

ANALYSIS OF THE USEFULNESS OF ENGLISH LANGUAGE CULTURE IN THE TOURISM SECTOR IN THE INDUSTRIAL AGE 5.0

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Abstract: Through communication media, English plays an important role in the sustainable tourism sector with the goal of promoting abroad, service, good communication between foreign tourists and tourism actors, and the surrounding community, which ultimately relates to the development of local tourism progress in the industrial era. 5.0. Tourist actors must be fluent in English, particularly in the surrounding community, which includes simple conversation, language mastery, and basic conversation. The purpose of this research is to look into the Benefits of English-Speaking Culture in the Sustainable Tourism Sector in the Industrial Era. Banyuwangi received a 5.0. The descriptive qualitative analysis method was used. This paper demonstrates the importance of English-speaking culture in the sustainable tourism sector in Banyuwangi in the industrial era 5.0, with the goal of increasing foreign tourist visitors, facilitating communication in English, and serving as a promotional event abroad about local tourist destinations in the Banyuwangi. English is important in the tourism industry because it allows people who live near tourist destinations and those who work in the tourism industry to communicate effectively in English.

Keyword: Destinations, Tourism, English, Culture, Industry 5.0

INTRODUCTION

Natural resources abound in Indonesia. Its natural and cultural beauty has the potential for long-term development (Romarina, A, 2016). The diversity of ethnic groups in each province of Indonesia gave birth to many cultural customs, such as Bali, which is known as the island of the gods (Ismawardi, I, 2019). Similarly, the beauty of the Wakatobi sea is well-known for its true underwater paradise (Hijrah, W. O. 2014). As a result, this is a unique incentive for foreign tourists to visit one of the tourist destinations, namely Indonesia. Furthermore, the natural beauty of Indonesia can be enjoyed all year. Tourism development in each region must be a shared concern among stakeholders in order to increase foreign exchange (Dewi, M, 2016).

From 2016 to 2018, the tourism sector's foreign exchange contributions have consistently increased. In 2018, there was a significant increase, totaling 16,426 billion US dollars. In 2016, the tourism sector contributed 11,206 billion US dollars, and in 2017, it contributed 13,139 billion US dollars (BPS Indonesia, 2018). The tourism sector in Indonesia is rapidly developing; in fact, Indonesia has surpassed Thailand and Sri Lanka.

By managing destinations and exploring the region's tourism potential, tourism development can be used as a tool for increasing local revenue. Furthermore, promotion is an important factor in advancing and increasing tourist visits. It is also necessary to provide and improve supporting infrastructure. Promotional events are not difficult to organize in modern times (the industrial era 5.0). The availability of technological advancements makes it easier for people or foreign tourists to obtain information on appealing tourist destinations to visit (Heliany, I., 2019). On the other hand, technological advancements have created fierce competition in the age of globalization. This progress will crush the community if it is unable to deal with it. Furthermore, in order to compete on a global scale, people working in the tourism industry must be

fluent in an international language, namely English (Damayanti, L. S., 2019). Because each country has an official language that serves as a means of unifying the nation that is distinct from other nations. Language serves as a means of communication between people. Language facilitates interpersonal communication.

The language of information and communication technology (ICT) in the industrial era 5.0 is a means of communication that helps in many fields, including tourism. It is now a basic requirement in any organization, business, government agency, or educational institution. English-speaking culture provides good benefits in the world of tourism in the age of information and communication technology as a means and infrastructure in promoting tourism, which we often hear electronically under the name digital marketing (Warmayana, I. G. A. K., 2018).

Tourism is one of the mainstay sectors and the focus of attention in Banyuwangi Regency in the era of Industry 5.0. This is because this industry has a high economic added value. The government has made various efforts to promote tourism, including improving the quality of tourism services and improving the quality of tourism-related fields. Methods used include tourism promotion and improving the attractiveness of tourist attractions such as transportation and lodging.

