

The Effectiveness of English in Supporting Communication with Customers to Provide the Best Service in the World of Work

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Abstract

This research aims to determine the description of workers' ability to speak English, English is needed to communicate via online media/internet both with fellow actors and with consumers consisting of domestic consumers and tourists. The total sample technique used in this research was 70 people. The description of the characteristics of MSME actors consists of age, education, length of business, and media ownership, while the characteristics of MSMEs are presented based on micro, small and medium business scale. English language skills are measured based on the ability to read, understand and interpret messages on social media. Based on the formulation of research objectives and the results of data analysis tests, it can be concluded that the description of the characteristics of MSME actors mostly includes those of productive age (80%), most of the respondents are male (40%), the education of MSME actors is dominated by undergraduate graduates (60%), and has Most have more than 5 years of experience and most have more than 1(77.14%) media experience. The characteristics of business scale include small scale (50%), only 1.43% of medium scale ones were in the research sample. The description of the English language skills of MSME players is quite good with an average score of 3.32, while the ability to use media has a better average score than English language skills, namely 3.42. The results of the correlational analysis show that there is a very real positive relationship between English language ability and media use ability, which is expressed by an r value of 0.993, meaning that the higher the English language ability, the higher the media use ability.

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1. INTRODUCTION

The successful growth of the Indonesian tourism sector nationally in 2018, which was very rapid, reaching 12.58%, contributed to foreign exchange growth, so that the tourism sector in the 2019-2024 government period was designated as the leading sector and core economy of Indonesia (Saepulloh, 2019). However, there are still problems in several destinations, including the quality of human resources, as stated by President Joko Widodo (Sulistiyono, 2019), which must be improved, so as to meet the capacity to work in the tourism sector. In accordance with the sustainable development paradigm which aims at community welfare, not just economic growth, the tourism sector must be oriented towards human resource management, regional excellence and ecosystem maintenance.

To achieve tourism digitalization, human resource capacity is needed to master information and communication technology (ICT) which can now be used via smart phones, so it is important to map the capacity of the community in tourist destination areas using media and English as a basis for analyzing the needs of HR capacity building programs. tourism sector. The tourism sector is a potential aspect of sustainable development that must be of concern because apart from being a foreign exchange earner, it is also a driving force for the development of the destination area which includes increasing human resource capacity, superior commodities, culture and entrepreneurship. One of them is the digitalization of tourism in the 4.0 era, because 40% of global tour and booking activities are carried out online, according to Deloitte Consulting Southeast (Widiarini, 2019).

Republic of Indonesia Law No. 13 of 2003 concerning Employment in Article 1 paragraph 9 states that training is a total of activities to provide, obtain, improve and develop work competence, productivity, discipline, attitude and work ethic at a certain level of skill and expertise in accordance with the level and position or job qualifications. In other words, employee training is a process of teaching certain knowledge, skills and attitudes. The aim is for employees to become more skilled and able to carry out their responsibilities in accordance with performance standards. Employee performance standards are an important issue for the hotel industry in the era of global competition. Moreover, with increasingly open borders between countries, such as the ASEAN Economic Community, it is possible for foreign citizens to easily enter and leave Indonesia for various purposes.

This is a business opportunity for the hotel world considering that foreign tourists who come to Indonesia need a place to stay. However, the increasingly competitive hotel industry requires every hotel manager to provide excellent service. One of them is by continuously improving the professionalism of hotel workers, especially in terms of their ability to communicate using English in order to provide the best service to foreign guests. As one of the macro skills, English speaking skills are a process for conveying and sharing ideas and feelings orally.

Speaking involves several elements such as precision, precision, fluency and vocabulary building. All of these elements need to be mastered so that someone is considered successful in learning to speak English. Harmer (2001) states that the ability to speak fluently does not only emphasize knowledge of language features, but also the ability to process information on the spot. When students are involved in a discussion, the purpose of speaking here may be to express an opinion, to persuade someone about something or clarify information. In some situations, speaking is used to give instructions or to get something done, for example to describe something or someone, to complain about someone's behavior, ask for and provide services and so on.

