



## Investigation of Guide's Perception and Understanding of Nonverbal behavior employed by Foreign Guesses during transactional Negotiation at Lembar Harbour

Dewe Gede Deniyasa Ekasaputra

Program of English Education, University of Mataram, Indonesia

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### **Abstract**

The importance of using nonverbal communication (NVC) is as a complement to spoken expressions when especially communicating with people of different background. On one hand, NVC is used to convey meaning in which verbal words can't convey meaning, and is used to express attitudes and emotions in interpersonal relations. On the other hand, NVC is used to convey intended meaning when the address or cannot fully understand against the addresses with different socioculture. Since NVC is very important in conversation particularly when communicating with foreigners. Therefore, this study concerns with guide's understanding and perception on NVC in transactional negotiation. The paper used qualitative and quantitative research trying to see the common forms of NVC expressed by two sides. The sample is all guides and is taken from the field in which conversation takes place. This research used observation to see actual data of on going discourse and used camera recorder to see the common NVC employed by guides and foreign guesses and asking guide's understanding through questionnaires and perception through interview. The result showed that most of guides about 90% understand the basic forms of NVC such as head nodding and shaking, hand shaking, finger sign and eye contact while other forms, 73% of guides doesn't understand nonverbal sign used by guesses during conversation, and about 89 % of them said that the involvement of Nonverbal Communication is very important to bridge words and lack of vocabulary. However, because majority of them lack of knowledge on nonverbal signs leads them to ignore such things.

**Keywords:** Nonverbal Communication; Guide and Foreign Guesses; Understanding and Perception; Transactional Negotiation

### **1. Introduction**

Communication is generally defined as has having both a verbal and nonverbal component. Whereas verbal communication often refers to the words we use in communication, nonverbal communication refers to communication that is produced by some means other than words (eye contact, body language, or vocal cues) (Knapp & Hall, 2002). In other words, non-verbal behaviour or non-verbal communication (NVC) is an integral part of the communication process.

Moreover, when thinking about communication, most often, the focus is on how messages are transferred or how speaker and listener exchange information using words. However, words are in need of support from non – verbal expression. In some sense, NVC is a process of producing meaning by using behavior rather than just words. It functions as scaffolding for words to convey meaningful messages.

Further, research conducted Argyle M (1994) shows that when communicating feelings and attitudes, only a small percentage of our overall message comes from the words we use. - 55% of our message comes from body language (especially from movements of the small muscles around the eye which can convey shock, disbelief, doubt or disgust) - 38% of our message comes from tone of voice - Only 7% of our message is conveyed by the words we use (Mehrabian, 2007). In general terms, body language becomes essential for communication in any situation, constituting a complement for all of its different forms. Thus, non-verbal communication plays an important role in our daily life in which more than 90% of all the communication we use in our daily life to share information is supported by body language.

Naturally, every culture has unique ways of expressing non – verbal behavior. Understanding non - Verbal behavior leads to mutual understanding between interlocutors during on - going discourse. Accordingly, one can implicitly extract the intention of speakers. In addition, it is the role of interlocutors to involve NVC in communication to flourish their communication understandable. Therefore, understanding non – verbal communication during online conversation is a must for especially people dealing with people who are culturally different.

Communicating with people who are culturally different may lead to misunderstanding. Quite often the messages of verbal and non – verbal expression are consistent (Mehrabian, 2007). However, they can occasionally inconsistent, for instances, it happens when someone tells you that she or he is not angry at you, but he reluctantly look at your eyes or intentionally avoid eye contact. In this case, someone's verbal messages clashes with their voice intonation or non – verbal behaviors. Therefore, instead someone will mistrust words and prone to believe in non – verbal behaviors because the words simply are not convincing or contradicting with non – verbal (what body says).

Non – verbal behaviors are culturally dependent because people from different culture hold different ways of expressing verbal or non – verbal behavior Edward H T. (1976). Consequently, person who always deals with people from different cultures is recommendedly to have knowledge on intercultural communication which involves non - verbal behaviors. Therefore, misunderstanding is inevitably avoided.

