



## BUSINESS ENGLISH TRAINING FOR TOURISM AWARENESS GROUP TO IMPROVE TOURISM IN BALESARI VILLAGE, MAGELANG REGENCY

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### ABSTRACT

*Balesari Tourism Awareness Group (Pokdarwis) is a community group in the Balesari region that plays an active role in determining the future of tourism objects in the village. The tourism objects in this region include Mount Sumbing natural tourism, kuda lumping cultural arts tourism, Batur temple, and village tour. For more, Balesari tourism objects start to be enthused by foreign tourists because of its beauty of nature and unspoiled village condition. However, the chance to increase the number of foreign tourist visits is still constrained by the low English communication skill of Pokdarwis members. Therefore, the aim of this community service was to improve the business English skills of the members of Balesari tourism awareness group. The method used in this service was lecture, question and answer, and simulation. Further, the targeted participants were the members of Balesari Pokdarwis coming from five hamlets amounted to 20 people. At last, there were three assessment components used for evaluating the community service activity, namely: 1) English communication skills, 2) participants' activeness during the activity, and 3) participants' attendance level. In addition, the output of this service was to improve the communication skills of Balesari Pokdarwis members using English and articles.*

Kelompok Sadar Wisata (Pokdarwis) Balesari adalah kelompok masyarakat di daerah Balesari yang berperan aktif dalam menentukan masa depan obyek wisata desa tersebut. Obyek wisata yang ada di daerah ini meliputi wisata alam gunung sumbing, wisata seni budaya kuda lumping, candi batur, dan wisata jelajah desa. Obyek wisata di Balesari mulai dilirik oleh wisatawan manca negara karena keindahan alamnya dan kondisi pedesaan yang masih alami. Akan tetapi peluang untuk meningkatkan jumlah kunjungan turis asing (manca negara) masih terkendala oleh rendahnya kemampuan komunikasi dalam bahasa Inggris dari anggota Pokdarwis. Tujuan dari kegiatan pengabdian kepada masyarakat ini adalah untuk meningkatkan keterampilan berbahasa Inggris bisnis anggota kelompok sadar wisata Balesari. Metode pelatihan pada kegiatan pengabdian kepada masyarakat menggunakan metode ceramah, tanya jawab, dan simulasi. Khalayak sasaran dari kegiatan pengabdian kepada masyarakat adalah anggota Pokdarwis Balesari yang berasal dari lima dusun sebanyak 20 orang. Evaluasi kegiatan pengabdian kepada masyarakat berdasarkan tiga komponen penilaian, yaitu : 1) Keterampilan dalam berkomunikasi dengan Bahasa Inggris, 2) tingkat keaktifan peserta selama kegiatan, dan 3) tingkat kehadiran peserta. Adapun luarannya adalah meningkatnya keterampilan komunikasi anggota Pokdarwis Balesari dengan menggunakan Bahasa Inggris dan artikel.

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## INTRODUCTION

Balesari Village is one of the villages in Windusari Sub-district, Magelang Regency. Geographically, this village is located between 110o 01 '51 "and 110o 26' 58" East Longitude, 7o 19 '13 "and 7o 42' 16" South Latitude. Topographically, this village height can be categorized as a plateau with the approximate altitude of 663-1,348 M above sea level. Based on data from the Central Bureau of Statistics (BPS, 2016), the rainfall in Balesari Village reached an average of 2,571 mm. Administratively, Balesari which is included in the area of Windusari Sub-district, Magelang Regency has the following limits:

VILLAGE BORDERS	
North	Temanggung Regency, and Semarang Regency
East	Secang Sub-district, and Magelang City
South	Bandongan Sub-district
West	Kaliangrik Sub-district

Table 1.1. Balesari Village Borders

Source: The Magelang Regency Government (2017)

The typology and natural conditions on the slopes of Sumbing mountain make this village has the potential to become a tourism village. Additionally, tourism objects in this area include Sumbing mountain natural tourism, kuda lumping cultural arts tourism, Batur temple, and village tour. These tourism attractions start to be enthused by foreign tourists because of its natural beauty and unspoiled village conditions. In addition, Balesari village already has Tourism Awareness Group (Pokdarwis) consisting of Balesari Village villagers from five hamlets, namely Salakan Hamlet, Balesari Hamlet, Salaman Hamlet, Pendu Hamlet, and Sadranan Hamlet. The total number of members of Pokdarwis Balesari is 20 people.

