

The Roles Of English In Tourism Development At Pengkelak Mas Tourism Village

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Abstract: This study explored the perceptions of stakeholders towards English proficiency in Pengkelak Mas tourism village. Four research questions were set to lead the study; (1) English roles in developing Service satisfaction, (2) challenges stakeholder face in developing Pengkelak Mas tourism village, (3) factors contributing to the challenges in developing English proficiency in Pengkelak Mas tourism village and (4) solution can be implemented to solve the problem of increasing English ability in developing Pengkelak Mas tourism village. Qualitative descriptive was used to determine the research result. Documentation, observation, questionnaire and interview were used to obtain the data. The data was analyzed by thematic analysis with 17 participants from different background chosen through random technique. The results depicted that stakeholders agree that English is important for their professional life as it increase the work efficiency, as well as the challenges faced by stakeholders in developing tourism in Pengkelak Mas village include a lack of English proficiency. The absence of language training facilities constituted one of the factors. Therefore, a feasible solution to address this issue is the establishment of specialized English language training focusing on the context of tourism.

Keywords: English for Tourism, Stakeholders Perceptions, Pengkelak Mas Tourism Village.

Abstrak: Studi ini mengeksplorasi persepsi pemangku kepentingan terhadap kecakapan bahasa Inggris di desa wisata Pengkelak Mas. Empat pertanyaan penelitian diterapkan untuk mengembangkan penelitian; (1) Peran Bahasa Inggris dalam Meningkatkan Kepuasan Layanan, (2) Tantangan yang Dihadapi Stakeholder dalam Pengembangan Desa Wisata Pengkelak Mas, (3) Faktor-Faktor yang Menjadi Tantangan dalam Mengembangkan Kecakapan Bahasa Inggris di Desa Wisata Pengkelak Mas dan (4) Solusi yang dapat diterapkan untuk mengatasi masalah peningkatan kemampuan bahasa Inggris dalam mengembangkan desa wisata Pengkelak Mas. Deskriptif kualitatif digunakan untuk menentukan hasil penelitian. Dokumentasi, observasi, kuesioner dan wawancara digunakan untuk memperoleh data. Data dianalisis dengan analisis tematik dengan 17 peserta dari berbagai latar belakang yang dipilih melalui teknik acak. Hasilnya menggambarkan bahwa pemangku kepentingan setuju bahwa bahasa Inggris penting untuk kehidupan profesional mereka karena meningkatkan efisiensi kerja, serta tantangan yang dihadapi pemangku kepentingan dalam mengembangkan pariwisata di desa Pengkelak Mas termasuk kurangnya kemampuan bahasa Inggris. Ketiadaan fasilitas pelatihan bahasa menjadi salah satu faktornya. Oleh karena itu, solusi yang layak untuk mengatasi masalah ini adalah pembentukan pelatihan bahasa Inggris khusus yang berfokus pada konteks pariwisata.

Kata kunci: Bahasa Inggris untuk Pariwisata, Persepsi Pemangku Kepentingan, Desa Wisata Pengkelak Mas.

INTRODUCTION

English is a global language of communication as a majority of individuals use English on a daily basis though for various purposes. It is a vital language in current tourism since it is used to communicate with tourist from other nations. Proficiency in English also makes it possible for individuals to access almost unlimited information and knowledge, which in turn, play a key role in individual and national socio-economic growth. In order to ensure the quality of services, it is necessary to find common language between supply and demand sides (Shakir, 2021) state that, the skill is not merely for tourism companies doing business in the English-speaking country. Therefore, having a good knowledge of English specifically used in a

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tourism business context is very important. As a result, enhancing English language skills for the tourism industry may help people to be more employable in tourism businesses.

Pengkelak Mas Tourism village, West Sakra district, East Lombok, is a cultural-based tourist village. Its potential is a natural resource of Tenten river. Where the river retains a number of past history because it existed as one of the accesses to alternative pathways for people, particularly merchants. Therefore, it was once designated as the economic center of society traditionally called “tenten” and is full of mysteries and historical values of the past. There are four traditional music destination to visit, and there are special rituals called batu nine and batu mame. Which they have their own story. This tourism object also has traditional treatment called “Ritual Bebus” and there are about nine units of traditional halls in Pengkelak Mas. Their culture provides cultural tourism for the visitor.

