

An Analysis of Homestay Hosts Interest in Learning English at Tamansari Tourism Village

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Abstract

English is important language to communicate with the foreign guests who stay at the homestay. This research aimed to describe how the Homestay hosts interest in learning English at Tamansari tourism village. The research design was descriptive qualitative. The respondents were 22 homestay hosts in Tamansari tourism village which determined by using purposive sampling. The data were taken by using questionnaire and interview. The data from questionnaire was analyzed by using Likert scale. The data analysis was determined based on theory of interest with four indicators. They are attention, participation, willingness, and feeling need. Analysis questionnaire and interview data showed that homestay hosts in Tamansari tourism village have high interest in learning English and the index percentage was 74%. It consists of attention level 78%, participation level 64%, willingness level 71%, and feeling need level 74%. Therefore the homestay hosts in Tamansari tourism village need English as communication medium with the foreign tourists. On the other case, there were some problems faced by the homestay hosts that are pronunciation, lack of time, lack of partner to learn, fluctuation of foreign tourists visit, and low awareness to learn made them practice English less maximal.

Keyword: Homestay Hosts, Interest, Learning English, Tamansari Tourism Village

A. Introduction

World Tourism Organization (2007) explained that tourism was social, cultural, and economic phenomenon which entails the movement of tourists to countries or places outside their usual environment for personal/business purposes. Increasing number of tourist visit in banyuwangi has influence on many sectors and this opportunity is grasped by Tamansari village which develop tourism village. Tamansari is a village located under the foot of Ijen Mountain. Geographically, it is located in the west part of Licin sub-district. At first, Tamansari was a village which became tourists passing area to go to Ijen Crater. This condition encourages the village government to develop tourism village in order to attract the tourists visit in Tamansari. The development of Tamansari tourism village is very well. Nowadays, it has some ecotourism places, and tourist accommodation such as homestay, tourist transportation, and tour guide. In 2017 Tamansari got an appreciation “Desa Wisata Award”

category utilization of business networks from Indonesia Village Ministry, Underdeveloped Area Development and Transmigration. It was gotten because Tamansari was able to develop tourism potential such as homestay, tourist transportation and tour guide which empower the local people of Tamansari village.

The development of tourism place and accommodation is followed by many domestic and foreign tourists visit. BUMDes of Tamansari noted that in 2018 there were 153.635 domestic tourists and 3.721 foreign tourists who stay at Tamansari village homestays. As well, Maryani et al. (2017) stated that homestay is local people's houses which are provided for the tourists to stay over. It means, the tourists who stay at homestay also stay with the host of the homestay. Tamansari village has 53 homestay, but there are only 18 homestay which is ready, suitable to be occupied, and registered at BUMDes Tamansari

Qualified human resources of homestay host who have good hospitality skills are very important to service tourist, because they face tourist directly and become point the tourism success. One of important part in service foreign tourist is communication ability. According to Mr. Yatman (secretary of BUMDes Tamansari), one problem on tourists service is their communication skill with foreign tourist, because not all the societies mastering foreign language.

The researcher imagines if all of management and facilities are very good but the communication skill is low, they will be less useful. It is like a strong arrow with the dull tip. Kelvin-Iloafu (2016) argued that communication is a crucial thing of social interactions and become a medium to establish and maintain a relationship. Therefore, a good communication skill becomes important aspect to satisfy the tourists, especially for foreign tourist.

Language is medium of the communication. The societies of Tamansari especially the homestay hosts have to master foreign language, minimum English as world lingua franca, so they will be easy to communicate with the foreign tourists who stay in Tamansari tourism village. Al-Saadi (2015) declares that the requirement to reach managerial level at the tourism organization is by enhanced English competence because language is analyzed as a medium to increase the effectiveness of organization, especially organizational communication. It means the societies in Tamansari tourism village have to master English to build a good communication and increasing tourist satisfaction.

Developing English skills for societies can be done by doing English learning through informal course. According to Mr. Rizal as the head of Tamansari Village, the government, both village government and related agencies, such as Banyuwangi tourism agencies ever give Informal English course for societies, but it did not make societies get a proper English skill.

On the learning process, there are many factors which influence it, not only external, but also internal factor. Based on the result of observation and interviewing some stakeholder in Tamansari tourism village, there are important to identify the learning internal factor. One basic factor of learning process is interest. As Lungit (2014) said that in educational system, interest is important

aspect because interest helps students to achieve their goal. So in this context, society's interest to learn English is very important to encourage increasing of society's English skill, especially the host of the homestay. Therefore, both the importance of English in service foreign tourist and the number of foreign tourist visit to stay at Tamansari homestay, encourage the researcher to conduct a research about Homestay hosts interest in learning English on the large number of foreign tourist visit in Tamansari tourism village. Those becomes crucial thing, because it is one of basic aspect to support Banyuwangi tourism development, especially Tamansari tourism village which able to improve communication quality between tourist and Banyuwangi local people. The researcher also expects that the result of this research will become review for government to make a policy in giving English learning for societies who really need. So the society's quality will become a part to support Banyuwangi tourism development, especially in Tamansari tourism village.

