

THE IMPORTANCE OF BASIC ENGLISH EDUCATION FOR USING TOURIST VILLAGE COMMUNITY

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DOI: <http://dx.doi.org/10.37500/IJESSR.2021.4421>

ABSTRACT

Natural tourism is one aspect that has interested tourists in recent years. In line with that, the government of Banyuwangi sees the potential of a rural destination which combines natural, culinary and cultural aspects to attract the tourist to visit. One of the programs focuses on the development of tourism villages. A tourist village community who lives in Kemiren village has potential to be developed. It has the great potential to grow as a rural tourism object that has a natural, culinary or cultural side in one place. English has become one aspect that must be well mastered by the inhabitant and community in Using Tourism Village. Because English is one of the international languages that can help them to communicate with the visitors or the tourist in terms of simple communication using the facilities, explaining the culture and also the culinary. There are Tangible and intangible aspect, tangible tourism is a type of tourism object that looks invisible, can be felt, felt and enjoyed directly by tourism without having to first organize and provide then Intangible attractions are a type of tourist attraction typical of the life of Using people who are not interested in the eyes and need to provide or provide in advance to be able to access and enjoy it. Those two aspects which can be served as natural, culinary and cultural aspects can be a strong point to be served. To facilitate that, the inhabitants must increase their communicative skill using English. The use of Basic English as a tool of communication to tourists is very important in terms of developing Using Tourist Village Community. Basic English as a tool of communication which can explain tangible aspects like culture, traditional attraction and heritage sites, also intangible aspects like culinary.

KEYWORDS: Basic English, Using Tourist Village Community, Natural, Cultural Tourism

INTRODUCTION

Nowadays, the country that has natural tourism objects becomes popular among the tourists. Their special interest increases in the place where they can enjoy nature as a tourism destination. Indonesia is a country which has so many natural sights that can be visited. Means that the tourism sector will be one of the aspects that give a great impact for the economic sector in the term of foreign exchange like the foreign people, the product export, or culture exchange. Thus, in line with the Ministry of Tourism who projected that by 2020 tourism would be the largest contributor of foreign exchange in Indonesia

-more than the oil and gas sector. Therefore, it seriously affects the Gross Domestic Product (GDP) revenue, employment growth and economic growth (LAKIP Ministry of Tourism, 2017).

Talk about a natural tourism object, Banyuwangi is one of the tourist destinations that has a really rich tourism place which must be counted. Other than having a big potency of natural tourism objects (beaches, parks, forest and geology), Banyuwangi is also supported by tailor-made tourist attractions still related to natural and cultural tourism characterized by traditional lifestyles and historical heritage. The tourists who come to Banyuwangi will be served by natural objects, traditional lifestyles and also historical heritage that makes them really enjoy visiting.

Recently, the regional government promotes sustainable rural tourism development. They focused on the development of tourism villages which have the great potential to grow as rural tourism objects that have a natural, culinary or cultural side in one place. It makes it easier for tourists to enjoy tourism, whether natural, culinary or cultural in one package. Using tourist village that can be called Kemiren village is one of the ancient villages of Banyuwangi that lived by Using people who have ancient culinary and cultural sides that live in a really great natural place. This village is one of the villages that the government converted to be one of the tourist village destinations in Banyuwangi.

Because Kemiren has become a tourism village destination, the community of this village must be trained so they can serve well related to the needs of natural, culinary and cultural tourism. Tourism village can be defined as a village designed consciously- or naturally having capability- to attract visitors to come because of the natural and cultural attraction potencies. The concept used by the planners of rural tourism development in Indonesia is the one defined as "integrated form of attractions, accommodation and supporting facilities presented in a structure of community life commingled with the local traditions" (Tourism Minister of Indonesian Republic, 2011).

