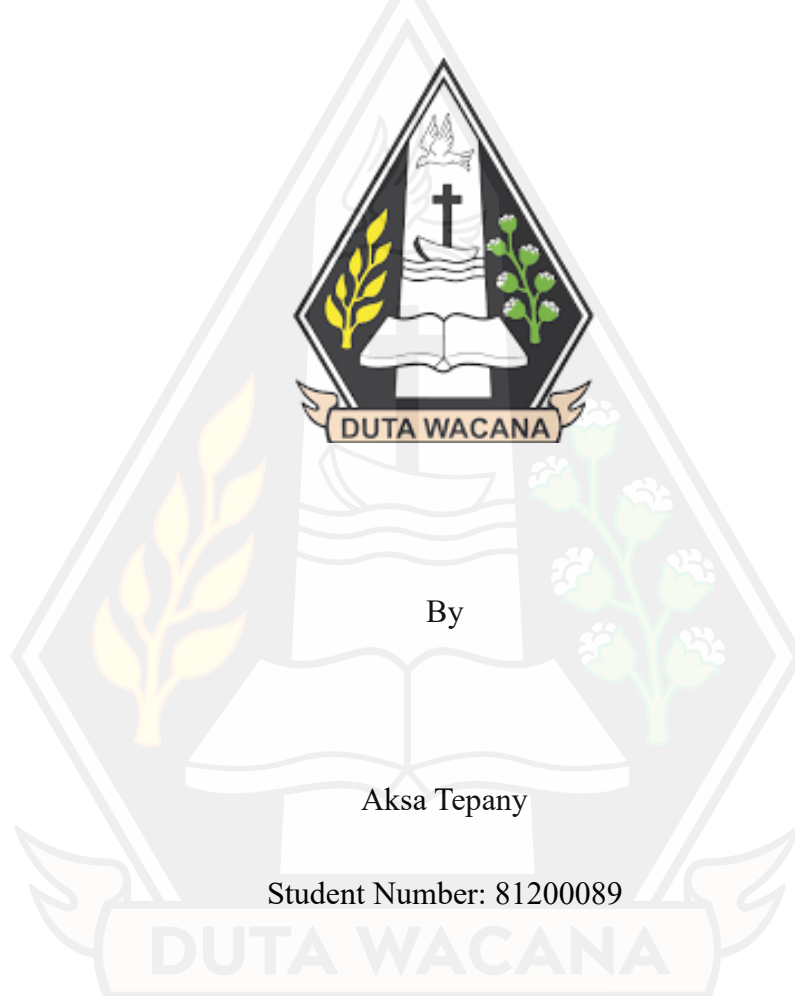


**DEVELOPING AN INNOVATIVE ENGLISH LANGUAGE
TRAINING MODULE FOR SETANGA LESTARI EMPLOYEES**

Tugas Akhir



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FACULTY OF EDUCATION AND HUMANITIES

UNIVERSITAS KRISTEN DUTA WACANA YOGYAKARTA

2024

**DEVELOPING AN INNOVATIVE ENGLISH LANGUAGE TRAINING
MODULE FOR SETANGA LESTARI EMPLOYEES**

Presented as partial fulfillment of the requirements for the degree of

Sarjana Pendidikan (S.Pd.)

in English Language Education Department

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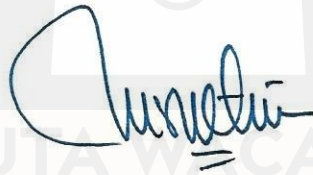
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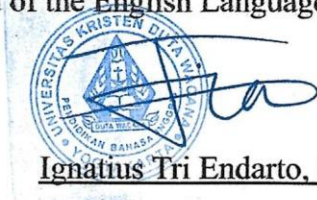
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STATEMENT OF ORIGINALITY

I honestly declare that this Tugas Akhir does not contain the work or parts of the work of other people except those cited in the quotations and the references.