The human resources in Pengkelak Mas tourism village are stuck in developing their ability to raise up the tourism, especially in term of communication. Once the researcher interviewed the head village of Pengkelak Mas tourism village and the leader of kelompok sadar wisata (POKDARWIS) of Pengkelak Mas tourism village, one of their challenges in developing Pengkelak Mas tourism village is language, especially English. Once visitors require about the history of the culture they cannot tell in detail because of language obstacles. In conclusion, residents who have worked in the tourism industry or the one who do not work in it is expected to have a good English speaking skill. Therefore, the focus to learn and master foreign language will develop the quality of pengkelak mas tourism village.

The recent study mainly focuses on the use of English to develop tourism areas for visitors satisfaction. The main purpose of this study is to explore the fact of workers’ English speaking ability such as challenges that the residents faces during work in Pengkelak Mas tourism village. It is also to know main problem of English speaking with foreigner, and extensive English mastery on tourism; 1) to find out the roles of English in developing service satisfaction, 2) to find out the challenges of stakeholder face in developing Pengkelak Mas tourism village, 3) to find out the factors contributing to challenges in developing English proficiency in Pengkelak Mas tourism village, 4) to find out solutions for increasing English proficiency in developing Pengkelak Mas tourism village.

LITERATURE REVIEW

The development of tourism facilities could be useless if the workers are not able to communicate well in foreign languages, especially the English language which becomes the main driving factor in the use of built facilities. This means, without a good command of English communicatively, the facilities built will not be able to be operated as a tourism

activity. Sometimes tourism workers are not ready to master English when foreign tourists come and communicate in foreign languages. This is of course very uncomfortable for foreign tourists because they cannot provide good service. Tourism workers will be able to provide good service if they are able to communicate well in English. Many tourism workers are aware of the importance of English, but there are still many who are unable to communicate well. For this reason, several efforts must be made by the workers themselves as well as the owners of the tourism industry and the government.

Some of the efforts that have been made are the provision of English courses that are conducted in the workplace as well as outside the workplace. However, the results are not optimal due to the limited learning time for workers. Workers mostly have to study in their spare time or between working hours. Besides that, their mastery of English when they start work is not sufficient. This is due to the lack of good and intensive English learning when they attend training to work in the tourism industry. This phenomenon needs to be a note for the tourism training institutions to improve English language training so that workers will be more professional in carrying out their work (Astawa, 2017). Efficient workers within the tourism industry are really needed to ensure all visitors are highly satisfied with the services and they are willing to spend more time to enjoy the tourism activities. These all certainly bring more income to all those who work in the tourism industry and indirectly to all communities.

The variety of ways in which English language relates to tourism has attracted much attention in the past decade. Within a range of fields of study, for example, theory of tourism, marketing/management hospitality, advertising, sociology of tourism, English in tourism has been highlighted as a factor of the process of 'language brokerage' (Cooper, 2013), as a means of promoting a global lifestyle (Thurlow & Jaworski, 2013), as a key element of tourist destination branding (Khan et al., 2013), as enabling individuals to experience their identity through tourism (Tasci et al., 2021), as shaping a tourist destination (Brotherton, 2013), as a key factor of tourists' perceptions (Watkins, 2021), as a carrier of a destination's 'sovereign subjectivity' (Bryce, 2013), and, not least, as crucial for the new theorizing of tourism (Ateljevic, 2013).

In 2018, research held by English First showed that Indonesia stood on the 13th of English Proficiency from 21 countries. As a comparison, Vietnam stood the 41st of 88 countries all over the world. Generally, the English Proficiency score of Asians was 53.6 points. However, the English Proficiency score of Indonesian was 52.15 points. As what has been explained by the Senior Director of Research and Academic Partnership of Education First that a low score of English Proficiency of a country indicates that the country still on the step of "consuming". It cannot negotiate, mediate, or even compete globally (Marsh & Litalien,

2018). Accordingly, this study wants to understand the need of English in tourism industry, especially for tourism students. The conclusion is that Indonesians people do not practice English with foreigners, it is only at school, then, teachers do not prohibit English specifically for tourism.