To accommodate the development of Using tourist village to become friendly not only for local tourists but also for tourists from different countries, we need to develop a friendly zone for them. One way that should be taken is to at least develop friendly communication using English. English has become one aspect that must be well mastered by the inhabitant and community in Using Tourism Village. Because English is one of the international languages that can help them to communicate with the visitors or the tourist in terms of simple communication using the facilities, explaining the culture and also the culinary. Mastering in English can be started by using basic English as a tool of communication. Communication using basic English becomes a must because it is part of developing international tourism objectives that indirectly will increase the income of inhabitants of the Using tourist community also in line with the Government program to make Banyuwangi as number one of natural tourism destinations in Jawa Timur. Because of that the researcher tries to do a research which focuses on The Importance of Basic English Education for Using Tourist Village community

II. Research Methods

This research applied descriptive qualitative design. According to Moleong (1998), the source of qualitative research data is the appearance of words spoken or written observed by the researcher, and the object is observed in detail to capture the meaning implied in the document. The sample of the research is the inhabitant of Using Tourist Village; the researchers have collected data through direct observation and interview. The research site is Using Tourist Village named Kemiren Village located at Glagah Sub-regency, Banyuwangi Regency.

III. Results and Discussion

3.1. The Using Tourist Village Community

Using tourist village community is one of the tourist attractions in Banyuwangi which is in the form of a traditional village called Kemiren. Kemiren is located at Glagah, Banyuwangi Regency that is 7 km far from the center of Banyuwangi. The tribe that lives in this village is called the Using tribe who is native to Banyuwangi (named Blambangan before). According to Leckerkerker (1923: 1031), the Using people are the last remaining Blambangan people (Asmin et al., 2017). In this village there are so many festivals that can attract local or foreign tourists. This Festival is included in the BFEST (Banyuwangi Festival) Program from the local government in 2019. Some festivals than can be enjoyed in the Using tourist village community are Barong Ider Bumi Festival, Ngopi Sepuluh Ewu Festival, Tumpeng Sewu Festival, Jajanan Khas Desa Kemiren Festival (Paxi Permadi & R, 2019). Rully & Puji states in his journal that the art of the Using Barong show is original performing arts of the Using community. They also add that Earth Ider Date 2 Shawawal and the termination of the village of Zul Hijjah month (Puji et al., 2019). Barong itself is used as the symbol that is used as a sacred necessity of village traditions.

One of the agricultural commodities in Using tourist village is coffee, so because of that the local government with the local people develops it by making Ngopi Sepuluh Ewu Festival as a tool to increase native income. This program in line with The National Program for Community Empowerment (PNPM) Mandiri No: PM.26 / UM.001 / MKP / 2010, namely increasing community empowerment and independence, and community care groups in overcoming poverty in their territory and increasing community capital such as critical awareness, social and cultural potential as well as local culture (Paxi Permadi & R, 2019).

Other festivals that can be enjoyed in this village are Tumpeng Sewu Festival and Jajanan Khas Desa Kemiren Festival. Banyuwangi is also known as a place that has tasty traditional food. Therefore, to introduce it to tourists the government facilitates it by holding Tumpeng Sewu Festival and Jajanan Khas Desa Kemiren Festival. Tumpeng Sewu Festival is held once in a year meanwhile jajanan khas Desa Kemiren is held every Sunday morning every week.

Not only festivals that can attract tourists but also the cultures and traditional dance that are usually held during the festival. The tourist can enjoy some traditional dance attractions like the gandrung dance that is held in some traditional restaurant called warung or some event in this Using tourist

village. Meanwhile, there are traditional houses of the Using people which can be enjoyed in this village. Some of the programs that were held in this village were a realization of the regional government in tourism and the development of rural areas. The Banyuwangi Government held a Workshop on Accelerating the Development of Rural and Urban Tourism Destinations in November 2019, in the framework of developing Tourist Destinations in Rural and Urban Areas (Paxi Permadi & R, 2019).

Not only on the cultural and festival side, has the government also developed the infrastructure that can attract tourists to come to Banyuwangi. The government provides financial assistance, training and facilitates licensing of homestay construction in Banyuwangi with hope it will increase the native income and develop the rural area. Permadi says that The Banyuwangi government provides training and assistance to the managers of Homestay Desa Kemiren, Glagah District, Banyuwangi Regency which will be held on 9-10 September 2017 (Paxi Permadi & R, 2019).

3.2. The Basic English Education

English has become widely spread worldwide as a tool in communication. It used weather in education, economic, social, and also tourism. In order to communicate, people at least should know how to use Basic English. Basic English is an English-based controlled language created by linguist and philosopher Charles Kay Ogden as an international auxiliary language, and as an aid for teaching English as a Second Language (Iwasaki, 2017). In Basic English the linguist creates a based auxiliary of English so it can be used easily as a basic knowledge of English communication.