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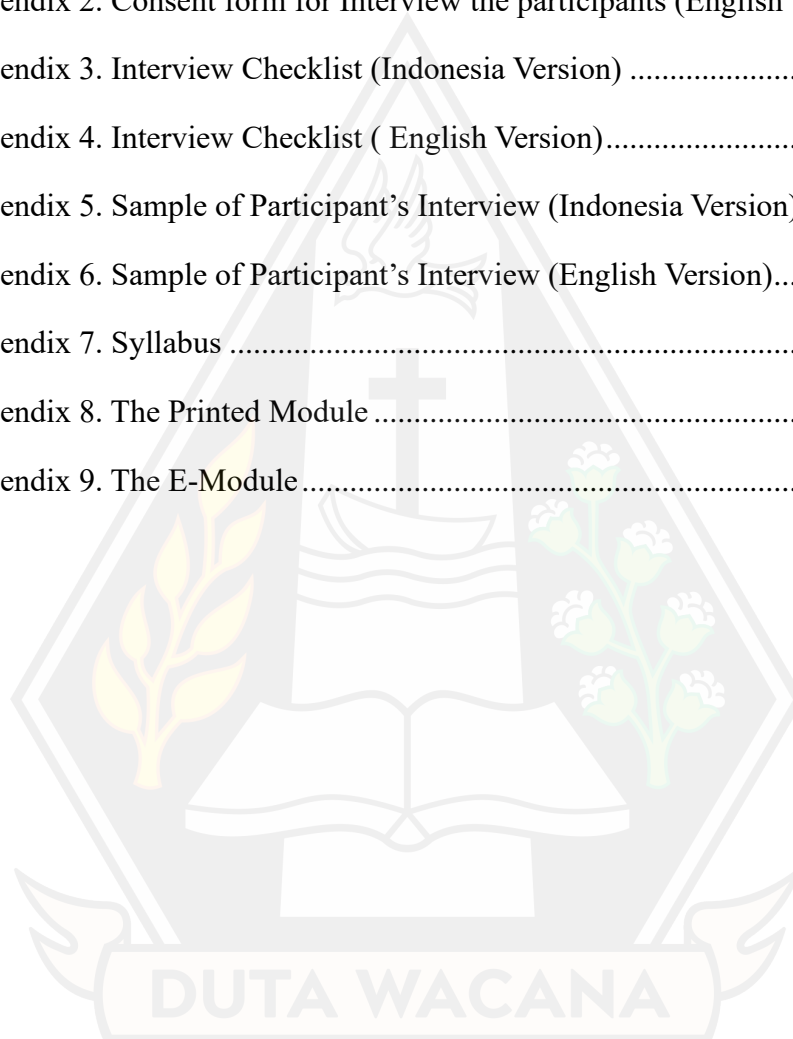
I want to thank the Lord Jesus for blessings, grace, gifts, and miracles so that the author can complete the Final Project in the form of a product titled "Developing an Innovative English Language Training Module for Setanga Lestari Employees".

Completing this final project is not the end but a new beginning to start a new life adventure. The author knows that some people have contributed to completing this thesis. There is no better offering that the author can give other than gratitude to those who have helped the author. In particular, the author would like to thank Arida Susyetina, S.S., M.A., as the supervisor who has patiently directed, taken the time, volunteered energy and thoughts, and given attention in assisting in writing this Final Project. Thank you also to Om Apo, the owner of Setanga Lestari Tourism, for providing the opportunity to conduct research and make Final Project products there. Thank you to Papa, Mama, Sister, and Brother, who gave the author much material, moral, and spiritual support during college to complete this final project. Thank you to the Wacana Grup, who has been willing to help the author, take their time on the sidelines of their busy schedule, and encourage and accompany the author in completing this final project. Without your help, this thesis would not have been completed on time. Thank you Key, Ere, Helena, Riko, Billy, Lina, and Uda, who helped the author and encouraged to write this final project. Despite all the shortcomings and imperfections of this Final Project, the author hopes for input, criticism, and suggestions that are constructive toward the improvement of this Final Project. The author experienced quite a lot of difficulties during the process of preparing this final project, but thank God it was completed well. Finally, the author hopes that this Final Project product can be useful for all parties and that the good deeds that have been given be rewarded by the Lord Jesus Christ. Amen.