Therefore, this study is mainly based on the Vygotsky's theory, namely social development theory. The theory has put great emphasis on the importance of interaction for cognitive development (Gholami, 2012), it is argued that language development is triggered or caused by the social interaction-taking place in the community. The English ability of Pengkelak Mas tourism village society does not have formal class to increase their speaking proficiency. The environment merely provides opportunity in which they can do interaction and conversation. Overall, the emphasis on social interaction and conversation within the community can still contribute significantly to the language development and proficiency of its society members.

RESEARCH METHODS

The study was conducted at Pengkelak Mas, West Sakra District, East Lombok in 2023. To explore in more detail about the role of English in tourism development at Pengkelak Mas tourism village, this study applied qualitative descriptive. The data in this study obtained from conducting observation, documentation, recording, interview, and questionnaire. The participants in this study were the stakeholder, and 17 local participants from Pengkelak Mas.

RESULTS AND DISCUSSION

Results of Observation

The following observation was conducted at Pengkelak Mas tourism village on 11 of July 2023, known for its cultural heritage and traditional way of life. The aim was to understand the roles of English language in the development of tourism at Pengkleak Mas tourism village. English played crucial roles as the primary language of communication between tourists and local residents in Pengkelak Mas tourism village. Many tourists who visited Pengkelak Mas tourism village had limited proficiency in the local language, making English the preferred medium of communication. Local residents, particularly those involved in the tourism industry, displayed an un-commendable command of English to effectively interact with visitors.

On the other hand, English served a bridge between the tourists and the local community, facilitating meaningful interactions and enhancing the overall tourist experience. Two local guides who were fluent in English were able to provide detailed explanations about Pengkelak Mas tourism village's history, traditions, and cultural practices, enabling tourists to gain a deeper understanding of the destination. Besides, English also played a significant role in the

dissemination of information about Pengkelak Mas tourism village. Signage and information boards were prominently displayed in the local language, but social media platform were primarily available in English and local language for ensuring accessibility and attracting a larger audience. In addition, English acted as a catalyst for cultural exchange in Pengkelak Mas village. Through English, local residents were able to share their cultural heritage, traditions, and folklore with tourists from around the world. This exchange of ideas and experiences not only enriched the tourists' understanding of Pengkelak Mas tourism village but also contributed to the preservation and promotion of the local culture.

In conclusion, the observation of Pengkelak Mas tourism village highlighted the crucial roles of English in development of tourism. From facilitating communication and engagement to disseminating information and fostering cultural exchange, the English language, played an integral part in enhancing the overall tourist experience. The proficient use of English by the local community not only contributed to the economic growth of Pengkelak Mas tourism village but also strengthened its cultural identity on the global tourism map.

Results of Questionnaire

The questionnaire results showed that 52.9% of local residents considered it crucial, indicating the importance of English in tourism development at Pengkelak Mas village. Additionally, 47.1% found it important. Regarding English language proficiency, the responses were as follows: 41.2% stated it could be very enhanced, 23.5% believed it could significantly improve, 23.5% thought it could adequately improve, while 5.9% believed it could not improve at all. These responses suggest that English language proficiency is crucial for communication between the local residents of Pengkelak Mas village and foreign tourists. The effectiveness of English language usage, 47.1% considered it extremely effective, 41.2% found it effective, and 11.8% were neutral. In terms of providing benefits, 58.8% believed it would provide highly significant benefits, while 41.2% believed it would provide significant benefits. These responses indicate that having an English translator in Pengkelak Mas village would be advantageous for foreign tourists.

Regarding the frequency of English language usage in tourism activities at Pengkelak Mas tourism village, 41.2% reported it was sometimes used, 35.3% said it was often used, and 17.6% stated it was always used. In terms of belief in the improvement of English proficiency among the local population fostering sustainable tourism development in Pengkelak Mas village, 58.8% believed it, 29.4% strongly believed it, and 11.8% were neutral. The importance of having tourism information available in English in Pengkelak Mas village, 47.1% considered it important, 41.2% believed it was extremely important, and 11.8% were neutral. Regarding the preparedness of local residents in facing communication challenges with foreign tourists

who do not master the Indonesian language, 35.3% felt ready, 35.3% were neutral, 17.6% felt very prepared, and 11.8% felt slightly unprepared. Finally, in terms of the utilization of the English language in Pengkelak Mas village to enhance the income generated from the tourism sector, 47.1% believed it could significantly improve, 41.2% believed it could sufficiently improve, and 11.8% believed it could extremely improve.