Based on the explanation above, the researcher conducted a research entitled "An analysis of the Homestay hosts interest in learning English at Tamansari tourism village" to find out how the homestay hosts interest in learning English at Tamansari tourism village.

B. Research Method

1. Research Design

The research design of this research is descriptive qualitative design. According to Best & Khan (as cited in Latief, 2011) explain that descriptive research design is used to describe exist conditions, opinions, on-going process, or developing trends. Sugiyono (2009:8) said that qualitative method commonly called naturalistic research method because the research is done on natural setting, and not only the data but also its analysis is more qualitatively. In this research, descriptive qualitative was used to measure the Homestay hosts interest in learning English at Tamansari tourism village based on the exist condition in Tamnasari tourism village.

2. The Research Area

The research area of this research was Tamansari tourism village. This area was determined purposively because it has developed ecotourism, tourist accommodation, and has large number of foreign tourists visit.

3. The Research Respondent

The respondents of this research were 22 homestay hosts in Tamansari tourism village which was determined by using purposive sampling method. Sugiyono (2009:218) stated that purposive sampling is sampling technique which gets the data resource with the certain consideration. In this case, the researcher chose purposive sampling because the homestay hosts face foreign tourists directly and need English as medium of communication.

4. Data Collection Method

A research always needs to collect the data using appropriate instrument to obtain valid data for analysis (Latief, 2011:192). In this research the data were taken by questionnaire and interview which explained in the following part.

a. Questionnaire

Questioner is a written instrument to getting information of fact or opinion/attitude which consists of statement to be responded or questions to be answered by respondent (Latief, 2011). The kind of question in this questioner was closed questions. The homestay hosts were given questionnaire with 35 statements and they answered it by giving checkmark in appropriate choice based on their real perception. The 35 questions was formulated from 4 (four) indicators of interest. There were eight questions about attention, seven questions about participation, fourteen questions about willingness, and six questions about feeling need. The following is the distribution of questionnaire items:

Table 1. The distribution of Questionnaire Item

No.	Indicator	Item Test	Total
1.	Attention	2, 8, 10, 20, 21, 23, 25, 26	8
2.	Participation	11, 14, 17, 18, 24, 28, 35	7
3.	Willingness	1, 3, 4, 5, 6, 7, 9, 12, 13, 15, 16, 19, 22, 27	14
4.	Feeling Need	29, 30, 31, 32, 33, 34	6
Total			35

The researcher used Likert scale which was created by Dr. Rensis Likert to find the level of questionnaire. To measure how the Homestay hosts interest to learn English in Tamansari Tourism Village, the researcher used the Likert scale with four options of answer for each statement. There were always, often, seldom, and never. Besides that, to measure the percentage level of interest, researcher used formula as follow:

$$Index \% = \frac{N}{Y} \times 100$$

Index % = Percentage of Level
 N = Total Score
 Y = Maximum Score

b. Interview

Estberg (as cited in Sugiyono, 2009:231) explained that interview is meeting of two persons to commute information and idea by using question and responses which the aim is constructing a meaning or particular topic. The type of interview which was used by the researcher was semi structured interview. Sugiyono (2009) said that the goal of semi structured interview is finding a problem more opened where the

researcher ask about the respondent's opinion and ideas. The researcher interviewed the homestay hosts to obtain more detail and accurate information about how the Homestay hosts interest to learn English in Tamansari Tourism Village. The following was the distribution of interview item:

Table 2. The Distribution of Interview Item

No.	Indicator	Item Test	Total
1.	Homestay hosts perception about English	1,2	2
2.	Homestay hosts need of English	3,4	2
3.	Homestay hosts effort to learn English	5,6	2
		Total	6

5. Data Analysis Method

This research used Miles and Huberman Qualitative Analysis. There are some steps in analyzing data by using Miles and Huberman Qualitative Analysis; these are data reduction, data display, and conclusion drawing/verification.

C. Conclusion

The homestay hosts at Tamansari Tourism Village have high interest in learning English. They have a good attention when foreign tourists speak English and they try to translate and interpret what the foreign tourists said. They also feel need English to support their career in tourism industry, but most of them have low self-awareness in to learn English more. So the homestay hosts still rely on google translate and body language to communicate with the foreign guests. In addition, the most of homestay hosts never follow English course, and learn English autodidact when they have foreign tourists only.

Some problems faced by Homestay hosts in learning English are pronunciation, lack of time, lack of partner to learn, and fluctuation of foreign tourists visit make them practice English less maximal. Nonetheless, English have to be mastered in tourism industry because English is not only communication medium to support tourism industry, but it is needed to introduce and educate the foreign guests about local wisdom, art and culture. It is inevitable, that Banyuwangi tourism will more grow up. Thus, qualified human resources must be prepared to equilibrate tourism development, especially in Tamansari which develop tourism village. It can be concluded that the homestay hosts in Tamansari tourism village need program to develop their English skill. So they will be able to welcome and handle the foreign guests much better

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