

CHAPTER I

INTRODUCTION

1.1 Background

Language is a tool of communication; it helps to deliver meaning, expressions, and purpose of the conversation. To reach communication goals, the sender(s) and the receiver(s) should understand the language used when communicating with each other. There are thousands of living languages in the world, it quite a high number as many countries have more than one vernacular language. Indonesia has approximately 711 languages and is the second rank of the most linguistically diverse country, by the data from Statista (2021). Whereas English is an international language with the speaker around 380 million people (Gunantar, 2016). Many countries set English as its second language. Moreover, some consider it as a compulsory subject for the students. At present, many people can master at least two languages, the national or standard language and the international language. In Indonesia, Indonesians set the national language (Indonesian language) as their second language and vernacular or *Bahasa Daerah* as the mother language used in everyday life (Purnomo, 2019). Although Indonesia has massive use of English, English still becomes a foreign language rather than second language (Alrajafi, 2021).

Indonesia is located in Southeast Asia and home to many natural wonders. Indonesia has more than 1700 islands and the world's largest archipelago (Rejeki, 2020). Therefore, Indonesia becomes one of the world's most tourist destinations. Many foreigners visit Indonesia or put it on their list of countries to visit. Besides

the rich natural wonders, Indonesia is famous for its affordable prices, which is why many tourists vacation in Indonesia. According to the data from *Badan Pusat Statistik Indonesia*, there are approximately 5.889.031 foreign tourists visited Indonesia in 2022. This is one reason guides in the tourism sector should be able to communicate in English properly. As mentioned in the *Standar Kompetensi Kerja Nasional Indonesia* from the decree of Indonesian Ministry of Manpower no 61 2009, all guides who work in the tourism industry should be able to use English at least at a basic level and not limited to the standard conversation.

Foreign tourists visited almost all cities in Indonesia, including Malang Regency. Malang Regency is a regency located in East Java with many natural wonders. According to Malang Regency One Data from the Indonesian Ministry of Communication and Information Technology (2022), Malang Regency has hundreds of natural wonders such as beaches, waterfalls, water springs, temples, etc. One of the fascinating natural wonders in Malang Regency is Boon Pring. Boon Pring has a bamboo forest for its uniqueness. It has the potential to attract foreign tourists, knowing Boon Pring has several attractions that are not available in many natural wonders. Besides the forest, several water springs are located in Boon Pring with their uniqueness. For example, Towo Spring or *Sumber Towo* can reduce soreness, Gatel Spring or *Sumber Gatel* can make your skin feel itchy, and many more. These kinds of uniqueness can attract foreign tourists' curiosity to visit Boon Pring.

Boon Pring becomes the source of income for half of Sanankerto's residents. In addition, Boon Pring contributed to the Sanankerto's development. Therefore, Boon Pring wants to level up its ecotourism internationally. To compete on an

international scale, the quality of human resources is essential. English becomes the language used when it comes to a global scale. Unfortunately, Boon Pring does not have enough human resources that are able to communicate in English. Most guides in Boon Pring communicate in the Indonesia to tourists, and some of them use the Javanese, especially older guides. Boon Pring needs to change this habit to level up the ecotourism. It requires practice and training for the guides to deal with foreign tourists.

From my interview with Mas Azik, the former leader of Sanankerto's *Karang Taruna*, there has not been English training for guides in Boon Pring. The Sanankerto's head villager, Pak Subur, also mentioned his difficulty when it comes to English. The lack of English competency can hinder Boon Pring from being an international ecotourism. At the first meeting of the PKK (Program Kompetensi Kampus Merdeka) program from the English Letters study program of Universitas Ma Chung and East Java Ecotourism Forum with Boon Pring's management, Sananketo's administrators have great hope and expectations the program can help them in English competency. The projects are the English best-practice book and video to help them promote on international scale.

In the fourth semester, the English Letters students of Universitas Ma Chung had Teaching English as a Foreign Language (TEFL) course. The students learned to make the syllabus, the technique, and many more. For the final thesis, I will create an English module for the guides in Boon Pring with the knowledge she got in TEFL course.

A learning media is needed to support the English training for Boon Pring's tour guides. E-module is the alternative to practical learning media (Sirwan et.al., 2021).

Learners can easily access e-module wherever and whenever they are, giving them a lot of time to learn English. This practicality can raise learners' motivation to learn English. They only need to download the file through their smartphone, laptop, or tablet and access it everywhere.

1.2 Project Objectives

1. To help Boon Pring's tour guides to improve their English skills in communicating with foreign tourists.
2. To provide an English module as a learning media for Boon Pring's tour guides.