Results of Interviews

After collecting the data by observation and questionnaire, the present researcher conducted semi-interview on 13 of July 2023. In this term, the researcher conducted two kinds of interview such as, focus group discussion interview with local residents and face to face interview with local residents and stakeholder. Furthermore, there were ten questions has been given to the local residents and stakeholder with different question related to tourism development in Pengkelak Mas tourism Among 9 people interviewed NB, DS, YU, WS, DL, SY as local community, MJ, R, and R as stakeholder. All participants agreed that English has important role in tourism development in Pengkelak Mas village.

As a local resident, NB said: “in my opinion, the role of the English language in enhancing visitor satisfaction in tourism, especially in the village of Pengkelak Mas, is crucial. By having English language proficiency in a tourism destination, it becomes much easier to attract foreign tourists. English serves as a significant attraction point, making it more appealing to international visitors”. As a local resident, DS said: “There was a tourist that I met in Merese. He said he likes tour guides who speak English well, so it is very important”. As a local resident in tourism sector, YU said: “English plays a crucial role because tourists come not only from the local population. Therefore, English is essential for communicating with foreign tourists. Moreover, if the English proficiency is good, the guests will feel satisfied with the service provided, and many will be interested in visiting that tourist destination”.

As a local resident, WS said: “I think one of the crucial roles of the English language is as sharing information about visited places, such as their history or historical significance”. As a local resident, DL said: “In my opinion, English has been recognized as an international language, making its role very important in the world of tourism. Tourists who visit are not only domestic but also from abroad. Therefore, to establish communication, English is necessary to provide services for foreign tourists who do not understand Indonesian. This way, aspects such as local culture can be effectively conveyed to the tourists”. As a local resident, NY said: “According to me, English is currently highly needed in the world of tourism, as the number of tourists in Indonesia has increased by 36.19% compared to before. Therefore, English is very important”.

As a stakeholder, MN said: “Mastering the English language plays a crucial role in supporting the development of tourism because foreign language communication makes it possible to understand foreign tourists who enter the Pengkelak Mas tourist village. That is why its role is pivotal as one of the supporters or promoters of what we will sell or prepare and the packages we offer to them. As a result, their comfort can be ensured because they understand what we are discussing in English. Therefore, the role of the English language is extremely strategic, and for those who are proficient in English, their position is highly strategic in developing tourism”. As a stakeholder, R said: “English is one of the crucial programs in the development of human resources, especially for communities, particularly stakeholders who largely cannot use English. This is because English is one of the lifelines for the survival of tourism. If English is not mastered or its importance is not recognized within the tourism industry, it will only be temporary and short-lived. However, if English is mastered, the opposite will be true”.

As a stakeholder, MR said: “We know that tourism is the most promising sector, and Alhamdulillah, as the village head, I see the potential for it in Pengkelak Mas Village, with the support of kelompok sadar wisata (POKDARWIS) members and the village government. Last year, Pengkelak Mas received the title of a tourist village. English plays a crucial role in guiding tourists so that we can attract not only domestic but also international visitors. As we are aware, foreign tourists generally speak different languages, and English is commonly used”. From the results of the interview, it can be concluded that English plays a significant role in developing tourism in the village of Pengkelak Mas village.

The roles of English in developing service satisfaction

(Safaeva et al., 2019). English is a prime necessity to be able to develop their businesses in a highly competitive market. The essential of English in tourism organizational management has not yet to be fully investigated, however, it can be concluded that language is essential to the creation of network and to the tourism organizational management. Language is used as specific expression of the power relations between the individuals and groups involved. Related studies were done and this paper encourage practitioners to focus their language roles initiative on specific intermediate performance outcomes and pay attention on language issue in tourism organization management. Almost all the participants perceived, this study finds that English language plays an important role in their daily work to give good service. However, the perceived participant levels of English proficiency were beginner.

