

**TOURISM AND FOREIGN LANGUAGE TRAINING
FOR LOCAL MERCHANTS AND GUIDES
IN PENGLIPURAN TOURISM VILLAGE OF
BANGLI REGENCY**

Dian Pramita Sugiarti¹
Ni Made Verayanti Utami²
Kadek Apriliani³

¹²³ Sekolah Tinggi Bahasa Asing Saraswati

Address: Jl. Kamboja, Denpasar, Bali-Indonesia

E-mail: ¹dianpramita2501@gmail.com, ²verayanti.utami@gmail.com, ³lhya_avril@yahoo.co.id

ABSTRACT

Community service in the form of practical tourism and foreign language training for local merchants and guides in *Penglipuran* tourism village, *Bangli* regency was aimed at improving the knowledge of Japanese tourism and vocabulary and English in accordance with the appropriate grammar. The targets in this training were local merchants and tourist guides in *Penglipuran* village who had limited knowledge about tourism and the proper use of foreign languages. Not only training for tourism and practical foreign languages, knowledge about the characteristics of domestic and international tourists, as well as ways of serving the tourists in accordance with the agreed standards were also given to the local merchants and tourist guides. The specific target of this community service was to find a social formula to solve the problems in the tourism village of *Penglipuran*. The existing community development system so far was less effective that it led to a decline in knowledge about tourism and foreign languages in local merchants and guides who were expected able to provide correct information for the tourists. If this was left unchecked, the number of tourist arrivals and local merchants and guides who had international standard competence would continue to decrease annually. The result of this community service is the local merchant and local guide able to use daily English and Japanese correctly as expected.

KEYWORDS: Tourism, Language Training, Tourism Village

INTRODUCTION

Community service proposed to be implemented is training in Japanese tourism for local merchants and guides in *Penglipuran* village, in the district of *Bangli*, *Bangli* regency. *Penglipuran* village has its own uniqueness so it is often visited by domestic and foreign tourists. *Penglipuran* village development is certainly a positive impact, especially for the surrounding community. Positive impacts include employment such as local guide, accessories merchants and village administrators who are people living in *Penglipuran* village, *Bangli* district, *Bangli* regency.

Since the activities of *Penglipuran* village labours are various, tourism activities there should be maintained and developed including the human resources. One of the efforts made

is to develop the potential of human resources in the knowledge of tourism and the use of foreign languages, especially English and Japanese. The correct usage of English and Japanese tourism languages for local merchants and guides is necessary to facilitate communication among the merchants, the local guides and the tourists. Communicating activities of merchants, local and tourist guides occur in the situation of tourists coming to the tourism village of Penglipuran without accompanied by a guide from travel agents. Most local guides in the area learn English and Japanese language by self-taught or simply learning directly from tourists while visiting. Therefore, English and Japanese used tourism languages are unstructured and sometimes arise miscommunication with Japanese tourists. This can create a bad image for Penglipuran tourism village that cannot prepare a local guide that can guide and provide information correctly to the tourists.

Tourism potentials are various resources that exist in an area that can be developed into tourist attractions. Tourism potentials are various resources owned by a place and can be developed into tourist attractions which are utilized for economic interests while still paying attention to other aspects of Pendit (1999: 21).

Based on the above things community service in English language training and Japanese language tourism is needed to improve the ability of good, correct and polite language for local guides. So, Penglipuran tourism village is growing because it has qualified human resources of local guides.

Based on the above background then the formulation of the problem in this devotion proposal is how to overcome the problems faced by merchants and local guide in Penglipuran tourism village in terms of communicating with foreign languages through Tourism Approach.

The community service activity aims to provide training to local merchants and guides in Penglipuran tourism village, Bangli district, Bangli regency in improving the potential of foreign languages practically as well as helping local merchants and guides to learn to be professional in serving and providing information to tourists. Through the community service, activities will be delivered, from the perspective of the outsider about the condition of Penglipuran tourism village. The steps that can be done to overcome various problems through the approach of tourism. Regional Regulation No 2 Year 2012 explains that this cultural tourism is one kind of tourism which is in development and development using Balinese culture which is part of National Culture as the most dominant basic potency, in which is implied an ideal of mutual relationship between tourism with culture, so that both are harmoniously harmonious and balanced.

The benefits of the activity are the local guide and merchants in Penglipuran tourism village have new knowledge from the perspective of the tour guide to help provide information to the tourists in accordance with the Japanese grammar and Japanese language is good, correct and polite, but in accordance with the situation and condition of the local guide with all the limitations owned must be realized if the ability of merchants and local guide has a good standard then Penglipuran tourism village will experience significant progress and progress.

Seeing the situation and condition, the local guides in Penglipuran tourism village, Bangli District, Bangli Regency have minimal knowledge about the use of good and correct English and Japanese language and lack of information about the ways of serving foreign tourists who have international security and facility standards. The number of miss communication cases resulting in the decline in the number of sales of goods in the form of souvenirs, accessories and services in the form of tour guide to make the need for English language training and Japanese tourism to local merchants and guide in the tourism village of Penglipuran.

English and Japanese language training provided to local merchants and guides will lead to basic English and Japanese language in a polite and refined form that will eventually cover the full and fair use of English and Japanese language. In addition to the above-mentioned English and Japanese languages, local traders and guides should be provided with training on how to serve guests and familiarize themselves with tourist characteristics. Foreign tourists have international safety standards and facilities which the tourist areas to visit can provide the best service to make tourists feel comfortable and will come again to visit.