Balesari Tourism Awareness Group (Pokdarwis) is a community group in Balesari region that plays an active role in determining the future of tourism objects in the village. The community is directly involved in tourism activities in the form of selling souvenirs, food and beverages, and providing services whose results can increase people's income outside their daily activities. For more, the tourism objects in this area include Sumbing mountain natural tourism, kuda lumping cultural arts tourism, Batur temple, and village tour. The description these tourism objects can be seen in the following figure 1.1 and 1.2:

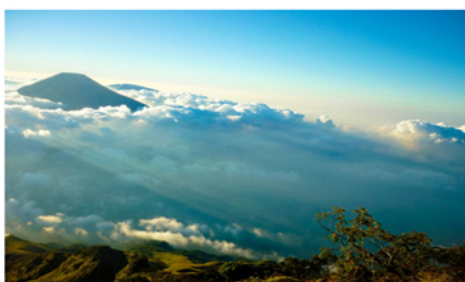


Figure 1.1 The Beauty of Sumbing Mountain Peak



Figure 1.2 Balesari Kuda Lumping Arts, Magelang

The Balesari tourism objects start to be enthused by foreign tourists because of its beauty of nature and unspoiled village condition. However, the chance to increase the number of foreign tourist visits is still constrained by the low English communication skill of Pokdarwis members. Therefore, there was a need to carry out a community service in form of Business English training for the members of Balesari tourism awareness group

## PROBLEMS

The main problem faced by the community service partner was the low ability of Balesari Pokdarwis members to communicate using English. Actually, the basic communication skill in English is significant to support their activities in providing services or selling souvenirs to foreign tourists. Unfortunately, the low communication skill made the opportunity to increase the number of foreign tourists visit to Balesari Tourism Village not optimal. Based on the agreed commitments with the partner, the priority of this community service was the effort to improve English communication skills for the members of Balesari Pokdarwis through Business English training.

This service activity was expected to help overcoming the problem regarding the low English communication skill by Balesari Pokdarwis members. Accordingly, Business English training for Balesari Pokdarwis members was the solution to deal with with this problem.

Training activities were realized in form of knowledge transfer regarding basic communication skill using English. The activities were divided into two phases. First, the provision of materials about Greeting and Asking and Giving Information. Second was the practice session in form of simulation aimed at practicing communication using English. Moreover, the participants of this service were the members of Balesari Pokdarwis form five hamlets amounted to 20 people.

The implementation of the first phase with the topic of learning Greeting and Asking and Giving Information resulted the following outputs:

1. Balesari Pokdarwis members' knowledge regarding the use of English in business communication has improved.
2. The ability in business communication using English by Balesari Pokdarwis members has improved.

3. Articles based on the results of community service activities

In brief, the output targets from this community service activities can be seen in table 2.1.

No	Kind	Indicators
1	Community service articles	Article
2	Improvement on knowledge and skills by Balesari Pokdarwis members in English communication	Balesari Pokdarwis members are able to communicate using Business English at elementary level, especially communication related to the provision of services for foreign tourists with regards to goods marketing

Table 2.1 Output Targets

**METHOD**

The main problem faced by the community service partner was the low ability of Balesari Pokdarwis members to communicate using English. Regarding partners’s problem, community service activities were carried out in the form of training. Therefore, the methods used were lecture, question and answer, discussion and simulation. Further, the work procedures in the community service activities were as follows:

1. Preparation stage

Preparation stage covered the preparation of training materials, preparation of training sites, preparation of training participants, namely Balesari Pokdarwis members from five hamlets of 20 people. In terms of facilitators and instructors preparation, there were two lecturers and two students. The last was the preparation of training time allotment and the preparation of facilities and infrastructure.

2. Implementation Phase

The training was carried out in two stages. The first stage was twice (2x) meetings in the form of the provision of material on the topic of Greeting and Asking and Giving Information. The second stage was practice session in the form of a simulation. In stage two the participants were made into ten (10) groups with each group consisting of two (2) people to practice the materials that have been delivered. Additionally, the second stage was held in two meetings (2x)

