak nanya ke orang sih kayak Aku belajar ngomong ke orang biar ngilangin apa ya? sikap enggak PD aku itu, aku biasanya ngobrol sama orang-

orang yang baru gitu, jadi kita kenalan sama orang itu buat apa ya, munculin PD kita untuk berkomunikasi gitu jadi skill kita juga bertambah.

4. Can you give an example of a situation where your communication skills played an important role in achieving a goal or resolving a problem? *Bisakah*

   Anda memberikan contoh situasi di mana kemampuan komunikasi Anda memainkan peran kunci dalam mencapai tujuan atau menyelesaikanmasalah?

   Jawab : Oke kalau itu kalau aku sendiri aku pernah jadi ketua ketua panitia gitu terus kita punya plan ABC tapi plan A dan B itu tidak bisa dilaksanakan jadi peran aku sebagai ketua itu aku bisa harus bisa berkoordinasi dengan teman-teman aku, jadi harus juga dengan baik jadi Skill komunikasi itu digunakan buat apa ya berkoordinasi dengan teman- teman aku biar juga dapat apa yang kita mau.

5. Do you have experience public speaking or delivering presentations? Howdo you prepare for that?

   Apakah Anda memiliki pengalaman dalam berbicara di depan umum atau menyampaikan presentasi? Bagaimana Anda mempersiapkan diri untuk itu?

   Jawab : ada, biasanya aku ini sih Mbak sebelum aku melakukan kegiatan Apapun yang berurusan dengan komunikasi koordinasi dengan orang aku biasanya buat catatan kecil apa aja yang mau dibahas atau Ada apa yang urgent harus dibahas jadi catatan kecil itu menurut aku penting Si Mbak

C. Tandem

1. How much do you know about Tandem?

   Sejauh mana anda mengetahu Tandem?

   Jawab : kalau aplikasi Tandem ini ya setau aku ini aplikasi untuk

belajar bahasa ya bahasa Inggris tapi kita berhubungan langsung dengan apa ya native speaker gitu Jadi kita punya experience langsung dari native speakergitu

2. Why choose Tandem?

   kenapa memilih Tandem?

   Jawab : karena tadi ya sudah aku sebut, karena itu experience ya kita bisa ngobrol sama teman-teman terus kita bisa ngobrol sama speaker yang bukan hanya dari Indonesia bahkan di all over the world gitu

3. How influential Tandems are in improving your communication skills?

   seberapa pengaruhnya Tandem dalam enhance your skill communication

   Jawab : untuk mengasah skill komunikasi cukup baik ya karena aku juga bisa ngobrol gitu dengan bahasa aku yang harus aku tingkatkan, tapi aku dapat pengalaman langsung dari "biangnya" gitu dari Bulenya gitu mulai dari pronunciation dan sebagainya Itu menurut aku ngebantu sih Mbaksangat ngebantu gitu

4. What is the use of Tandem in:

   Apa kegunaan Tandem dalam :

   - Your daily life?

     Kehidupan sehari-hari anda?

     Jawab : Wah ini berguna banget sih menurut aku karena untuk jadi, case saja ya karena kebetulan aku ikut organisasi Geopark gitu Jadi kemarin ada Kalau enggak salah ada asesor dari UNESCO dan itu datang ke Geopark aku dan perlu untuk asesmen tapi aku harus mendampingi dia. Nah itu aku belajarnya dari aplikasi Tandem itu biar bisa bisa dapat apa ya pronationnya gimana Terus aku juga ngobrol sama speaker itu jadi aku tahu gitu Harus nanti aku handle si asesor ini gimana nih gitu berguna untuk aku sangat berguna

- Usefulness as a tourism ambassador

  Kegunaan sebagai duta wisata

  Jawab : Oke kalau untuk kegunaan mungkin tadi case nya salah satunya yang tadi yang aku ketemu sama asesor tapi kalau untuk sebagai Duta Wisata mungkin untuk marketing ya, untuk pemasaran bukan hanya di Indonesia tapi juga di luar negeri Karena potensi di daerah aku juga enggak bernilai nasional aja tapi bernilai global gitu

5. What are the disadvantages of learning public speaking/enhancing your communication skills from Tandem?

   Kekurangan belajar public speaking/ mengasah skill komunikasi dari Tandem apa?