In Indonesia, English become foreign language that is used as a second language. That is why to become fluent in English, people should learn it first. Fluent means they can at least do the conversation using English freely. But before that, the basic thing that people must do is to learn Basic English. Basic English Education can be obtained from formal and informal institutions. Someone started to learn English in junior high school as one of the basic competences that should be accomplished in school. The ministry of Education has constructed the 2013 curriculum which shows that English become one of the compulsory subjects that should be taught (2013 Curriculum, 2015). Moreover, the current minister of education today, Nadim Makarim, says that he has plans to use English as one of the subjects in the Elementary curriculum in order to give basic knowledge of English earlier (Kemendigbud, 2019).

Unfortunately, not all people can get a good education in English especially people who live in remote areas or they do not have enough money for school. Because of that, some informal institutions were developed to meet the needs. Private course, tutoring institution, moreover social institution runs in Education that can help the people with their needs. Higher education also contributes by implementing the tri darma of education one of them is community service. Based on Undang-Undang no.12 tahun 2012, pasal 1 Ayat 9 Tridharma of Higher Education, hereafter referred to as Tridharma, is the obligation of Higher Education to carry out education, research, and community service (Wibawa,

2012). So Higher Education has the opportunities to help in Basic English Education for people in need.

What should be learned in Basic English? In Basic English, there are some materials that should be learned such as listening, speaking, reading, writing also vocabulary, some grammatical terminology, pronunciation, etc. It has been necessary to use some grammatical terminology such as adverb, subject, clause, modify as one of the materials of basic English (Swan, 1995). It is necessary to choose the material based on the needs. For example, if we want to educate people that need to use English as a tool in promoting their product so we can arrange the materials like how to offer something or some vocabularies that match with the product, etc.

3.3. Basic English in Using Tourist Village

To accommodate the development of Using tourist village become friendly not only for local tourists but also for tourists from different countries, we need to develop a friendly zone for them. One way that should be taken is to at least develop friendly communication using English. As we know that English is one of the international languages that is used in international communication. If the inhabitants can at least communicate using English, it will have a good impact either for the native or the tourist.

In Using tourist village, there are two forms of cultural tourism, the first is tangible and intangible tourism. As stated from Darmana that Tangible tourism is a type of tourism object that looks invisible, can be felt, felt and enjoyed directly by tourism without having to first organize and provide then Intangible attractions are a type of tourist attraction typical of the life of Using people who are not interested in the eyes and need to provide or provide in advance to be able to access and enjoy it (Darmana, 2019). The objects of this tangible tourist attraction include Using home architecture, using tourist parks, Using cultural heritage, rice fields, and culinary. Therefore, intangible include Using customs, life cycle ceremonies and using cultural arts.

As stated before, using tourist village has many festivals that are held sequentially. Festivals can be included as a part of intangible form of cultural tourism. Some festivals than can be enjoyed in the Using tourist village community are Barong Ider Bumi Festival, Ngopi Sepuluh Ewu Festival, Tumpeng Sewu Festival, Jajanan Khas Desa Kemiren Festival (Paxi Permadi & R, 2019). Automatically, these festivals will attract people inside or outside the country to enjoy it. Of course as the house of the event we need to serve the guest in the best way. How come it can happen if the inhabitant cannot communicate well with the tourist? That is why they need to learn Basic English to communicate with them. The inhabitants can explain deeply about the festival that is being held in the Using tourist village.

Meanwhile, another cultural attraction of this village is Using traditional houses, using cultural heritage, and cooking. These also include as parts of tangible form of cultural tourism. As stated by

Damana in Using cultural tourism destinations, the objects of this tangible tourist attraction include Using home architecture, using tourist parks, Using cultural heritage, rice fields, Balai paseban Buyut Chile, and culinary (Darmana, 2019).

In order to explain the function of every part of Using traditional houses, the cultural heritage of Using also the culinary, the native need English as a tool of communication. English language proficiency is important for the people who live around local attractions in order to improve the quality of communications services for travelers (Asmin et al., 2017).

The facility allows tourists to enjoy not only cultural heritage and tourism objects but also the traditional food. There is a food market where tourists can taste the traditional food of Banyuwangi which is held in Using tourist village called Pasar Minggu Kemiren. In this market there is a transaction between the seller and the buyer. Basic English can be a tool of communication to explain the traditional food which sellers sell and explain about the price, moreover indirectly increase the income.

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