### **1.1 Background**

The most common intercultural interaction in the area of tourism in which locals face foreigners in almost every day encounters is negotiation of tour program. Locals or guides during on going discourse, may find such an ambiguous discourse and very often leads to misconception to what foreigners are intently to say. This is sometimes caused by lack of verbal and nonverbal communication. If for example, guide understands non-verbal behavior expressed by foreigners then the guide may implicitly understand the intended meaning. Therefore, to avoid miscommunication in transaction, one should at least know the basic forms of non - verbal language employed by foreigners to successively reach mutual comprehension

One of the many challenges that guides encounter in the fieldworks is denying body language that foreigners express in a way that guides often remain talking despite foreigner's alert to incomprehensible speech expression. During on - going conversation or negotiation, guides tend to reluctantly avoid or pay no attention to gestures of addressee as to keep talking even when customer is showing frowning face

which simply messages “I am confused or I am not fully understanding your saying”. Accordingly, Understanding culture of addressee is a must for guides who works and earn living from customer in this case providing service for foreign tourist.

Undeniably, during transactional negotiation of tour program two persons, from different backgrounds meet and talk to each other, obviously use different non-verbal communication and lead to misunderstanding. Broadly speaking, NVC plays indispensable roles as mediators for successful interaction with foreigners. Therefore, this article will try to find out the most common forms of body language used by guides and foreigners during program negotiation and investigate guide’s understanding as well as perception on nonverbal communication. The objective of this paper is to be a guideline for guides to improve their knowledge on cross – culture competences for successful negotiation.

## **2. Theoretical Framework**

Nonverbal communication is deeply rooted in culture. Culture values and norms make an influence on nonverbal communication and determine what kind of nonverbal behavior is appropriate. On the other hand, nonverbal communication is a mirror reflecting different cultures. In this paper the author will use comparative method to discuss several nonverbal factors quite often used in daily life, which may cause misunderstanding and awkward to Westerners and Local guides in cross-cultural communication.

Nonverbal communication includes those important but unspoken signals that individuals exhibit, specifically: body language (encompassing carriage/posture, appearance, listening, and eye contact), hand gestures, and facial expressions. This paper is going to stress on three aspects of Nonverbal communication. The three main aspects of nonverbal communication are kinesics, haptic and proxemics.

### **2.1 Kinesic**

The word kinesics comes from the root word *kinesis*, which means “movement,” and refers to the study of hand, arm, body, and face movements Johnson et al (1975). Specifically, this section will outline the use of gestures, head movements and posture, eye contact, and facial expressions as nonverbal communication.

#### **2.1.1 Gestures**

Gestures are the movement of fingers to communicate with each other and express ideas Hans and Hans (2015). Actually, they sometimes can take the place of verbal language to start and stop communication, sometimes explain and strengthen what people express Levinson et al (1990). Some researches from Levy Bruhl, Lucien , (2010) showed that at initial time, while tribes of Indian had different verbal languages, they could communicate and understand with each other through gestures. In modern society, gesture is still an effective and irreplaceable way of communication Hans and Hans (2015). Thus, in cross-culture communication, people with language barrier more often use gestures to express themselves Johnson et al (1975). Because the use of gestures is very flexible and full of various meanings, particularly in different culture. Such as the “OK” sign, V sign, thumbs up or down, palm up or palm down.

#### **2.1.2 Head movement and posture**

In terms of head movements, a head nod is a universal sign of acknowledgement in cultures where the formal bow is no longer used as a greeting Hans and Hans (2015). In these cases, the head nod essentially serves as an abbreviated bow. An innate and universal head movement is the headshake back

and forth to signal “no.” This nonverbal signal begins at birth, even before a baby has the ability to know that it has a corresponding meaning Albert Mehrabian. (2007). Babies shake their head from side to side to reject their mother’s breast and later shake their head to reject attempts to spoon-feed. There are four general human postures: standing, sitting, squatting, and lying down Hans and Hans (2015).

