



## ***Analysis of Culture Barriers in the Implementation of PLI Overseas for Hospitality Management Students***

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### **Abstract**

This research started from information and observations that the authors found from students who had completed their Internship (PLI) abroad. The industrial place which is a multinational company causes a cultural mix between local culture and foreign culture. This cultural diversity is of course not easy for students because of the existence of cultural barriers or cultural barriers. Based on the problems above, this study aims to describe the cultural barriers to the implementation of PLI abroad for hotel management students through three indicators, namely: language, behavior, and ethnocentrism. This type of research is classified as quantitative descriptive research. The population that the author uses in this research is students majoring in tourism who have completed carrying out PLI abroad as many as 26 respondents, the sample of this study is a saturated sample consisting of 26 respondents obtained from the 2015 batch of 4 respondents and the class of 2017 as many as 22 respondents. The technique used in data collection is using a questionnaire arranged in the form of a Likert scale. The results of this study as a whole show that: 1) the culture barriers variable obtained in very good category 38.46% of respondents and good category by 61,54% of respondents, 2) language indicators obtained the percentage of very good category 96.15%, 3) behavior indicators the percentage of the very good category is 92.30%, 4) the ethnocentrism indicator has obtained the percentage of the good category is 61.54%.

**Keywords: Culture Barriers, Internship**

## **INTRODUCTION**

The hospitality industry is an industry whose activities are related to service, hospitality, and entertainment. The hospitality industry is a very broad field with various categories such as hotels, motels, resorts, parks, camps, health care, education, sports, recreation, restaurants, catering, bars, transportation, travel agencies, and retail stores (Oktarini, 2014). The hospitality industry brings together many people, not only visitors who come to the industry but also students who carry out industrial field experiences/PLI in the industrial area, indirectly the hospitality industry is a world that has cultural diversity, both embraced by local people and from immigrants. or also known as expatriates.

Students who carry out PLI come from various countries to a destination and will automatically meet workers in the industry with different backgrounds, thereby adding to the existing cultural diversity. Cultural diversity can be seen from the differences in language, ethnicity, and religious beliefs owned by tourists or workers in the industrial area. According to Kusniyati (2016) "Culture is a way of life that develops and is shared by a group of people and is passed down from generation to generation".

The diversity and cultural characteristics encountered by students are different so students as immigrants are required to quickly adapt to their environment. The presence of newcomers/expatriates in an industry must have a cooperative relationship with local workers which will lead to a blend of cultures. Cultural diversity is the most felt obstacle or obstacle for students in carrying out daily operations in an industry. Based on the problems that the researcher got from 10 students who had finished implementing PLI abroad as many as 70% of students said the consequences of cultural differences caused differences in behavior and caused students to have difficulty in the process of adapting because of the various cultures from different countries. in an organization/industry is often a major obstacle for students because students are required to get used to the customs of the local community and cause inefficient operational processes. Another problem from cultural differences is that the language used is also different both verbally and non-verbally according to students who have finished carrying out PLI abroad as many as 10 people say that language differences cause problems in communicating and often students misunderstand information and commands so that it causes miscommunication. in work. Another problem is the ethnocentrism attitude of local employees and this causes students to always succumb in responding to something considering that students are only newcomers to the place. As a result of cultural diversity causes cultural barriers known as cultural barriers. According to Rozkwitalska (2013) explaining that "Culture barriers are everything that can hinder cross-cultural interactions that are not only felt by expatriates only but also felt by local parties". The indicators of cultural barriers according to Az-zahra (2016) are 1) language, 2) behavior, 3) ethnocentrism. The urgency of this research is to describe and provide insight to students who will carry out PLI abroad about how the cultural barriers have been felt by students who have previously carried out PLI abroad.

## **METHODOLOGY**

This research is a type of descriptive research with a quantitative data approach where the researcher intends to describe the existing phenomena by analyzing and presenting facts systematically to facilitate understanding. According to Sugiyono (2015: 8), "Quantitative research methods are research methods based on the positivist philosophy which are used to research certain populations or samples, to collect data using research instruments, and to analyze quantitative/statistical data". Meanwhile, according to Sugiyono (2015:147) descriptive research explains "descriptive research is research that is used to analyze data by describing or describing the data that has been collected as it is without the intention of making conclusions that apply to generalizations or generalizations". Data collection techniques using a questionnaire and arranged with a Likert scale and distributed to respondents in the form of google form. the sample of this study is a saturated sample consisting of 26 respondents obtained from the 2015 class of 4 respondents and the 2017 class of 22 respondents.

## RESULT AND DISCUSSION

### Results

#### a. Descriptive Analysis

The results of research on culture barriers are categorized in the following table:

**Table 1. Frequency Distribution of Variable X (Culture Barrier)**

Category	Score	Frekuensi	Percentage (%)
Very good	$\geq 60$	10	38,46
<b>Good</b>	<b>50 - &lt; 60</b>	<b>16</b>	<b>61,54</b>
Enough good	40 - < 50	0	0
Bad	30 - < 40	0	0i
Very bad	< 30	0	01
Total		26	100%

Based on table 1. above, it can be seen that the respondents stated about cultural barriers in the implementation of PLI abroad, hospitality management students with very good category 38.46% and good category 61.54%.

## DISCUSSION

This study has found an overview of the analysis of cultural barriers in the implementation of PLI abroad for hospitality management students in the 2015 and 2017 batches. barrier on the implementation of PLI abroad is in a good category and with a percentage of respondents' assessment of 61.54% of 26 respondents. The discussion of each indicator regarding cultural barriers in the implementation of PLI abroad for hospitality management students is as follows:

### 1. Language

Culture barriers in the implementation of PLI abroad, hospitality management students in terms of language indicators show a very good category, with the percentage of respondents being 96.15% of 26 respondents. This percentage shows that the cultural barrier in terms of language is very high, which means that language differences are felt by students as cultural barriers.

### 2. Behavior

Culture barriers in the implementation of PLI abroad, hospitality management students in terms of behavioral indicators show a very good category, with the percentage of respondents being 92.30% of 26 respondents. This percentage shows that the cultural barrier in terms of behavior is very high, which means that the differences in behavior are felt by students as cultural barriers.

### 3. Ethnocentrism

Culture barriers in the implementation of PLI abroad, hospitality management students in terms of ethnocentrism indicators show a good category, with the percentage of respondents being 61.54% of 26 respondents. This percentage, shows that the cultural barrier in terms of ethnocentrism is quite high, which means that ethnocentrism is perceived by students as a cultural barrier.

## CONCLUSION

Based on the results of the research and discussion that the authors have done in the previous section, it can be concluded that the results of research on "Analysis of Culture Barriers in the Implementation of PLI Overseas for Hospitality Management Students" show overall with a very good percentage of 38.46% and good at 61.54%. Thus, it can be concluded that the analysis of cultural barriers in the implementation of PLI abroad for hospitality management students is in the good category

The results of the research "Analysis of Culture Barriers in the Implementation of PLI Overseas for Hospitality Management Students" are seen from the following indicators:

1. Language

Language is in the very good category with a percentage of 96.15%

2. Behavior

Behavior is in the very good category with a percentage of 92.30%

3. Ethnocentrism

Ethnocentrism is in the good category with a percentage of 61.54%

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