3. Evaluation Phase

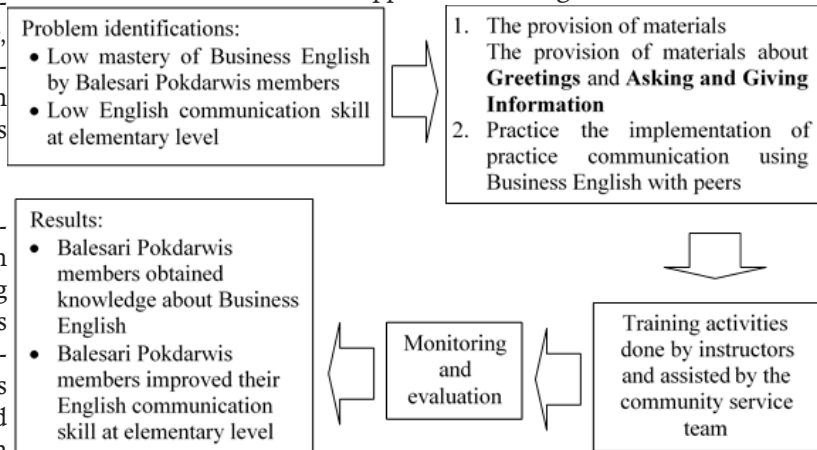
Evaluation phase was the last stage in this community service activity. The activities carried out in this stage were:

- a. The assessment of the ability of the participants to communicate in Business English in accordance with the materials provided.
- b. The assessment of the level of participants’ activeness in training activities.
- c. The assessment of the level of participants’ attendance during community service activities.

The partner in this community service activity

was Balesari Tourism Awareness Group (Pokdarwis) led by Budiyanto. The participations of the partner in the community service activities were:

- a). The provision of information about the problems experienced by Balesari Pokdarwis members.
- b). The provision of information related to data on the number of members of Balesari Pokdarwis.
- c). The provision of cooperation agreement with the community service team from the Department of Economic Education, Faculty of Economics, Universitas Negeri Semarang to organize community service activities in the form of training in the partner’s village.
- d). The provision of recommendations for members of the Pokdarwis as the participants in community service activities.
- e). The provision of facilitations for the community service activities in the form of places and facilities to support the training.



**DISCUSSION**

The Community Service Activities held by the Community Service Team from the Faculty of Economics in Balesari Village, Windusari Sub-district, Magelang Regency were in the form of material provision through lectures and practices. The activities were followed by 20 POKDARWIS members in Balesari village. They came from five hamlets.

The frequency of attendance of participants during the training based on the attendance list was: a) Meeting I (material provision) on July 29, 2017, the attendees were 20 people. This amount was in accordance with the invited number. This meant that the frequency of attendance of participants reached 100%, b) Meeting II (practice), on July 30, 2017, 20 participants’ attendance (100%).

During the training the participants were very responsive and active in participating in the activities. They really and attentively paid attention to the materials presented by the presenters. Further, during the practice, the enthusiasm of the participants was also quite large. It was when there were things they did not understand, they immediately asked.

Based on the observation of the service team, the participants in the community service activities could practice the material quite well. They warmly welcomed this training activity and hoped that this training could be followed up with web-based village and blog tourism promotions training in English with the hope that the potentials of Balesari tourism village in Windusari Sub-District Magelang Regency are known by foreign countries. In addition, once the training was done, the participants admitted that their knowledge has improved and the Business English skills they master can be used to improve services to foreign tourists.

By referring to the above explanation, the community service activities carried out by the community service team from the Faculty of Economics of UNNES were quite successful. It could be seen from 100% frequency of attendance of participants during training and from the results of training. Also, the ability of participants to communicate using Business English achieved 80% in quantitative measurement. In the same way, the participants could understand the materials provided by the presenters and apply them well.

The success of this service activity was supported by the following factors: 1) Support from Balesari village, Windusari Sub-district, Magelang Regency, 2) Support from local communities, especially the members of the Tourism Awareness Group (POKDARWIS) from five hamlets in Balesari village, 3) the participants' awareness of the interests and benefits of this training to improve their ability to communicate with English in relation to providing services to foreign tourists visiting Balesari village, 4) Infrastructure and facilities provided by the communities in the village of Balesari, Windusari Sub-district, Magelang Regency.

## CONCLUSION

The problem solving model with the Business English training through scientific stimulus is very effective to improve the knowledge and ability of the service participants in communicating using basic Business English. The training carried out by the Community Service Team can achieve the expected goals, namely improving the knowledge of the participants regarding Business English, particularly those related to providing information and offering goods and services.

With the provision of knowledge and skills gained from the training, it is expected that the participants of the community service activities can do practice in providing information and offering goods and services to foreign tourists visiting Balesari tourism village. It is said so because by having good service, the participants will be able to increase the number of visits of foreign tourists in Balesari tourism village, Windusari Sub-district, Magelang Regency. The last, the parties related to the Tourism Awareness Group (POKDARWIS) development of Balesari tourism village can carry do follow up with further training activities, especially those related to improving the ability of POKDARWIS members to provide services to tourists visiting Balesari tourism village.

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