Trying to elaborate further on the interactive nature of speaking, Louma (2004) defines speaking as an interactive process of constructing meaning that involves producing, receiving and processing information. Its form and meaning depend on the context in which the interaction occurs, including the participants themselves, the physical environment, and the purpose of speaking. It often occurs spontaneously, openly, and develops. However, speech is not always unexpected. Language functions or patterns that tend to repeat themselves in certain discourse situations can be identified.

Adding to this, Cameron (2001) states that it is also important to organize discourse so that the interlocutor understands what the speaker is saying. Speaking is important for language learners because speaking is the first form of communication. A person is expected to be able to speak accurately, fluently and acceptably in everyday life. Based on the experts' explanations related to the concept of speaking, a common thread can be drawn that speaking is a process of conveying and sharing ideas and feelings orally.

Speaking involves several skills such as accuracy, precision, fluency and vocabulary building. All these elements need to be mastered by students. Speaking, especially in a foreign language, is very necessary to support daily activities, especially in the world of work. It is hoped that when someone speaks a foreign language, they can be understood by other people who use that foreign language. However, he needs to pay attention to precise language details. He needs to find the most appropriate words and also the correct grammar to convey the meaning precisely and accurately.

Putri (2018:13) explains that language ability is "the extent to which an individual masters the symbols and meaning of language." Furthermore, Tarigan (2005) explains that speaking is the ability to utter articulate sounds or words to express, state and convey

thoughts, ideas and feelings that can be heard (*audible*) and visible (*visible*) utilizes a number of muscles and muscle tissue of the human body for the purposes and objectives of ideas or ideas combined with the aim of informing, reporting (*to inform*), entertain, amuse (*to entertain*), persuade, invite, urge, convince (*to persuade*). This ability is needed by prospective workers in communicating the products offered to foreign tourists. English language ability generally consists of 4 (four) aspects, namely reading (*reading*), write (*writing*), listen (*listening*), and talking (*speaking*). Each aspect can be measured based on indicators including grammar and word choice.

In relation to this research, to understand the description of workers' ability to speak English, they do not have to fulfill these four aspects, English is needed to communicate via online media/internet both with fellow actors and with consumers consisting of domestic consumers and tourists. To support the sustainability of their business, employees in tourist areas visited by foreign tourists must be prepared with all available skills to be able to provide excellent service to visitors, so it is mandatory for employees to be able to communicate in marketing products both directly and through the media.

The research results of Wulansari and Afifullah (2018) show that English is linked to economic competitiveness, social development and innovation, as well as low levels of education, people's reluctance to learn and the lack of training programs to improve the quality of human resources from stakeholders or the government are factors inhibiting English language mastery, which have an impact on community services to foreign tourists. Other facts show that countries with high levels of English proficiency tend to have higher average incomes, better quality of life, and greater investment in research and innovation development (Nugraha, 2019).

2. METHOD

This research uses a post positivism paradigm with a quantitative approach (Creswell: 2005: 8). This type of research is an explanatory survey which aims to prove the relationship between English language skills and media use by micro, small and medium enterprises (MSMEs) in tourist villages. The population and sample for this research are employees of MSMEs in the Kuta Lombok tourist area. The total sample technique was used in this research by giving a questionnaire which had previously been tested for validity and reliability, to all 70 employees of MSMEs who took part in the product title.

The description of the characteristics of employees in MSMEs consists of age, education, length of business, and media ownership, while the characteristics of MSMEs are presented based on micro, small and medium business scale based on capital size and turnover. English language ability is measured based on the respondent's ability indicators which consist of the ability to read, understand and interpret messages in the social media used, the ability to understand messages in understanding direct communication messages with foreign tourists and being able to respond to messages conveyed, the ability to write messages in the media, and the ability to speak English with foreign tourists. The ability to use media is measured based on indicators of frequency of media use, understanding of functions, goals and beliefs and benefits of media, and understanding of features in media.