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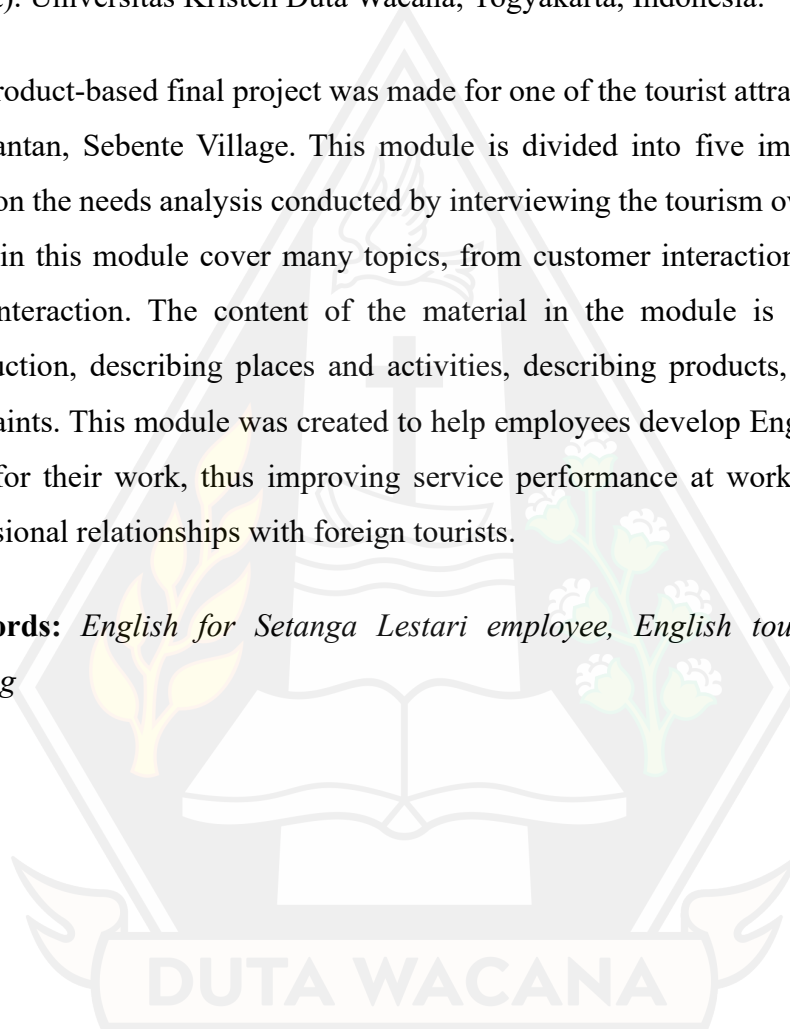


ABSTRACT

Tepany, A. (2024) English Language Training Module for Setanga Lestari Employees who work in tourist attractions (Unpublished Undergraduate Final Project). Universitas Kristen Duta Wacana, Yogyakarta, Indonesia.

This product-based final project was made for one of the tourist attractions in West Kalimantan, Sebente Village. This module is divided into five important topics based on the needs analysis conducted by interviewing the tourism owner. The five topics in this module cover many topics, from customer interaction to follow-up after interaction. The content of the material in the module is greetings and introduction, describing places and activities, describing products, and handling complaints. This module was created to help employees develop English language skills for their work, thus improving service performance at work and building professional relationships with foreign tourists.

Keywords: *English for Setanga Lestari employee, English tourism, module training*



INTISARI

Tepany, A. (2024) English Language Training Module for Setanga Lestari Employees who work in tourist attractions (Unpublished Undergraduate Final Project). Universitas Kristen Duta Wacana, Yogyakarta, Indonesia.

Projek akhir berbasis produk ini dibuat untuk salah satu tempat wisata yang ada di Kalimantan Barat, Desa Sebente. Modul ini di bagi menjadi lima topik penting berdasarkan analisis kebutuhan yang dilakukan dengan mewawancarai pemilik wisata yang mencakup berbagai bagian, mulai dari interaksi dengan pelanggan hingga tindak lanjut setelah interaksi. Isi materi dalam modul adalah greetings and introduction, describing place and activities, describing products, and handling complaints. Modul ini dibuat untuk memfasilitasi para karyawan dalam mengembangkan kemampuan bahasa Inggris untuk pekerjaannya, sehingga meningkatkan kinerja pelayanan di pekerjaan dan mampu membangun hubungan profesional dengan turis asing.

Kata kunci: *Bahasa Inggris untuk karyawan Setanga Lestari, bahasa Inggris pariwisata, modul pelatihan*

CHAPTER I

INTRODUCTION

In this chapter, there are three sub-headings, namely background, objectives, and benefits.