### 2.1.3 *Eye Contact*

We also communicate through eye behaviors, primarily eye contact Hans and Hans (2015). The face and eyes are the main point of focus during communication, and along with our ears our eyes take in most of the communicative information around us Albert Mehrabian. (2007). Eye contact serves several communicative functions ranging from regulating interaction to monitoring interaction, to conveying information, to establishing interpersonal connections Hans and Hans (2015). During communication, our eyes bring in the visual information we need to interpret people’s movements, gestures, and eye contact. Additionally, a speaker can use his or her eye contact to determine if an audience is engaged, confused, or bored and then adapt his or her message. According to Matsumoto (2013) our eyes also send information to others. Making eye contact with others also means that we are paying attention and are interested in what another person is saying. In addition, eye contact can also be used to intimidate others Matsumoto (2013). Therefore, eye contacts plays indispensible role in communication.

### 2.1.4 *Facial Expressions*

Our faces are the most expressive part of our bodies Matsumoto (2013). Facial expressions also relate to the facial features Hans and Hans (2015). A person’s face is seen as an important source of information about their personality Antonijevic, S. (2008). For example, a person with a curved mouth is likely to be judged as friendly, cheerful, easy-going, kind, likeable and with a sense of humor, intelligent, well adjusted and so on. In brief, facial expressions are used to display, conceal, and to fake emotions Matsumoto (2013). Gradually, makes facial expressions at anytime throughout the day. For example, when we send and receive all kinds of messages to each other using facial expressions. Sometimes we pretend to be interested in something when really we are not or because we have already been told before. This behavior is sometimes essential to establish a good relationship with others Hans and Hans (2015).

## 2.2 *Haptics*

Think of how touch has the power to comfort someone in moment of sorrow when words alone cannot. This positive power of touch is countered by the potential for touch to be threatening because of its connection to sex and violence Ekman (2012). To learn about the power of touch, we turn to haptics, which refers to the study of communication by touch. “A lack of nonverbal communication competence related to touch could have negative interpersonal consequences ; for example, if we don’t follow the advice we’ve been given about the importance of a firm handshake, a person might make negative judgments about our confidence or credibility” Ekman (2012). Thus, touch is necessary for human social development, and it can be welcoming, threatening, or persuasive. There are several types of touch, including functional-professional, social-polite, friendship-warmth, love-intimacy, and sexual-arousal touch Johnson et al (1975). Touch is also important at more intimate levels Matsumoto (2013). At the friendship-warmth level, touch is more important and more ambiguous than at the social-polite level Levinson et al (1990). Therefore, at this level, touch interactions are important because they serve a relational maintenance purpose and communicate closeness, liking, care, and concern.

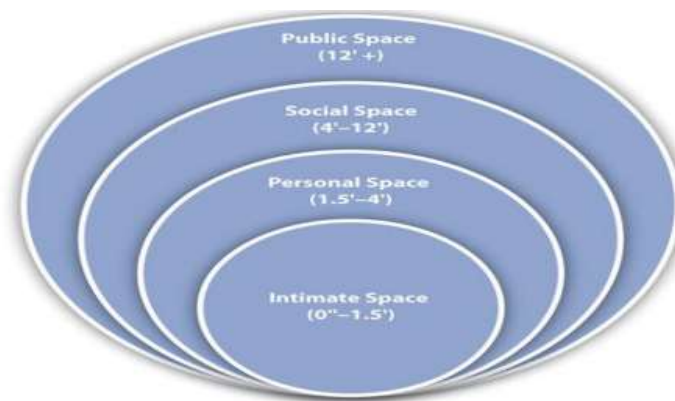
## 2.3 *Proxemics*

Proxemics refers to the study of how space and distance influence communication Levinson et al (1990). We only need to look at the ways in which space shows up in common metaphors to see that

space, communication, and relationships are closely related (Hans A. 2015). For example, when we are content with and attracted to someone, we say we are “close” to him or her. When we lose connection with someone, we may say he or she is “distant.” In general, space influences how people communicate and behave Matsumoto (2013) Smaller spaces with a higher density of people often lead to breaches of our personal space bubbles Kraut et al (2003). If this is a setting in which this type of density is expected beforehand, like at a crowded concert or on a train during rush hour, then we make various communicative adjustments to manage the space issue. Unexpected breaches of personal space can lead to negative reactions Clark et al (2004), especially if we feel someone has violated our space voluntarily, meaning that a crowding situation didn’t force them into our space. Therefore, understanding proximities will lead comfortability during conversation of interlocutors.

