
ENGLISH AT TOURISM INDUSTRY: A MATERIAL DEVELOPMENT TO SUPPORT TRADERS OF TRADITIONAL MARKET

Oleh

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Abstract: *Malioboro of Yogyakarta with its traditional market, Beringharjo, becomes an attraction to both domestic and foreign tourists that inevitably it supports the tourism industry and the small business enterprises in that area. An excellent service is a must including the ability to build communication in English with the tourists. The study focuses on developing an English mini book to help the traders in communication with foreigners during the business transactions. It applied a designed-based research and involved 25 traditional market traders as participants. The data was gained through observation, questionnaire, and interview. The findings showed the designed English mini book was acceptable based on evaluation given by the traders with five aspects of evaluation: linguistics features, language authenticity, English activities in business field, vocabulary enrichment, and the book appearance.*

INTRODUCTION

Indonesia has strengthened its existence as one of the tourist destinations in the world as it occupied the 9th rank by The World Travel & Tourism Council (WTTC) in the top 10 of world tourism destinations and ranked 4th th in ASEAN after Thailand, Malaysia and Singapore. The charm of Indonesia with its beautiful nature and coastal beach has attracted tourists from Singapore (60%), Malaysia (51%), and Australia (21%); there are even more opportunities for Indonesia to get the attention of foreign tourists from the western countries who plan to visit Indonesia in the future: 19% of UK, 18% of Europe, and 14% from the US (2019).

Yogyakarta, a special province in Indonesia, is considered potential in Indonesia tourism industry as it is one of the 50 National Tourism Destinations (NTD) in Indonesia as mentioned in *Peraturan Pemerintah Nomor 5 Tahun 2011 about Rencana Induk Pembangunan Kepariwisata Nasional tahun 2010-2025 (Dinas Pariwisata, 2020)*. Further, in three years from 2017-2019, about 3.894.711, 4.752.35, 4.378.609 tourists came to the city of Yogyakarta and commonly visited five national tourism strategic areas or *Kawasan Strategis Pariwisata Nasional* namely (1) Merapi–Merbabu area (2) Prambanan–Kalasan area; (3) Yogyakarta Kota area; (4) Pantai Selatan Yogya area; (5) Karst Gunung Kidul area.

But nowadays, the tourism trend is shifting from just visiting sites of history or culture

into spending money for tasting local food and merchandise that is known as culinary and shopping tourism. Most of the tourists spent their money on accommodation (31%), food and beverages (18.39%), shopping (16.10%), and local transport (9%); whereas in 2016 apart from these four things, tourists also still spend money on cruises, entertainment, health, souvenirs, tour packages (Central Bureau of Statistics, 2016). The shift in tourism industry opens great opportunities for Beringharjo Market, a shopping paradise located in the Malioboro area. Beringharjo Market with its uniqueness as it offers the combination of traditional and modern vibes. The data provided by Yogyakarta City Market Management Office, the average number of visitors per year in 2016 reached 60,890 people; whereas it reaches 59,000 people only in the holiday season (Purwandono)

It is expected that Beringharjo Market could be the main attraction of Yogyakarta tourism for foreign tourists (tourists), especially with the cooperation of twin tourism destinations (Twin Destination) agreed by the Beringharjo Shopping Center Manager of Yogyakarta and Indonesia Green Tour located in West Waringin City, Central Kalimantan. Both parties agreed to bring foreign tourists to Beringharjo Market as the main destination after foreign tourists went on nature tourism in Central Kalimantan (Rimawan, 2016).

As a tourist destination, Beringharjo Market is also an ideal reference for most foreign tourists who want to look for special souvenirs from the Yogyakarta area. Unfortunately, most of the traders there are not capable to communicate in English. They could hardly produce few words because they did not have adequate spoken English skill and lack of vocabulary. In fact, speaking is an activity of delivering a message between the speaker and listener orally. It will make communicating between two people. Speaking skills are communicating. Further, the trading activities involve people that carry out the sale and purchase of goods or services in the market (Yogyakarta City Government, 2009). Traders are expected to perform certain attitudes: 1) Good behavior is standing upright, it will give the impression that ready to serve. This is a pleasant start for customers; 2) Face, it always responds friendly, relaxed and not tense; 3) Voice and speaking clearly, it makes the customer understood; 4) Clothes, it is wearing the clothes must be clean so make a good appearance; 5) A neat hair, the appearance that will attract customers (Sutarto, 2006). However, the incapability to speak English create consequences; the traders did not serve the foreign tourists well and most of them let the tourists leave the market without giving excellent service. If the tourists tried to communicate with them, the traders usually used body language and hand gestures.

