



English for Tourism for the Tourism Village Pioneer in Tlogobulu, Kaligesing, Purworejo

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Abstract

This paper aims to develop English language skills, especially due to tourism. Based on the theme, the team of Lecturers in English Language Education, Purworejo Muhammadiyah University presents material on learning English, especially in the field of tourism in the village of Tlogobulu, Kaligesing, Purworejo, especially the community of Tlogobulu Village, Kaligesing, Purworejo, especially the community. In Purworejo regency, there are several tourism locations that have the potential to be developed to the national, even international level. In addition, to drive the economic potential of the tourism sector from upstream to downstream, it is very important to empower the tourism potential in the village area. Therefore, the english education lecturer's community service team in collaboration with the village head of Tlogobulu, Kaligesing subdistrict, Purworejo, organized an activity with the theme "English for Tourism for the Tourism Village Pioneer". Thus the participants gained new experiences, especially about Tourism English skills. The material they obtained from the English Lecturer team is as follows; (1) "English for Special Purposes to Tourism Village", (2) "English for Negotiating in the Communication", (3) "Vocabulary for Tourism and Hospitality".

Keyword: English. Tourism village, Pioneer



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1. Introduction

The development of the tourism industry, in general, is needed by the Indonesian government; especially in Purworejo regency. The tourism industry is one of the sources to increase the government's source of income. Referring to the importance of improving the competitiveness of the tourism industry in the current global era, increasing human resources in quality is inevitable (Raak, 2014). Stofkova & Sukalova (2020) suggest that improving the quality of human resources in the global era must be done with the aim to accelerate all the development of science and technology. The quality of globally qualified human resources will certainly be able to be competitive at the international level. One of the global human resource development is the mastery of English. English is one of the international languages that is often used by international people. The development of the tourism industry to the international level and mastery of English is certainly an effort to be competitive and able to communicate with the international community (Bird & Thomlinson, 2015).

The global pandemic began in early March 2020 (Archived: WHO Timeline - COVID-19, 2020). This resulted in all life orders undergoing changes, such as in the fields of economy, politics, social, culture, security, education, and also in the field of tourism. The impact of a pandemic that is very influential and significant the result is on the fields of education, economy, and tourism. In the field of education, such as the occurrence of changes in learning patterns from face-to-face patterns turned into online patterns. Research in this field was conducted by (Serdyukov. 2017). In the economic field, before a pandemic people are free to carry out economic activities, in times of pandemic people must limit their economic activities. It certainly affects their economic life.

Tourism is also not spared from the impact of the pandemic (Gretzel *et al.*, 2020). Before the pandemic, the tourism sector was a source of government revenue that could increase the foreign exchange of the government budget. With the pandemic, the tourism sector experienced a very serious decline as proven by (Kostova *et al.*, 2019) in their research. All tourism activities are almost paralyzed. This happens both internationally, nationally, regionally, and locally as suggested by (Kokt, 2015).

The regional and local tourism sector needs to be revived gradually, so that this sector can be used as a medium of recovery of social and economic life of the community (Sharma *et al.*, 2021). Purworejo regency has several tourist attractions that can be used economically and socially to evoke normal people's lives. Tourist attractions in Purworejo regency among others; Pendem Fort in Bagelen subdistrict, Congot Beach in Purwodadi subdistrict, Seplawan Cave in Kaligesing subdistrict, Tosan Aji Museum in Purworejo subdistrict, Ketawang Beach in Grabag subdistrict, etc. In the era of pandemics, the tourism village pioneer became one of the alternatives to improve the socio-economic life of local communities in particular, and the wider community regionally, nationally, even internationally as proposed (Kokt, 2015).

Tlogobulu Village, Kaligesing subdistrict is one of the remoted villages that should be able to be used as a tourism village pioneer. On the grounds, the Tlogobulu village has a lake (medium size lake) located precisely adjacent not far from the village office. The tourism village pioneer in Tlogobulu village needs to be supported by the preparation of various resources, human and material.

The problem faced by the village head and his staff, karangtaruna and all its administrators in Tlogobulu village is to expand knowledge, especially about English for tourism. English language skills for tourism is one of the elements that need to be learned by the community of tourism village pioneer, especially for the younger generation; such as the manager and all members of karang taruna.

Furthermore, it can be concluded that the relationship between the condition of the people of Tlogobulu village and the ability to speak English is: 1) The geographical condition of the community makes them slightly isolated from the development of modern civilization that has implications for aspects of language recognition, 2) Awareness of the importance of English is very minimal, 3) Even though teenagers in Tlogobulu village have studied English, no one is able to communicate actively, 4) The perspective of learning English for adolescents and the elderly generation is an obstacle to their success in learning English, 5) The absence of an environment that supports the use or practice of English, 6) Potential non-formal education to popularize underutilized English, and 7) Tlogobulu Village Community cannot speak active spoken English.