### 2.3.1 Proxemics Distances

We all have varying definitions of what our “personal space” is, and these definitions are contextual and depend on the situation and the relationship Levinson et al (1990). Scholars have identified four zones for US Americans, which are public, social, personal, and intimate distance Tiechuan M. (2016). We can see how these zones relate to each other and to the individual in Figure below "proxemics Zones of Personal Space". Even within a particular zone, interactions may differ depending on whether someone is in the outer or inner part of the zone.



### 2.3.2 Public and social zones

Public and social zones refer to the space four or more feet away from our body, and the communication that typically occurs in these zones is formal and not intimate Johnson et al (1975). Public space starts about twelve feet from a person and extends out from there. This is the least personal of the four zones and would typically be used when a person is engaging in a formal speech and is removed from the audience to allow the audience to see or when a high-profile or powerful person like a celebrity or executive maintains such a distance as a sign of power or for safety and security reasons Matsumoto (2013).

### 2.3.3 Social Space (4–12 Feet)

Communication that occurs in the social zone, which is four to twelve feet away from our body, is typically in the context of a professional or casual interaction, but not intimate or public Johnson et al (1975). This distance is preferred in many professional settings because it reduces the suspicion of any impropriety) Larry et al (2004). The expression “keep someone at an arm’s length” means that someone is kept out of the personal space and kept in the social/professional space Levinson et al (1990). It is also possible to have people in the outer portion of our social zone but not feel obligated to interact with them, but when people come much closer than six feet to us then we often feel obligated to at least acknowledge

their presence. In many typically sized classrooms, much of your audience for a speech will actually be in your social zone rather than your public zone, which is actually beneficial because it helps you establish a better connection with them Schefflen (1963).

#### *2.3.4 Personal and intimate zones*

Personal and intimate zones refer to the space that starts at our physical body and extends four feet Johnson et al (1975). These zones are reserved for friends, close acquaintances, and significant others. Much of our communication occurs in the personal zone, which is what we typically think of as our “personal space bubble” and extends from 1.5 feet to 4 feet away from our body. Even though we are getting closer to the physical body of another person, we may use verbal communication at this point to signal that our presence in this zone is friendly and not intimate. Even people who know each other could be uncomfortable spending too much time in this zone unnecessarily Matsumoto (2013). For example, we can easily touch the other person as we talk to them, briefly placing a hand on his or her arm or engaging in other light social touching that facilitates conversation, self-disclosure, and feelings of closeness.

#### *2.3.5 Intimate Space*

As we breach the invisible line that is 1.5 feet from our body, we enter the intimate zone, which is reserved for only the closest friends, family, and romantic/intimate partners Levinson et al (1990). It is impossible to completely ignore people when they are in this space, even if we are trying to pretend that we’re ignoring them. A breach of this space can be comforting in some contexts and annoying or frightening in others Johnson et al (1975). We need regular human contact that isn’t just verbal but also physical Matsumoto (2013). For instances, being close to someone and feeling their physical presence can be very comforting when words fail. There are also social norms regarding the amount of this type of closeness that can be displayed in public, as some people get uncomfortable even seeing others interacting in the intimate zone Johnson et al (1975). Trupin (1976) additionally puts that some people are comfortable engaging in or watching others engage in public displays of affection while some are uncomfortable. He further claims that this sort of comfortability is something to do with culture where you are in Trupin (1976).

### **3. Methodology**

This paper employed qualitative and quantitative approach which attempts to describe the use of NVC from both sides; guides and guesses as well as attempts to see the percentage of guide’s understanding and perception on NVC employed by foreigners in this case, foreign guesses.