Data were analyzed statistically using descriptive analysis techniques of frequency distribution (df) and percentage (%) to describe the characteristics of employees in MSMEs, average scores to describe the level of English language skills and the level of use of social media in running MSMEs as well as correlational inferential analysis Carl Pearson Product Moment to prove the relationship between English language skills and the use of media in running MSMEs. Meanwhile, the research hypothesis test (H1) was carried out using the t test.

3. RESULTS AND DISCUSSION

The results of the descriptive analysis of the characteristics of MSME actors can be seen in table 1 which shows that the productive age still has a greater number than the non-productive age, meaning that sustainable development by empowering regional potential and achieving community welfare in the region is still possible in the long term because of the generation of actors MSMEs that are of productive age.

The comparison between male and female MSME actors is almost equal, this is also in line with the principle of sustainable development related to gender equality, that being a successful entrepreneur can not only be done by men but also by women. Gender is also closely related to the type of MSME commodities, culinary, fashion and catering also still dominate. The educational aspect has an almost equal composition, the average is a bachelor's degree, although there are still quite a lot of people with a high school education, but from the aspect of experience they have relatively longer, It can be seen from the length of business, most of them have more than 5 years of experience.

Length of business also shows experience in running MSMEs, both in the field of MSME management as well as knowledge in marketing and the use of media to support MSME activities. Experience is a practical learning process for MSME actors so that even though conceptually they lack formal education, practically it becomes a learning process.

Table 1. Characteristics of Respondents

Karakteristik	Frekwensi (F)	Persen (%)
Usia		
a. Produktif	56	80,00
b. Non Produktif	14	20,00
Jenis kelamin		
a. Laki-laki	40	57,14
b. Perempuan	30	42,86
Pendidikan		
a. SMA	14	20,00
b. Sarjana	42	60,00
c. Pascasarjana	14	20,00
Lama Usaha		
a. Baru	23	32,86
b. Lama	47	67,14
Kepemilikan Media		
a. 1 Media	16	22,86
b. > 1 media	54	77,14
Skala Usaha		
a. Mikro	34	48,57
b. Kecil	35	50,00
c. Menengah	1	1,43

Media ownership from MSME actors also provides character to the interaction and use of media in running their business. The media in question is the internet which can be accessed via Android and is owned by everyone today. Each media has a different character and function, so the more media you have access to, the more relationships you can reach. This will provide greater and broader opportunities for developing MSMEs. For promotional purposes, media can also be used more efficiently, because apart from being relatively cheap, it can also be more attractive and faster to send messages in various forms.

Table 2. English Language Ability

Aspek	Skor rata-rata
Membaca	3,30
Mendengar	3,30
Berbicara	3,34
Menulis	3,31
Kemampuan Berbahasa Inggris	3,32

The business scale of the 70 MSMEs surveyed was still small and micro scale, of which there was only 1 medium scale. This is because the survey was carried out during the UMKM boom and most of the participants were still on a micro and small scale. The level of English language skills from the survey results can be studied in table 2. Paying attention to the average score value from the survey results, the level of English language skills of MSME actors is quite good, overall, it has a score of > 3, meaning that they understand English enough to communicate well. directly or through media messages.

English language skills are measured including aspects of reading, listening, speaking and writing. However, when compared, reading and listening abilities have a lower average score than speaking and writing. It is related to the tourism development program to generate foreign exchange, the orientation is foreign tourists, so that MSME actors who will support tourist destinations are superior product commodities that can be produced based on region. So, it is important as an MSME actor to continue to improve his ability to speak English to be able to understand the needs of foreign tourists.

Apart from the speaking aspect to communicate with tourists, the listening aspect is important, without having good listening skills, you do not necessarily become a good speaker. Furthermore, to be a good writer you also have to read a lot well.