Challenges that stakeholder face in developing Pengkelak Mas tourism village

The stakeholders of Pengkelak Mas tourism village are facing significant challenges related to English proficiency while developing tourism in Pengkelak Mas village. English,

being widely recognized as the global language of tourism, has become essential for effective communication with international tourists, who primarily speak English. However, the stakeholders have encountered difficulties in communicating effectively with these tourists, leading to potential misunderstandings, hindrances in smooth interactions, and a limitation in the overall quality of the tourist experience. Moreover, the lack of English proficiency hampers the stakeholders' ability to create impactful marketing materials and promotional content targeted at international tourists. Clear and engaging communication is crucial in attracting foreign visitors, and without proficient English, the village may struggle to reach a broader audience. In the tourism industry, the importance of English proficiency for service improvement has been well-established (Božinović & Sindik, 2013).

Factors contributing to the challenges in developing English proficiency in Pengkelak Mas village

The remote village of Pengkelak Mas faces significant challenges in providing quality English language education due to several factors. Firstly, the village lacks well-equipped schools, qualified teachers, and appropriate educational materials, which hampers effective English language learning. The low socioeconomic status prevalent in Pengkelak Mas village further exacerbates the situation, as it restricts access to essential resources, including English language learning tools and opportunities for practice. Moreover, the teachers in Pengkelak Mas village have not received adequate training to effectively teach English as a second language.

Another hindrance to language acquisition is the lack of support from the family, local government, or the community, making it difficult for learners to access necessary resources and encouragement. Furthermore, the residents of Pengkelak Mas village have additional responsibilities, such as agricultural work, household chores, and other livelihood activities, which limit their time for formal language learning. Last but not least, they exhibit a lack of motivation and tend to prefer being in the audience. (Holmes, 2017) Clarify, learners with high level of motivation grounded in positive attitudes towards the second language will be successful in second language learning while learners with negative attitudes are related to learners' anxiousness, making them unsuccessful in second language acquisition.

Solution to solve the problem of increasing English ability

Addressing the challenge of improving English proficiency in Pengkelak Mas Tourism Village, several effective strategies can be implemented. First, the village should collaborate with educational institutions or language centers to establish immersion programs. These programs can involve English-speaking volunteers or teachers who stay in the village and engage with the locals, offering practical exposure to the language and enhancing

conversational skills. Secondly, the local community should be encouraged to use English when interacting with tourists, including tour guides, vendors, and hospitality staff. This real-world application of language skills will boost their confidence and proficiency.

Furthermore, it is essential to have English signs and information displayed throughout the village, such as street names, directions, and tourist-related details. This initiative will familiarize the locals with common English words and phrases. Additionally, fostering partnerships with organizations or schools from English-speaking countries can facilitate cultural exchange programs. Such programs will enable residents to communicate with native English speakers, gaining a deeper understanding of the language and culture.

Lastly, organizing English-language events and competitions, such as English speaking contests or storytelling sessions in English, will motivate the locals to actively practice their language skills. These events will serve as encouraging platforms for enhancing English proficiency in Pengkelak Mas Tourism Village. As tour guides, we always have a lot to say and eager to share. However, at times, your travelers might not be native English speakers. Also, they might be tired from all the travelling and have a short attention span. Therefore, always remember the 5Cs and KISS. Keep the information and storytelling clear, concise, correct, complete and concrete (travelbudee.com,2017).

CONCLUSION

In regard to this study's findings, some conclusions can be drawn and some suggestions can be made. The first conclusion is that most the participants interviewed agreed that English is importance in tourism sector, as represented in this study through the finding. For the purpose of the study, the participants of this research use English language more often than citizens who live in the tourism sector in Pengkelak Mas village. The research has shown some predictable similarities among the participants, such as internet being the most used media in speaking English, like what was described before. Stakeholders use internet for quick help as well as handy source of information. The obstacles in communicating the language also shown similar results between these participants, accent is the biggest problem in their communication, because we are no used to interact in English.

After conducting this research, the researcher realized some particular issues for further knowledge about the importance of English. First, it is essential that future researchers interview more participants to gain deeper data. That way, more perceptions and considerations towards this topic hopefully will be exposed well enough. Second, the researcher feels the need of government to take a step to set more vocational training, so stakeholders can strengthen their ability in English speaking.

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