A. Background

Tourism is a global industry that annually involves millions of people in national and international travel. Travelers are spoiled with a wide selection of destinations that compete for the attention of tourists (Cholik, 2017). Richards and Rotariu (2009) stated success in building tourist attractions depends on what will be offered and can attract people to come, building a tourist destination is not a very easy thing because modern tourists seek experience, entertainment, tranquility, and visit tourist attractions to escape temporarily from the daily routine.

Setanga is a beautiful forest with several natural attractions, such as Riam Pajada, Riam Setanga, and Batu Badio. With a background that used to be a stopover for farmers to accommodate crops and rest, it was later developed into a tourist spot called Setanga Lestari in Sebente Village, Teriak District, Bengkayang Regency, West Kalimantan which is beautiful and beautiful. Setanga Lestari is one of the most popular tourist attractions in Bengkayang, and every month, it attracts hundreds of visitors who want to enjoy the beauty of Setanga Lestari tourist spot. Setanga Lestari is a natural tourist spot that presents a variety of interesting things that can be seen and enjoyed. The attractions of Setanga Lestari tourist village are mini houses where you can relax and enjoy the beautiful scenery, lush trees, and rice fields. It is in a fairly remote area, away from the noise. It has a mini river, hanbok, kimono rental, a place for fishing, grilling fish, and various interesting photo spots. The module entitled “English for Tourism

Setanga Lestari” is made to help improve the English language skills of employees who work at Setanga Lestari. This is also based on the results of interviews with the owner of Setanga Lestari, who wants his employees to be equipped with good English to welcome foreign tourists who come later. The English level of Setanga Lestari employees is Intermediate, and the employees are, on average, D1 graduates from educational institutions owned by the owner of Setanga Lestari. Setanga Lestari is a popular tourist spot that has attracted foreign tourists from various countries. But no one has helped the employees to learn English, especially for tourism. Those are some of the things that inspired the author to create an English Learning module for Setanga Lestari employees.

Tourism is one of the development sectors that can spur economic growth in a region and is considered a strategic asset to encourage the development of certain areas that have something interesting to be tourist attractions (Pynanjung, 2018). However, there is a need to improve the employees’ English proficiency skills as Hassan and Tik (2019) stated that workers in the tourism sector must equip themselves with good communication skills to deal with international tourist employees. They will carry out various transactions related to accommodation, recreation, and transportation for tourists. Therefore, employees and tourists need to communicate in a language that can be understood by each other, such as English. English is a very important language for improving services in the tourism industry.

B. Objectives

This final project aims to create an English language training module for Setanga Lestari employees. This module is expected to be a learning medium for employees to hone their English skills so that they can communicate verbally and in writing to customers or foreign visitors who travel to Setanga Lestari.

C. Benefits

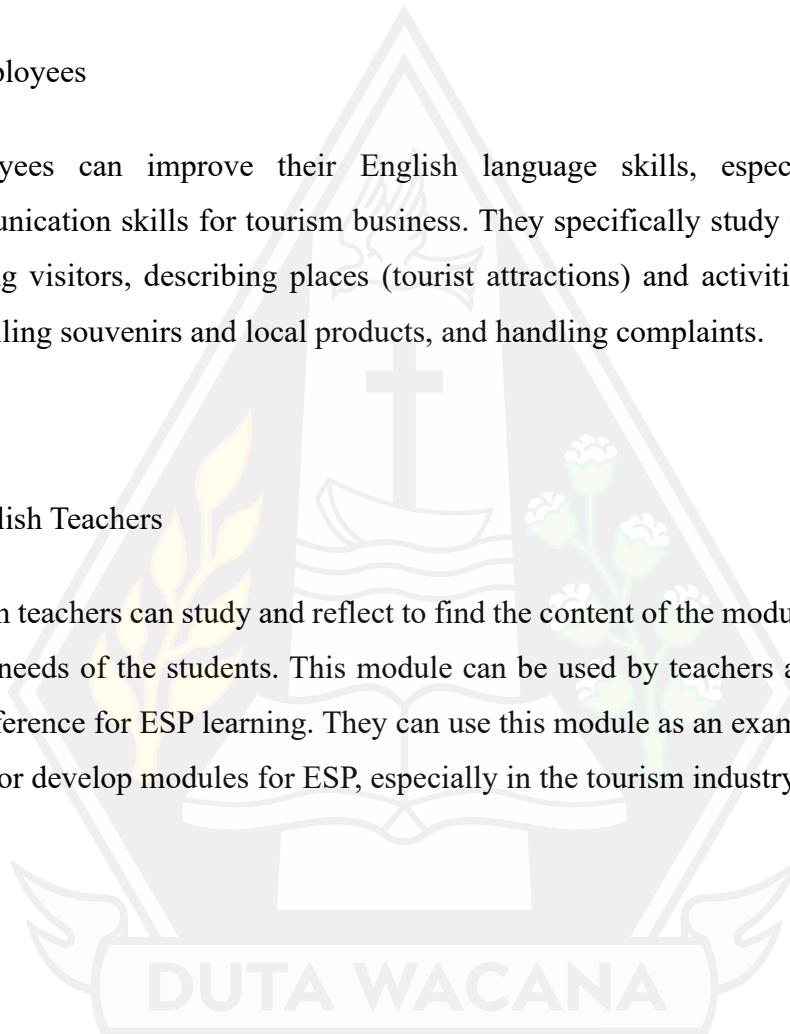
By making this module a Product-Based Final Project, it is hoped that it can be useful for tourism business employees and English teachers. From the results of the interview, it is hoped that this module will be created according to the wishes of the owner Setanga Lestari.