The instrument used is camera recorder to record the ongoing conversation lively in order to see the common NVC use by both sides. The recording lasted for ten days to see the broader picture of NVC used especially by foreigners. In addition, this article also uses questionnaire containing a series of questions about NVC ranging from kinesics, haptic and proxemics. To find out the guide’s perception and understanding against NVC employed by foreign guesses this article employed in depth interview.

## 4. Result

### 4.1 Result of observation through video recording

| Categories   | Common NVC employed by guides during transaction | Common NVC employed by foreign guesses during transaction |
|--|--|---|
| Kinesics (facial expression, gesture, head movement and eye contact) | Shaking hand                                     | Shaking hand  |
|  | Finger; OK sign and thumb up                     | Shrugging of shoulders                                    |
|  |  | Pointing index finger                                     |
|  |  | Finger cross  |
|  |  | Curling lips  |
|  | Avoiding eye contact (lack of contact)           | Maintaining eye contact                                   |
|  | Crossed arm                                      | Frown   |
|  | Head nodding                                     | Head nodding  |
|  | Head shaking                                     | Head shaking  |
|  |  | Touching nose   |
|  | Stroking the chin or beard                       | Stroking the chin or beard                                |
|  | Lowered head                                     | Raising eyebrows  |
|  | Wrinkling face                                   | Frowning face   |
|  | Leaning forward                                  | Erect posture   |
| Haptic   | Touching shoulder when trying to convince guess  |   |
|  | Touching tattoo of guess (male guess)            |   |
| Proxemics  | Commonly crossing border of friendship distance  | Maintaining distances one armed length                    |
|  | Shouting when a guess walk away                  | Calling back by pulling palm up                           |
| Para language  | Face pace when talking                           |   |

### 4.2 Result of questionnaires

Once the result of observation is listed in the table then they are arranged for questionnaire to find out guide's understanding and perception about nonverbal communication that they guides and foreign guesses used in transaction conversation.

| Categories | Guide's understanding of Nonverbal Communication  |
|------------|---|
| Gesture    | 73% of guides doesn't understand nonverbal sign used by guesses during conversation, however, most of guides about 90% understands the basic forms of NVC such as head nodding and shaking, hand shaking, finger sign and eye contact while other forms, they mistakenly predict what they stand for.               |
| Haptic     | They obviously know what they do, touching shoulder of guess is a way to break barrier between them. Nevertheless, the first and foremost reason they do so is that to convince the guess that the cost of transport is already cheap and they only get a little income from the price offered.                     |
| Proxemics  | 64 % of guides does understand public and social zone because this is also similar to public zone imposed in their society; distance should be one armed length when meeting and talking to person.<br>While the other three of Proxemics zone are rarely used and they reluctantly explain or answer the question. |

## 5. *Result of interview*

Interview was meant to see guides perception on foreigners nonverbal behaviour. The interview revealed that Most of guides about 89 % said that “the involvement of Nonverbal Communication is very important to bridge words and lack of vocabulary”. However, because majority of them lack of knowledge on nonverbal signs leads them ignore such things. The other things also matter because they learn the foreign language through cut and pasted environment which makes them understand only few of NVC and not surprisingly, some other guides may not know what nonverbal communication is meant for due to the main ends they become guide is that financial orientation.

## 6. *Conclusion*

Along with the development of globalization, especially in economy field, more and more intercultural communications have taken place in society. In order to follow steps of the world, learning intercultural communication knowledge has become an urgent matter. In fact, when it comes to business such as guiding foreign guess, promoting cultural sensitivity will help people work more effectively when interacting with people from other countries.

Through the above discussion, we could know a little about nonverbal cross-cultural communication used by foreign guesses, especially in transactional negotiation. There are great communication challenges that guides face, such as language differences, nonverbal signs leading to misunderstanding. Accordingly, it is necessary for guides to learn some intercultural communication skills and pay attention to their own communication styles because nonverbal communication is definitely a coherent element in a successive discourse especially in intercultural communication. Therefore, cultural misunderstanding occurred in intercultural communication styles could be solved using an appropriate nonverbal signs.

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