Team of Lecturers of Community Service from English Education, Purworejo Muhammadiyah University organized English language skills debriefing activities to the administrators and members of karangtaruna in the village of Tlogobulu, Kaligesing, Purworejo. The activity aims to provide knowledge to the local village community,

especially the administrators and members of karangtaruna about English for tourism. This activity focuses on the theme "English for Tourism for the tourism village pioneer". The activity was held in a good collaboration between the English lecturer team of Purworejo Muhammadiyah University, the village head of Tlogobulu Kaligesing subdistrict, and LPPM of Purworejo Muhammadiyah University. The purposes of this service are; (1) providing knowledge about tourism to the people of Tlogobulu village, especially the karangtaruna, (2) providing knowledge to karangtaruna about english for tourism, (3) providing special skills on how to develop tourism village pioneer gradually.

The benefits of this service are; (1) The implementation of this activity is expected to add insight into how to realize and develop tourism village pioneer, (2) All karangtaruna administrators and members can develop their knowledge of tourism in English, (3) The village head and all his staff can open the insight into the development of his village, especially related to the tourism village pioneer, (4) The service with the theme "English for Tourism for the tourism village pioneer" can motivate the village head and his staff, and all karangtaruna to move forward.

2. Method

2.1. Time and Place of Community Service

Community Service activities with the theme "English for the tourism village pioneer of Tourism" were held on April 22, 2020 at Tlogobulu Village Office, Kaligesing Subdistrict, Purworejo. English-Language Training for Tourism for The Board and all karangtaruna members is preceded by several welcomes, among others; the welcome of the Head of Tlogobulu Village, Kaligesing, the management of Karangtaruna, and the welcome of representatives from the English Lecturer Team of Purworejo Muhammadiyah University. This event was attended by 27 participants, the Village Head and his staff and three lecturers, namely Dr. Sudar, M.Pd., Dr. Semi Sukarni, M.Pd., and Zulia Chasanah, S.S., M.Pd.

2.2. Procedure

From the results of surveys and discussions with the Tlogobulu village government, it is known that in the village of Tlogobulu there is potential to be used as a tourism village pioneer. The village has a medium-sized lake which is strategically located near the village office, Tlogobulu State Elementary School and private Tsanawiyah Madrasah. The village has administrators and members of karangtaruna approximately forty people. From survey activities and discussions between members of the lecturer team of PBI UMP, formulated several problems related to the tourism village pioneer program, in the village of Tlogobulu.

These problems, among others are; (1) Infrastructure facilities to be able to realize the tourism village pioneer are still low and need to be equipped, (2) Human resources especially the administrators and members of karangtaruna are ready to develop a tourism village pioneer in the village of Tlogobulu, (3) All village devices, from the village head to his staff, are very interested in being able to realize the tourist village, (4) Geographically, the village of Tlogobulu Kaligesing subdistrict is in the hills of Menoreh which has a correlation with existing tourist sites namely Goa Seplawan and Bukit Wliwis on the outskirts of the village, (5) The caretakers and members of karangtaruna village of Tlogobulu have never received English language training, especially related to

tourism issues, (6) English language training, particularly for karangtaruna, is indispensable to broaden their horizons towards English tourism.

In this activity, the Community Service team of English Language Education lecturers of Purworejo Muhammadiyah University collaborated with the village head and karangtaruna administrator to organize a debriefing of English language skills at the Tlogobulu village office on April 22, 2020. Materials studied jointly by the service team include; English for Special Purposes for Tourism, How to Negotiate in Everyday Conversation, dan Vocabulary for Tourism and Hospitality

3. Result and Discussion

The next event is the delivery of material on Tourism English Language Skills by the Team of English Lecturers. In the event, the materials presented by each Lecturer are as follows; (1) Dr. Sudar, M.Pd.; presented his paper with the title "English for Special Purposes to Tourism Village, (2) Dr. Semi Sukarni, M.Pd. presented a paper entitled "English for Negotiating in the Communication" and (3) Zulia Chasanah, S.S., M.Pd. presented a material with the title "Vocabulary for Tourism and Hospitality".

Each speaker is given about 35 minutes to provide explanations and presentations about the topics presented. After the session, participants can ask questions to the speakers so that the discussion on the topics raised becomes clearer and interesting to them, interspersed with quiz giving. The results of the implementation of Community Service activities can be described as follows; (1). Participants (board and members of Karangtaruna) gained knowledge about learning English Tourism in general, (2) Participants (Karangtaruna administrators and members) gained knowledge about English for Special Purposes to Tourism, (3) Participants (board and members of Karangtaruna) acquired knowledge of how to negotiate using English in communicating, (4) Participants (Karangtaruna administrators and members) acquired knowledge about "Vocabulary for Tourism and Hospitality". Material presentations are shown on Figure 1.