   Jawab : Emm sejauh ini sih aku belum nemuin ya kekurangannya, paling Ini aja sih mbak Mungkin servernya gitu kadang biasanya untuk komunikasinya tuh kadang suka down gitu

6. And what is really useful for you and why? Mention with examples

   Dan yg betul2 bermanfaat bagi anda apa dan kenapa? Sebutkan dengan contoh

   Jawab : fitur klub atau komunitas sih mbak

7. How long does it take to use the Tandem application?

   berapa lama durasi penggunaan aplikasi Tandem?

   Jawab : Kalau untuk seminggu mungkin aku tiga kali ya dalam semingguya bisa

8. How do you envision the Tandem app supporting your efforts to developyour communication skills?

   Bagaimana Anda membayangkan aplikasi Tandem mendukung upayaAnda mengembangkan keterampilan komunikasi?

   Jawab : ya kalau harapan mungkin kedepannya aplikasi ini bisa jadi pilihan buat mereka yang ingin belajar bahasa inggris dengan mudah dan bisa dijangkau

9. What specific features or functions of the Tandem application

serve to hone your communication skills?

fitur atau fungsi spesifik apa dari aplikasi Tandem yang berfungsi untuk mengasah skill komunikasi anda?

Jawab : Oh i ya kalau untuk yang bermanfaat Aku Suka sih ada fitur namanya tuh klub Nah itu kita bisa ngobrol langsung dengan beberapa orang di dalamnya di dalam suatu komunitas jadi kita bisa bercengkrama bisa ngobrol sama teman-teman kita dan belajar bahasa Inggris di situ gitu Mbak itu jadi kita bisa ngobrol gitu sama Native speaker

10. Explain each in your opinion?

    jelaskan masing2 menurut pendapat anda?

    Jawab : Nah itu kita bisa ngobrol langsung dengan beberapa orang di dalamnya di dalam suatu komunitas jadi kita bisa bercengkrama bisa ngobrol sama teman-teman kita dan belajar bahasa Inggris di situ gitu Mbak

11. Give examples of experiences with each feature!

    Beri contoh pengalaman masing-masing fitur!

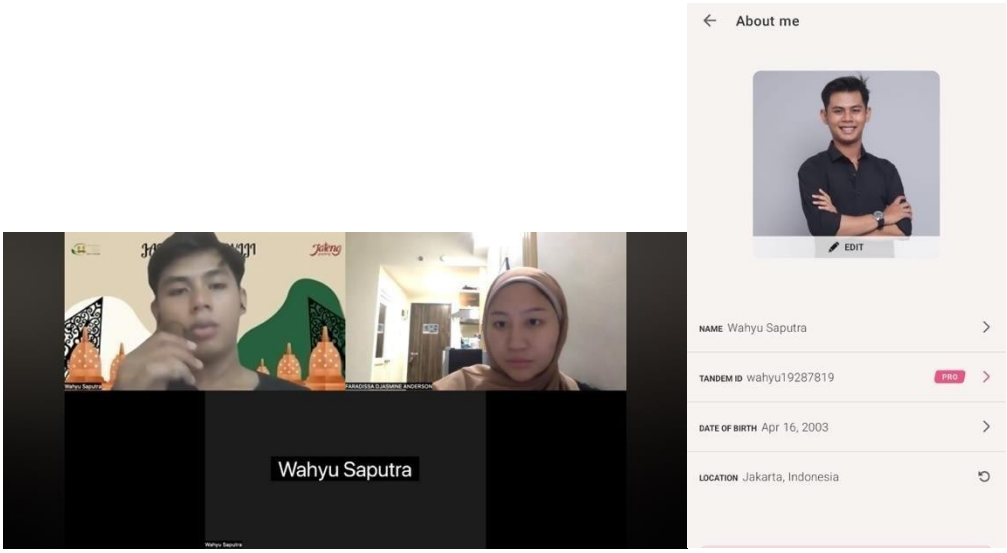
    Jawab : itu jadi kita bisa ngobrol gitu sama Native speaker

12. Based on your expectations and assumptions, what recommendations or suggestions would you offer to other individuals interested in using the Tandem app Enhance communication skills?

    Berdasarkan ekspektasi dan asumsi Anda, rekomendasi atau saran apa yang akan Anda tawarkan kepada individu lain yang tertarik menggunakan aplikasi Tandem meningkatkan kemampuan skill komunikasi?