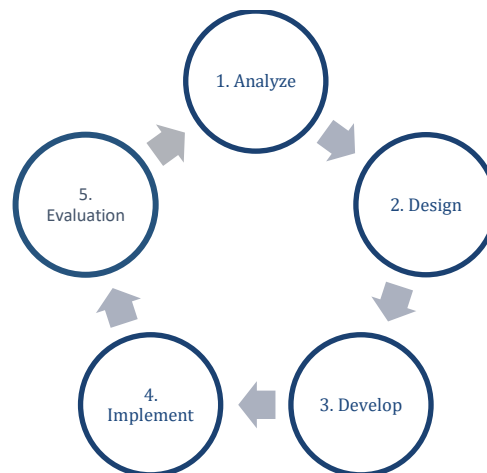
This study aims at designing an English-Indonesia mini book to be used by the traders of Beringharjo Market when conducting business transactions with foreign tourists. Books are important sources of information to help people learn something; and mini book as a media for learning English can use as a medium to improve students' learning abilities. Mini book is a small book consisting of interesting facts for a particular ability (Kuntalifah, 2017). It contains concise material, practice question, has an attraction, easy look taken everywhere, and capable make students focused on learning. The mini book learning media were said as concise, solid, and had clear learning material (Rahmatiah, 2018).

METHOD

This study utilized Research and Development (R&D) as a guide to building mini book

media and used ADDIE model (Branch, 2009) that consists of five stages: analyze, design, develop, implement, evaluation. The study involved the traders at Beringharjo market Yogyakarta. The data of this research was obtained through three instruments: 1) Interviews -to get information about the characteristic of the traders and interest in learning English. 2) Observation -to know the atmosphere at Beringharjo market. 3) Questionnaire -to give the data of the need analysis and designed materials evaluation questionnaire.

The data was categorized as qualitative and quantitative. The qualitative data was collected from a description of interviews with the leader of industry and trade office in Yogyakarta city, and observations. The comments and suggestions given by the leader of Industry and Trade Office in Yogyakarta city would be described qualitatively. The quantitative data was obtained from the questionnaire given to the traders, expert judgment, and evaluation from the industry and trade office and traders. There will be five options in every question such as Strongly Agree (SA), Agree (A), Neutral (N), Disagree (D), and Strongly Disagree (SD). The result of questionnaire will be in the form of percentage such as Very Good (80%-100%), Good (60%-79,99%), Fairly (40%-59,99%), Poor (60%-79,99%), Very Poor (0%-19,99%). It will be analyzed through the Likert Scale (Sugiyono, 2012).



Picture 1. ADDIE Model

FINDINGS AND DISCUSSION

The design of the mini book covers several stages. The first phase, Analysis Phase, was intended to examine the traders' needs, characteristics, and abilities in English. The interview which was done with the chief of industrial and trade of Yogyakarta city discovered that the traders had very limited knowledge about English and they must learn English as Beringharjo market is the tourist destination; but they did not have time to learn English because they were busy with their business. activities. The different knowledge between each trader created another problem in the learning process.

In fact, almost all the traders (80%) enjoyed to communicate in English with tourist although they also faced difficulties during the communication but they tried hard to keep using English. The problems that the traders commonly faced as shown in Table 1) cover several things: lack of vocabularies (90%), inability to respond tourists' questions (85%); failed to understand English (65%), felt nervous (65%), and did not have someone to help them in doing business transaction in English (65%)

Table 1. Traders' Experience and Difficulties in English

No	Statement	Yes	No
Students experiences			
1	Enjoy when communicating in English with tourist	80%	20%
2	Have difficulties in English	85%	15%
3	Try hard to speak English	75%	25%
Problem faced when using English			
1	Gve response to tourists questions	85%	15%
2	Don't understand English at all	65%	35%
3	Lack of vocabulary	90%	10%
4	Need helps in English business transaction	60%	40%
5	Feeling Nervous	65%	35%

Design and Development Phase

The mini book consists of five units: describing product, telling price, offering product, giving direction, and negotiating. Each unit contains mini dialogue, useful expressions, expressions, vocabularies, conversation, and exercise and has different color to make easy the traders when searching infprmation that they need. The purpose of some units: 1) Describing product, in this unit to make easy the traders when the tourist asks about the product. 2) Telling price, to answer when the tourist asking price and answer it. 3) Offering product, the traders learn to offer help for the tourist and know when the tourist refusing help and accepting help. 4) Giving direction, to give information if the tourists asking direction about the location and make easy to giving direction about location. 5) Negotiating, in this unit the traders know when the tourist deal or no deal the transaction, and knowledge to answer when they do bargain.

