

ABSTRACT

Muhammad Ridho Ardli Ashari, 213106069, 2024. **THE TYPES OF COMMUNICATION BARRIERS BETWEEN CSR AND CUSTOMER IN CUSTOMER SERVICE AT YOGYAKARTA TRAIN STATION. English Diploma Three Program, Business Administration Department, State Polytechnic of Madiun.**

Communication is one of the most important things in the exchange of information between individuals. Difficulties in communication are called communication barriers. As a customer service representative, there are 5 types of communication barriers faced, namely attitudinal barriers, behavioral barriers, cultural barriers, language barriers, and environmental barriers. These communication barriers will be faced by customer service representatives because Yogyakarta Station is a transportation hub, especially trains, located in the center of Yogyakarta. The author uses a qualitative descriptive method to collect data. The data collection techniques used were observation, interview, and documentation. The data obtained were analyzed qualitatively and presented descriptively. Yogyakarta Station faces communication barriers such as attitude, behavior, culture, language, and environment. These barriers interfere with effective interaction between Customer Service Representatives (CSRs) and passengers. CSRs use strategies such as translation tools, professionalism, and training to overcome these barriers, with the aim of improving service quality and passenger experience. By continuously improving their communication skills and adopting a customer-centered approach, CSRs can effectively overcome these barriers, ensuring that passengers have a smooth and satisfying experience at Yogyakarta Station. This approach is crucial in maintaining the station's reputation as a major transportation hub and cultural landmark in downtown Yogyakarta.

Keywords: Communication, Communication Barriers, Customer, Customer Service, Customer Service Representative, Yogyakarta Train Station

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Komunikasi adalah salah satu hal terpenting dalam pertukaran informasi antar individu. Kesulitan dalam komunikasi disebut hambatan komunikasi. Sebagai perwakilan layanan pelanggan, terdapat 5 jenis hambatan komunikasi yang dihadapi, yaitu hambatan sikap, hambatan perilaku, hambatan budaya, hambatan bahasa, dan hambatan lingkungan. Hambatan komunikasi ini akan dihadapi oleh perwakilan layanan pelanggan karena Stasiun Yogyakarta adalah pusat transportasi, terutama kereta api, yang terletak di pusat kota Yogyakarta. Penulis menggunakan metode deskriptif kualitatif untuk mengumpulkan data. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan dokumentasi. Data yang diperoleh dianalisis secara kualitatif dan disajikan secara deskriptif. Stasiun Yogyakarta menghadapi hambatan komunikasi seperti sikap, perilaku, budaya, bahasa, dan lingkungan. Hambatan ini mengganggu interaksi efektif antara Perwakilan Layanan Pelanggan (CSR) dan penumpang. CSR menggunakan strategi seperti alat terjemahan, profesionalisme, dan pelatihan untuk mengatasi hambatan ini, dengan tujuan meningkatkan kualitas layanan dan pengalaman penumpang. Dengan terus meningkatkan keterampilan komunikasi mereka dan mengadopsi pendekatan yang berpusat pada pelanggan, CSR dapat secara efektif mengatasi hambatan ini, memastikan bahwa penumpang memiliki pengalaman yang lancar dan memuaskan di Stasiun Yogyakarta. Pendekatan ini sangat penting dalam menjaga reputasi stasiun sebagai pusat transportasi utama dan landmark budaya di pusat kota Yogyakarta.

Kata Kunci: Communication, Communication Barriers, Customer, Customer Service, Customer Service Representative, Yogyakarta Train Station