    Jawab : mungkin aku bisa kasih Rekomendasi ke teman-teman aku Karena aplikasi ini jujur berguna banget untuk aku jadi teman-teman aku pengin teman-teman aku juga bisa merasakan pengalaman yang secara langsung gitu belajar bahasa Inggris bukan hanya dengan teks tapi juga dengan ada fitur Club itu

ngebantu terus juga ada Native speaker di situ kita juga bisa belajar dari situ jadi ini aplikasi buat teman-teman aku ya Aku sangat rekomendasiin untuk instal dan cepat bergabung dengan fitur cllub karenaitu sangat bermanfaat itu sih mbak.



Attachment 5 Interview with Wahyu Saputra

6. Archie Elmasetyo Hartono

A. Communication

1. What is communication?

   Apa itu Komunikasi?

   Jawab : oke eh thank Maaf sebelumnya Kalau misalkan sedikit berisik, untuk komunikasi itu sendiri menurutku adalah sebuah skill yang harus dimiliki oleh setiap orang karena kita perlu skill tersebut untuk menjalin hubungan

2. How good are your communication skills?

   Sejauh apa Skill Komunikasi Anda?

   Jawab : Untuk skill komunikasi sendiri sebenarnya saya masih tahap belajar juga jadi kita Perlu mengasah skill komunikasi kita sendiri

3. How do you Enhance your communication skills?

Bagaimana anda mengasah kemampuan Skill Komunikasi anda?

Jawab : untuk mengasah komunikasi ada banyak cara salah satunya adalah ketemu dengan orang baru dan juga menjalin hubungan public relation menggunakan aplikasi-aplikasi yang diperlukan

B. Enhance Communication

1. How would you define communication skills and why do you considerthem important?

   Bagaimana Anda mendefinisikan skill komunikasi dan mengapa Andaanggap penting?

   Jawab : Skill Komunikasi itu tadi adalah skill yang sebetulnya diperlukan untuk menjalin public relation atau mungkin menjalin hubungan

2. What do you think is the most important part of communication skills?

   Apa yang menjadi bagian terpenting dari kemampuan komunikasimenurut Anda?

   Jawab : percaya diri

3. How do you usually improve your communication skills in everydaysituations?

   Bagaimana Anda biasanya meningkatkan kemampuan komunikasi Anda dalam situasi sehari-hari?

   Jawab : untuk meningkatkan skill komunikasi mungkin kita perlu berkomunikasi dengan orang baru menjalin public relation dengan orang baru dan juga bisa pakai aplikasi mungkin untuk mengasah skill komunikasi dalam bahasa lain

4. Can you give an example of a situation where your communication skills played an important role in achieving a goal or resolving a problem?

   Bisakah Anda memberikan contoh situasi di mana kemampuan komunikasi Anda memainkan peran kunci dalam mencapai tujuan

atau menyelesaikanmasalah?

Jawab : situasi terdekat situasi yang paling adalah ketika saya menjalankan suatu kebetulan saya juga menjalankan suatu bisnis ya mbak, keperluan skill Komunikasi itu sangat diperlukan untuk menyelesaikan suatu masalah yang terjadi dalam kegiatan saya

5. Do you have experience public speaking or delivering presentations? Howdo you prepare for that?

   Apakah Anda memiliki pengalaman dalam berbicara di depan umum atau menyampaikan presentasi? Bagaimana Anda mempersiapkan diri untuk itu?

   Jawab : oke untuk pengalaman public speaker dan lain sebagainya saya pernah, dengan kak Dissa saya juga pernah, untuk mempersiapkan menjadi public speaker yang diperlukan kita perlu untuk membaca ulang materi yang kita mau sampaikan tujuannya dan juga eh mempersiapkan diri untuk apa nanti materi yang kita sampaikan ini di audiens

C. Tandem

1. How much do you know about Tandem?

   Sejauh mana anda mengetahu Tandem?

   Jawab : Oke setau ku aplikasi Tandem ini adalah aplikasi untuk menjalin hubungan dengan orang baru atau mungkin belajar juga tentang penggunaan bahasa asing dengan native speakernya langsung ya kalau sejauh itu itu sih setahu ku

2. Why choose Tandem?

   kenapa memilih Tandem?