The issue that tourism industry players in Indonesia, particularly in Banyuwangi, face is that English language skills are still limited. This is one of the barriers to selling tourist destinations in Banyuwangi, as well as making it difficult for foreign tourists to interact and learn about the history of the tourist destinations presented. Sustainable tourism development is highly dependent on management, which necessitates capable human resources in their fields who not only understand marketing techniques but can also become guides and communicate in English with foreign tourists. Given the importance of English in the world of tourism, research on the Analysis of the Benefits of English Language Culture in the Sustainable Tourism Sector in the Industrial Era 5.0 in Banyuwangi Regency is required.

RESEARCH METHOD

This study was conducted in Banyuwangi Regency because Banyuwangi is one of the districts with potential tourist destinations that should be developed further. This study took a descriptive qualitative approach. The research focus that will serve as a baseline for future research studies is to increase foreign tourist visits, facilitate English-speaking communication, and promote local culture. The study's primary data sources were obtained through interviews in the form of informant responses and answers (Head of the Banyuwangi Regency Tourism Office, related stakeholders engaged in tourism, tour guides and also the community around tourist destinations). Documentation taken at the research site provided secondary data sources.

In this study, informants were chosen as data sources using the purposive sampling technique. The study's informants include the Head of the Banyuwangi Regency Tourism Office, tourism stakeholders, tour guides, and members of the community surrounding tourist destinations.

The data collection method used in this study was observation, which was done by directly visiting the Banyuwangi Regency Tourism Office to make systematic observations and notes in order to determine the benefits of English-speaking culture in the sustainable tourism sector in the industrial 5.0 era. Interviews are conducted to collect data by asking predetermined informants oral questions. Documentation is accomplished by gathering data at the research site in the form of images or writings related to the variables being studied.

Data collection is the data analysis technique used in this study. Interviews with informants are used by researchers to collect data. Data presentation. The data gathered by researchers through interviews is then presented in the form of narrative text in a more scientific language. Making decisions. The data presented in the form of narrative text is then reviewed in light of the theory employed in this study, and conclusions are drawn.

RESEARCH RESULTS AND DISCUSSION

A. Trends in Foreign Tourist Visits and Room Occupancy Rates

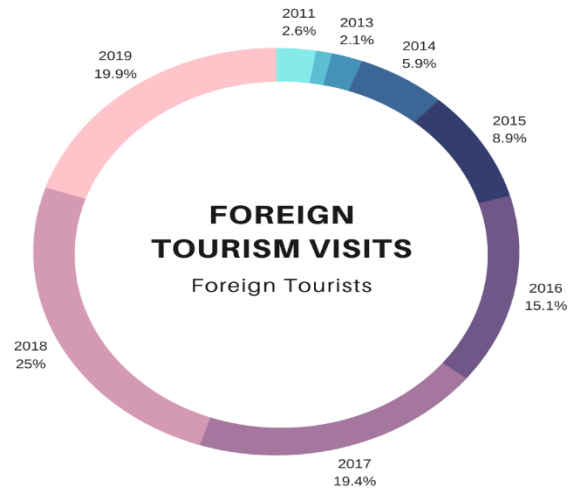


Chart 1. Trends in Foreign Tourist Visits

Based on the graph above, it is clear that foreign tourist visits to Banyuwangi Regency increased rapidly from 2011 to 2019. The data on the graph show that foreign tourist visits increased significantly from 2014 to 2018. Despite this, it fell slightly in 2019. The richness and beauty of its natural scenery, as well as the diversity of ethnicities and cultures owned by the area known as the Sunrise of Java district, have all contributed to an increase in tourist visits to Banyuwangi Regency.

Furthermore, government support for the development of tourist destinations in Banyuwangi is being implemented aggressively, as Banyuwangi is a high-potential area for tourism development. Banyuwangi Regency's location, which is also very strategically located between East Java Province (the tip of the island of Java) and Bali Province, is extremely profitable as a connecting route or route passed by foreign tourists in the two provinces.