Figure 1. Material presentation

The implementation of this service activity consists of several sessions, as stated in the following explanation; First, Dr. Sudar, M.Pd., presented his paper with the title "English For Special Purposes to Tourism Village". The material explains the importance of using English specifically in the field of Tourism, as seen in (Liyanage & Walker, 2014); (Hutchinson & Waters (1987);Ulfa (2015). Furthermore, Dr. Semi Sukarni, M.Pd. with a paper entitled "English for Negotiating in the Communication". This paper explains how to communicate using English fluently and be able to thank between speaker and listener. Baber & Fletcher-Chen (2020) states that a negotiation is a meeting or series of meetings in which the parties need each other's agreement to reach a specific objective which is to their mutual advantage. It consists of; (1) Planning; (a) Read and gather pre-negotiation documentation, (b) Clarify important questions prior to the negotiation, (c) Know other party; business and culture, (d) Decide objective, strategy and agenda, (e) Specify roles and responsibilities within the team, (f) Inform people about date, venue, time, (2) Beginning negotiation, (3) During negotiation (Lafond *et al.*, 2010) and (Liyanage & Walker, 2014).

In the next session, Zulia Chasanah, S.S., M.Pd. presented material with the topic "Vocabulary For Tourism and Hospitality". In this material, it is explained that mastery of English vocabulary related to tourism is very important to be studied and applied in communicating primarily to promote the tourism village pioneer as contributed by (Zahedpisheh *et al.*, 2017; Kirkpatrick, 2011). By paying attention to the presentation of these materials, Community Service activities in the tourism village pioneer are very important. The global era is in dire need of mastering English both written and spoken. This indirectly affects the development of the tourism sector in general, and can improve the socio-economic life of the people in the tourism village pioneer area (Seetanaah, 2011).

The programs that have been carried out are expected to be continued by the people of Tlogobulu Village independently. Furthermore, we hope to be an example for other villages in Kaligesing District of Purworejo Regency. Below the writers try to explain the sustainability of the program including:

- a. In the field of science. Mastery of English by the people of Tlogobulu village will make its own pride value for its people and certainly be able to open opportunities for other business activities. Proven by the enthusiasm of community participation in learning English because it understands its benefits. In addition, every community eventually becomes an agent that contributes to the growth of society as a form of community duty.
- b. In the field of business. Along with the rapid and public use of English for tourism in Tlogobulu village, the trust of people outside the village and the general will increase to learn and train English language skills in Tlogobulu village. So that it can be a lading english course business or a provider of lodging facilities, even food and beverage businesses, to meet the needs of English village service users in Tlogobulu Village.
- c. In the field of tourism. With the increasing intensity of regional agricultural production that has successfully penetrated several regions in Indonesia, if supported by promotion and socialization that uses English, it can be projected that one day Tlogobulu village will be able to become one of the business tourism destinations while developing English. It even becomes a destination for foreign guests to learn to be self-employed with an English introduction.

Community Service conducted by the team of English Lecturers of Purworejo Muhammadiyah University in collaboration with the village Head and staff of Tlogobulu village device, Kaligesing, Purworejo can involve the wider community. In this case, Manaf et al. (2018) claim that stakeholders, especially in the tourism sector, can support the tourism village pioneer program to improve the socio-economic sector of the community. Thus in the future there needs to be a strategic cooperation with the Tourism and Culture office both at the district and provincial levels to further realize the tourism village pioneer program. The hope is that the tourism village pioneer program can develop gradually and at the end of the program can improve the socio-economic life of the community at large and especially the people in the tourism area (Khan et al., 2020).

4. Conclusion

Community Service activities at the tourism village pioneer in Tlogobulu, Kaligesing, Purworejo, are welcomed and full of earnestness. It is proven that participants who participated in Tourism English Skills training activities attended the invitation. Participants who attended were the Board and Members of Karangtaruna of tourism village pioneer and supported by the Head of Tlogobulu village and his staff. The activity took place smoothly and communicatively between the team of lecturers and trainees. Thus the participants gained new experiences, especially about tourism English skills.

The materials the participants obtained from the English Lecturer team are as follows; (1) "English for Special Purposes to Tourism Village", (2) "English for Negotiating in the Communication", (3) "Vocabulary for Tourism and Hospitality". By obtaining the material, it is expected that the administrators and members of Karangtaruna at the tourism village pioneer, Tlogobulu village, Kaligesing, Purworejo can develop their English language skills, especially related to tourism.

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The success of Community Service can be carried out well for good cooperation with the Head of Tlogobulu Village, Kaligesing, Purworejo; LPPM of Purworejo Muhammadiyah University and all administrators and members of Karangtaruna in Tlogobulu Village, Kaligesing, Purworejo.

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