When the designed mini book was ready, it was validated by English media design experts (mentioned as expert A) and the chief of industry and trade office Yogyakarta city (addressed as Expert B) in order to know whether the book matches the criteria or not. The validation covered two main criteria: English content and product. Validation with expert A was done before the first trial of the designed mini book at Beringharjo market. Overall, the mini book was considered sufficient (Table 2) as it provided the suitable topic for the traders; however, it was suggested to make the layout more interesting by considering the typography, color, and adding pictures related to the topic to make. Another recommendation was about the content; it was recommended to put the topic based on the level of difficulty. The last suggestion was about to give phonology or how to pronounce the expression to help the traders.

Table 2. The Average Score for Designed Mini Book

Aspects	First Validation			After Revision Validation		
	Expert A	Expert B	Average	Expert A	Expert B	Average
English Content	60	40	50	86	88	87
Design	53	82	67,5	81,7	85	83,3

After the revision, it showed that the designed mini book has reached significant improvement from 50 to 87 for English content and 67,5 to 83,3 for the design or book layout.

Traders’ testimonials about the designed mini book

The outcome of product or the designed mini book need to be examined so that a set of questionnaires to evaluate the appropriatenes of the mini book were given to the traders. The questionnaire emphasized on some aspects: layout, content, autheticity, exercises, and vocabulary. It was admitted that the layout, content, exercise, and vocabulary of the mini book was good (78,23); and the most imporatnt thing is it is considered authentic since it got score 80,6 whisch means that the activities, dialogues, and vocabularies really reflect the real business transaction in Beringharjo Market (table 3).

Table 3 The average score from traders

No Aspect	Score	Category
Layout	76,26	Good
Content	79,73	Good
Authenticity	80,6	Very Good
Excercise	76	Good
Vocabulary	78,6	Good
Total	391,19	-
Avarage	78,23	Good

Basically, the designed mini book helps the traders a lot in using English (Table 4). The color code in the book makes it easy to search the information that the traders need. For example, when they need to know how to tell price in English the color code gives shortcut to the unit since it makes it different from another unit.

Trader A	<i>Bukunya bagus, terus warnanya beda-beda. Waktu saya lihat warna-warnanya, saya langsung suka. Soalnya jadi lebih mudah buat saya kalo mau cari materi yang saya butuhkan.</i> I think it's good and colorful. I just like it when I see the color at the first time. The color code helps me to locate the information that I need.
Trader B	<i>Bagus banget. Saya bisa pakai kalo ketemu turis.</i> It's very good, I can use it when to meet tourist"
Trader C	<i>Bagus. Kecil jadi mudah dibawa kemana-mana dan lengkap juga</i> I think, it's good. Quite small so it's easy fr me to bring it anywhere. It's complete too".
Trader D	<i>Bagus banget. Ada cara mbacanya juga. Pokoknya saya pengen punya kalo bukunya sudah jadi ya. Bantu saya banget buaat ngomong English.</i> This is perfect. There's a pronunciation transcription too. I hope I could get one if you finish revising the book. It helps me to speak

English”.

Some positive opinions were also addressed on the mini book’s aspect such as pronunciation transcription that definitely assist the traders when they meet new words that they have never been known before; and also, the size of the book. The mini or small book can be carried out easily an the most important is the size of the book was made based on the traders’ want.

CONCLUSION

Tourism industry is a potensial source for Indonesian foreign exchange. In 2020, Indonesia received about USD21 billion which was said as the biggest among other fields. Meanwhile, a serious attention have to be given to tourism industry including the facilities in public places and tourism destination and our readiness to welcome tourists. Preparing Indonesian citizen with standardized hospitality and English mastery are two things that should also become priority.

Designing English mini book for traders of traditional market is one way to promote the tourism industry. The designed mini book helps the traders because it gives another way of learning English. The traders are not dependent to anyone since the mini book can be used anytime and anywhere especially when they are in business transaction. The traders seem to be more enthusiastic to use it to improve their knowledge and ability in English. The thing that may become further concern on this study is whether the designed mini book has relevancy in the increase of the traders’ income.

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HALAMAN INI SENGAJA DIKOSONGKAN