Table 3. Media Use

Dimensi	Skor Rata-rata
Frekwensi penggunaan media	3,40
Pemahaman fungsi media	3,33
Tujuan penggunaan media	3,31
Keyakinan terhadap media	3,33
Fasilitas Fitur	3,31
Manfaat Media	3,34
Penggunaan Media	3,43

The level of media use of MSME actors as shown in table 3 is also quite good, this is related to the experience/length of business which on average is more than 5 years which contributes to longer media use. The frequency of media use has the highest average value among the others because in the field information was obtained that almost all MSMEs use more than 1 media, especially social media in running their business.

The purpose of media use with the use of media feature facilities has the lowest average score compared to other aspects. This is closely related to creativity and the use of media tailored to the MSME target. Creativity and determining the target message created in the media requires English language skills because the target audience is foreign tourists, while the features in the media also use English.

These things are interconnected, so good English language skills are needed in writing messages, understanding features in the media, and determining targets for media use and target audiences. The benefits of the media, the function of the media and the belief in the media that the media can support MSME activities, having almost the same average score value is relevant. When we know the function of the media and can use the media according to its function.

The results of the inferential analysis show that there is a significant relationship between English language ability (X) and media use ability (Y) of Bogor Regency MSME actors of 0.928**, with a confidence level of 95%. If you pay attention to the relationship between each indicator, the relationship between English reading and listening skills and the level of media use based on the facilities, features and benefits of media indicators has the highest level of significance at 1.00**.

This is closely related to the condition of society in the era of globalization of information where there is more than 1 media owner, so they read messages more often using various features available on social media and make more use of media to listen to messages. People already hold smartphones with digital media as well. This means that social media is equipped with complete feature facilities so that all user needs can be met, including learning English. However, there are indicators that have the smallest correlation value, including the correlation between understanding media functions and English-speaking ability.

Table 4. Relationship between English Language Ability and Media Utilization

Dimensi	Frekwensi penggunaan media	Pemahaman fungsi media	Tujuan penggunaan media	Keyakinan terhadap media	Fasilitas Fitur	Penggunaan Media
Membaca	0,831**	0,879**	0,766**	0,869**	1,000**	1,000**
Mendengar	0,831**	0,879**	0,766**	0,869**	1,000**	1,000**
Berbicara	0,927**	0,733**	0,773**	0,813**	0,962**	0,962**
Menulis	0,755**	0,818**	0,887**	0,808**	0,924**	0,924**
Kemampuan Berbahasa Inggris	0,861**	0,839**	0,813**	0,856**	0,993**	0,993**

This is in line with the respondents' answers to the fact that the use of media functions for English language learning is not optimal, because they do not fully understand and use the fact that English language learning can be done using media. Then there is a relationship between indicators of English language ability to write messages and frequency of media use. It can be seen that the level of English writing ability also has a lower average score than the average score of other abilities. The relationship value between English reading, listening skills and the purpose of media use both only have a lower relationship value than other indicators because of other abilities. This is closely related to the lower level of English reading and listening skills.

4. CONCLUSION

Based on the formulation of research objectives and the results of data analysis tests, it can be concluded that the description of the characteristics of MSME actors mostly includes those of productive age (80%), most of the respondents are male (40%), the education of MSME actors is dominated by undergraduate graduates (60%), and has Most have more than 5 years of experience and most have more than 1(77.14%) media experience. The characteristics of business scale include small scale (50%), only 1.43% of medium scale ones were in the research sample. The description of the English language skills of MSME players is quite good with an average score of 3.32, while the ability to use media has a better average score than English language skills, namely 3.42. The results of the correlational analysis show that there is a very real positive relationship between English language ability and media use ability, which is expressed by an r value of 0.993, meaning that the higher the English language ability, the higher the media use ability.

5. SUGGESTION

The findings are quite interesting and can be used as input in formulating policies for accelerating programs to increase human resource capacity to support the success of sustainable tourism development, especially improving services to tourists. Further research is needed in a wider area, especially in tourist destinations which are featured programs so that it can become a map of community readiness towards 4.0 with the digitalization of tourism.

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