Banyuwangi Regency regulation number 13 of 2012 concerning regional spatial plans or RTRW specifies several potential areas to be developed as tourism areas in Banyuwangi Regency. These areas are spread across various Banyuwangi sub-districts and villages, including the Ijen crater tourist destination on the border of Banyuwangi and Bondowoso districts, the boom marina beach tourism destination in Banyuwangi sub-district, the Alas Purwo National Park destination in Tegaldlimo sub-district, the red island beach tourism destination in Pesanggaran sub-district, and other tourist destinations.



Chart 2. Domestic Tourist Arrivals

Domestic tourist visits to tourist attractions in Banyuwangi district continue to increase year after year, according to graph 2. a. From 2016 to 2017, the average increase was 5% to 7%. This graph is expected to continue to rise year after year. All of this is dependent on the community's and the Banyuwangi district government's support.

Visits to tourist attractions increased significantly, in line with the average domestic tourist visit. The graph of local tourist visits continued to rise from 2011 to 2019, with the peak occurring from 2015 to 2019. Local tourist visits were only around 6.9 % in 2015, % in 2016, 19.2 % in 2017, and the same thing happened in 2018 and 2019, which increased to 20.7 % and 21.1 %, respectively. As a result, domestic tourist visits are increasing year after year.

B. The Place of English in the Tourism Industry

English, as one of the United Nations' official international languages, makes an important contribution to the tourism industry, particularly in communication media. When communicating with foreign tourists who speak a different language, mastery of foreign languages is essential in order to understand each other's intentions and purposes of communication. In terms of tourism services, foreign tourists visiting Indonesia are guests who must be served, so tourism actors are servants who must serve visitors. As a result, in order to communicate well and serve visiting tourists, tourism actors in tourist attractions, particularly the people of Banyuwangi around tourist destinations, must master English.

The ability to communicate in English is essentially a communication process that is required when communicating with foreign tourists. As a result, the role of English in increasing the number of foreign tourist visitors is very influential, particularly in terms of services, such as tourism promotion abroad, reservations, accommodation services (travel and hotels), guiding services, and tourist communication with the community.

On average, tourism actors in Banyuwangi Regency are some who can communicate fluently with foreign tourists because they master English, while others, namely the surrounding community, communicate with tourists using basic English. Some tourists also hire English-speaking Indonesian guides to accompany them to tourist attractions.

English is required not only for communication in the tourism industry. The level and challenges of globalization are equally important when learning English. Because English is a language of strategy. When foreign tourists from all over the world arrive with the intention of traveling, their mother tongue or language of origin is generally less useful in other countries that serve as tourist destinations. As a result, English plays an important role in the international arena as a language of communication. As a result, in

order to increase foreign tourist visits, the people of Banyuwangi Regency, particularly those in the tourism sector, should truly master English as a medium of communication between the two parties.

According to the findings of Galela (2014) research, the role of English in the tourism industry is critical in facilitating communication and providing services to visiting foreign guests. As a result, improving the community's ability to use English must be taught to tourism industry players or tour guides (Zulkarnain, 2016). Furthermore, the community requires training to improve its English language mastery capacity. According to research from (Febriani et al, 2019), it is important to conduct technical guidance and trainings for the community as a provision in the field in order for the community or tourism actors to have confidence in facing global challenges.

English, in addition to serving as a means of communication, serves as a unifying force. English plays an important role in bringing people together, regardless of their background. In the tourism sector of Banyuwangi Regency, the community states that English is a medium for foreign tourists and tourism industry players, where it can be said to be a lingua franca or an introduction for people who are around tourist objects with different languages, particularly at tourist attractions.

C. English Proficiency for Tourism Professionals

English proficiency is essential. Despite the presence of several tourist attractions or hotels, English is not used as a primary mode of communication. Because some tourist attractions or hotels do not use English on a daily basis, English can be divided into two categories: occasionally and rarely (Erazo et al., 2019). Occasional English is English that is only used at certain times, whereas rarely English is English that is rarely used. As a result, the tourist destination area is not a tourist destination for foreign tourists; tourist actors, on the other hand, only communicate with local tourists who speak the same language, namely the National language.