   Jawab : karena di aplikasi ini kita benar-benar bisa e berkomunikasi secaralangsung dengan eh Native speakernya langsung

3. How influential Tandems are in improving your communication skills?

   seberapa pengaruhnya Tandem dalam enhance your skill

communication Jawab : Oke balik lagi ketadi poin yang sebelum-sebelumnya saya mengatakan bahwa kita harus ketemu dengan orang baru untuk mengasah skill komunikasi yang kita miliki nah salah satunya melalui aplikasiTandem ini

4. What is the use of Tandem in:

   Apa kegunaan Tandem dalam :

   - Your daily life?

     Kehidupan sehari-hari anda?

     Jawab : kegunaannya dalam kehidupan sehari-hari balik lagi seperti tadi bisa mengasah skil komunikasi yang kita punya terus mengasah skil bahasa Inggris atau bahasa asing lainnya seperti itu

   - Usefulness as a tourism ambassador

     Kegunaan sebagai duta wisata

     Jawab : untuk kegunaan sebagaia wisata tentunya ketika kita jalin komunikasi atau bercerita atau ngobrol Biasanya kita akan nyinggung sedikit tentang hal apa sih yang kamu pernah kunjungi di Indonesia atau mungkin sebaliknya nah di situ kita bisa berbagi informasi dan juga mempromosikan sedikit tentang tempat-tempat wisata ataupun tempat- tempat yang menarik yang ada di Indonesia untuk mereka kunjungi sepertiitu

5. What are the disadvantages of learning public speaking/enhancing your communication skills from Tandem?

   Kekurangan belajar public speaking/ mengasah skill komunikasi dari Tandem apa?

   Jawab : kekurangan yang saya temui itu biasanya saya mengasah skill komunikasi dan publik speaking dengan cara bertemu langsung sedangkan di aplikasi Tandem ini masih sedikit sulit bertemu langsung dengan orangnya

6. And what is really useful for you and why? Mention with examples

   Dan yg betul2 bermanfaat bagi anda apa dan kenapa? Sebutkan

dengan contoh

Jawab : oke yang bermanat Dari aplikasi Tandem itu punya salah satunya fitur untuk menggunakan video call seperti itu kak jadi kita bisa berbicara langsung dengan orangnya itu bener-bener bisa mengasah skill banget sih

7. How long does it take to use the Tandem application?

   berapa lama durasi penggunaan aplikasi Tandem?

   Jawab : oke untuk durasi penggunaannya dalam seminggu kurang lebihtiga sampai empat kali dalam seminggu

8. How do you envision the Tandem app supporting your efforts to developyour communication skills?

   Bagaimana Anda membayangkan aplikasi Tandem mendukung upayaAnda mengembangkan keterampilan komunikasi?

   Jawab : Oke untuk Harapan ini Ketika saya menggunakan aplikasi Tandem ini saya bisa lebih mengasah skill dan juga lebih pandai untuk berkomunikasi dengan orang baru

9. What specific features or functions of the Tandem application serve to hone your communication skills?

   fitur atau fungsi spesifik apa dari aplikasi Tandem yang berfungsi untuk mengasah skill komunikasi anda?

   Jawab : tadi aku udah mention fitur yang paling aku suka adalah video call

10. Explain each in your opinion?

    jelaskan masing2 menurut pendapat anda?

    Jawab : video call karena kita bisa bertatap muka langsung dengan orangnya dimana ketika skill komunikasi itu diperlukan tidak ada by setting tapi lebih suka bertatap muka secara langsung itu

11. Give examples of experiences with each feature!

    Beri contoh pengalaman masing-masing fitur!

    Jawab : saat berkomunikasi dan ingin lebih mengenal dengan intens saya biasanya menggunakan fitur video call untuk

memastikan dengan yakin individu tersebut.

12. Based on your expectations and assumptions, what recommendations or suggestions would you offer to other individuals interested in using the Tandem app Enhance communication skills?

    Berdasarkan ekspektasi dan asumsi Anda, rekomendasi atau saran apa yang akan Anda tawarkan kepada individu lain yang tertarik menggunakan aplikasi Tandem meningkatkan kemampuan skill komunikasi?

    Jawab : saya sangat merekomendasikan aplikasi ini untuk mereka yang membutuhkan sarana atau mungkin wadah untuk mengasah komunikasi dan juga public speaking atau mungkin belajar dengan menggunakan bahasa asing



Attachment 6 Interview with Archie Elmasetyo Hartono