1. Employees

Employees can improve their English language skills, especially English communication skills for tourism business. They specifically study topics such as greeting visitors, describing places (tourist attractions) and activities, promoting and selling souvenirs and local products, and handling complaints.

2. English Teachers

English teachers can study and reflect to find the content of the module appropriate to the needs of the students. This module can be used by teachers as an example and reference for ESP learning. They can use this module as an example of how to create or develop modules for ESP, especially in the tourism industry.



CHAPTER V

CONCLUSION

This module is titled English for Tourism: Setanga Lestari. This module aims to equip Setanga Lestari employees with an English learning module that focuses on their needs in the work environment. After conducting a needs analysis through interviews with tourism owners, 5 (five) topics were created in this module. The first topic is "Greetings and Introduction." Employees can welcome and introduce themselves properly and correctly. The second topic is "Describing Place and Activities." In this topic, employees learn how to explain what is in tourist attractions and activities that can be done and how to book lodging using good English. The third topic is "Describing Products." In this topic, employees will learn how to explain souvenirs so that tourists want to buy them. The fourth topic is "Handling Payment." Employees will learn how to handle payments so that tourists are not confused when they want to pay. The fifth topic is "Handling Complaints," which is how employees handle tourist complaints by using good English phrases and sentences.

To support all topics to be learned well, 3 sub-topics were created with different contents and activities, the point is that students can achieve the learning objectives well. The first sub-topic is ***“Let's Do It!”*** which contains brainstorming, the content of which is very useful for students to practice English, understand its context, and be able to apply their understanding to the exercises that have been provided. The second sub-topic is ***“Language Focus”*** which contains a summary of important English phrases and contexts contained in the topic. The third sub-topic is ***“Spill Your Thoughts!”*** which contains exercises that test the learner's understanding after going through the learning activities of the previous sub-topics. This module is neatly organised with visual images and colours that are very lively and interesting and involve technological conveniences equipped with QR codes that help students to directly open YouTube videos by scanning them.

This module is expected to function as teaching material and reference that can be used by teachers and language training facilitators as teaching and learning materials to improve English proficiency levels for those who work in the same field and can be studied independently. There are also several questions that test students' cognition and are made as simple as possible for beginners but the vocabulary used covers professional English. The focus of language learners in this module is learners who understand the context, phrases, and sentences in English and can apply them easily in everyday situations at work in Setanga Lestari. There has not been a test phase where the module is used in employee training to see the effectiveness and assess whether the needs of employees have been met. there is no answer key.

There are several advantages that business owners get by using the module that has been created. The first advantage is that the owner does not need to look for modules or English learning resources for employees in the tourism industry. The second benefit is that employees can learn all the important material with topics that focus on English based on the tourism activities and situations, as well as improve the work performance of employees. The third is that it provides results that benefit tourism owners and employees if the module is learned well, it will sharpen the English communication skills of employees and provide services required for tourism, and the module can be a guide for tourism owners in conducting training both with teachers and independently. The fourth is to provide results that benefit tourism owners and employees. If this module is learned well, it will sharpen the English communication skills of employees to make services at tourist attractions better, increase sales, and maintain relationships with foreign tourists. The personal benefit for students is that it will improve public speaking skills and make students more confident and network and interpersonal communication in English is very good.

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