Furthermore, tourism actors who interact directly with foreign tourists, where the people of Banyuwangi Regency around tourist attractions can be invited to communicate by foreign tourists, can be identified. It is certainly not a problem if there is a guide in communicating, but the surrounding community can also communicate using English, which is considered a positive thing and will give tourists an extraordinary impression, even though the language used is simple.

Mastery of English is essential for tourism actors in terms of communication media between tourists and tourism actors. If you master English in the world of tourism, it can provide benefits that can increase tourist satisfaction, motivate international tourists that mastery in communicating using English will undoubtedly be able to increase international tourists' interest in visiting and will be more effective. Mastery of English will greatly assist in better understanding the needs of tourists, implying that all of the needs and needs of tourists can be understood and overcome with good communication. Of course, good communication skills are required to understand other cultures through dialogue between tourists and tourism actors.

To maintain understanding of all communications with foreign tourists without misunderstanding, communities around tourist attractions must know and master English, at least the basics of English, simple vocabulary in getting acquainted, or simply greeting foreign tourists. By learning English, tourism actors will be able to understand the culture of foreign tourists and provide the best service possible, as well as create an impression and even a positive image, which will have an impact on the growth of the tourism industry in Banyuwangi Regency.

D. Promotion of Local Culture

There are several ways to introduce domestic tourism, particularly local tourism, to other countries. Today, the advancement of information technology is the primary tool used to promote local tourism in foreign countries via cyberspace, and it is the most effective tool in introducing local tourism to foreign countries. The trick is to use internet-based promotion (web) in English, a global language. The existence of this website so that foreign tourists can access it at any time and from any location. However, if promoting through cyberspace, it must be completed and clarified, and it must be designed to be as appealing as possible. According to research, the Banyuwangi Regency tourism sector can develop the potential of tourist destinations through promotional events. The purpose of the promotion is to make the tourist attraction in question more known to prospective tourists so that they can visit and enjoy the place.

The tourism industry is currently competing to make and create diverse products in accordance with tourism development, with the product in question introducing the beauty of nature, culture, and diverse customs, as well as the uniqueness contained in tourist attractions such as flora and fauna and ecosystems including natural beauty.

The technological era now known as Industrial Revolution 5.0 is one of the relevant solutions in the tourism sector for increasing competitiveness in Indonesia. Tourism demand and supply have significant potential in the coming years. In this industrial era 5.0, it can be used in a variety of ways as a promotional event.

Because English is the first global language used by foreign ethnicities from wherever they come, tourism information services use it. As a result, the use of English is a reason for tourism actors in the world of tourism to use English.

According to observations from several community stores in the tourist destination area of Banyuwangi Regency, there are already some who can use English, particularly those who work in the tourism sector in terms of providing services and information to tourists through communication media appropriate for foreign tourists, namely communication in English. Thus, of course, this is very beneficial to the community and government in developing professionalism in the field of tourism in order to encourage the realization of the use of English-speaking culture in the sustainable tourism sector in the industrial era 5.0. (Kawatak, S. Y., Walansendow, Y. A., & Repi, D. N. (2020).

CONCLUSIONS

Based on the discussion above about the usefulness of English-language culture in the sustainable tourism sector in the industrial era 5.0 in Banyuwangi, it can be concluded that English has good benefits for tourism industry players. The use of good English can increase the confidence of foreign guests to come to Banyuwangi. This is because guests are easy to communicate and service to get information about the destinations visited according to the needs and desires of foreign tourists. The use of English in promoting is also very much needed. Tourism industry players are strongly required to master a foreign language of at least English to be able to provide services and satisfaction to foreign tourists which increase the income of the tourism sector as a development and progress of local tourist destinations, especially in Banyuwangi Regency. It is hoped that foreign languages or English for tourism industry players, especially in Banyuwangi, can be improved through trainings organized by the government as an effort to support the development of the sustainable tourism sector. Abundant tourism potential and adequate infrastructure without being equipped with capable human resources very difficult to realize sustainable tourism in Banyuwangi Regency.

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