The above troubleshooting is packed in small discussion directly with local merchant and guide, and face to face for stimulating and knowing interest, discussion of conformity with the prevailing laws and regulations, make the practical to be forwarded to the central level on the solution to the problem and draft for future planning. At a minimum, local merchants and guides in Penglipuran tourism village have a desire to advance in their work as international tour guides. Practical foreign language training for tourism is considered to be able to increase interest in learning for local guides for advancement and common interests in the development of tourism village of Penglipuran, Bangli district, Bangli Regency which became the unique village.

Japanese language training was conducted in 2014 by Oeinada and his team. basic Japanese language training for *Tukang Suwun*'s (basket carrier) children in *Badung* market.

this activity took place during the month of August 2014 and this activity has an impact on the increasing ability of children in uttering the basic vocabulary of the Japanese language.

RESEARCH METHOD

The community service activities are conducted with face-to-face communication techniques by providing issues and inducements about from local guides from outsider perspectives followed by feedback. According to Hovland (in Purba, 2006: 29) which says that is the process whereby a person (communicator) delivers stimulants (usual symbols in the form of words) to change the behaviour of others. While Effendy (1993: 61) adds the definition of interpersonal communication is communication between two people. Where there is direct contact in the form of conversation, this type of communication can be done directly face to face (face to face) can also through the medium characteristic of interpersonal communication is a two-way or reciprocal. Face to face method is done considering local merchant and guide have limited language and knowledge about language good English and Japanese language. face to face method is able to provide training and knowledge related to the use of more private course language. Merchants and local guides have an average age of an old age and the desire to learn something is very low.

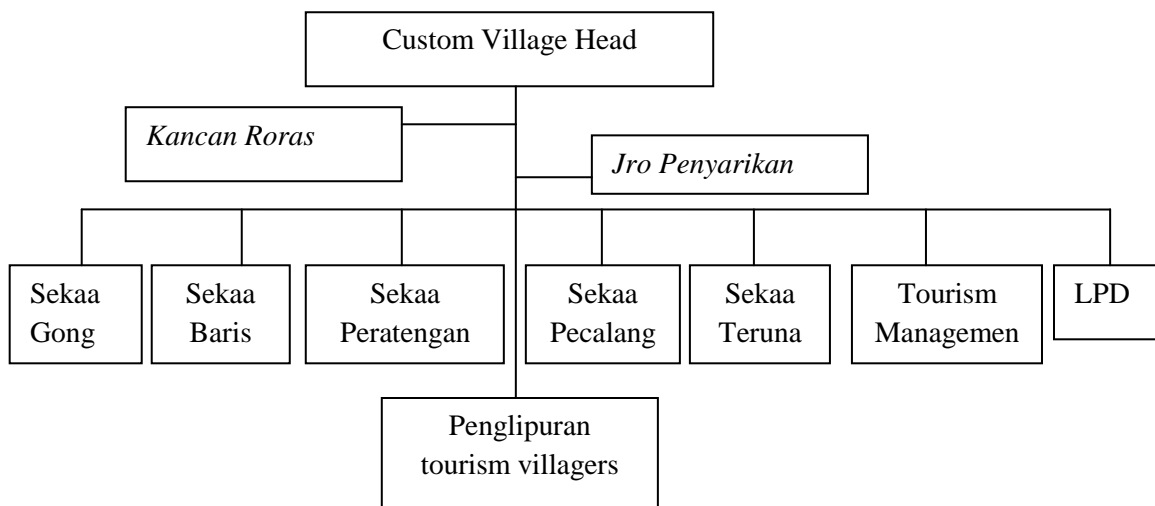
2.1 The Role of Managers in Human Resource Empowerment Activities

Tourism development in tourism village of Penglipuran is not separated from the active role of managers and local communities that will also encourage the formation of active and innovative human resources for the development of tourism village of Penglipuran. Based on these things it is needed good community empowerment through programs that can create quality human resources. According to Kartasasmita (1997: 11-12), community empowerment is an effort to increase the dignity of society in the present condition which is not able to escape from poverty trap and backwardness. Sulistiyani (2004: 77) adds that community empowerment itself requires a process, the empowerment of empowerment as a "process" refers to a series of actions or steps that are carried out chronologically systematically reflecting the stages to change the less-empowered people or those who haven't been empowered yet into empowerment.

The village management organization of Penglipuran village was inaugurated on May 1, 2012, through Decree No. 556/557 / DISBUDPAR / 2012 by the Regional Culture and Tourism Office of Bangli Regional Government. This manager is formed from the tourism

conscious group who first existed. The organizational structure of Penglipuran village management village is as follows:

The Organization Structure of Penglipuran Tourism Village



Managers play an important role in the advancement of tourism in Penglipuran tourism village, the activities are undertaken for progress and empowerment can be in the form of counselling and seminars that can give knowledge to the management organization and the indigenous people of Penglipuran tourism.

2.2 The Activities of the Local Merchants and Guides

The livelihood of local people Penglipuran tourist village is selling *lolah* (traditional herbal medicine) and Balinese art products such as clothing, accessories, praying tools and others. More traders have the opportunity to serve domestic or international guests such as offering products or offering just a drink. As for the local guide is not provided specifically by the manager remember the tourists who come always with a guide from their tour. Local guides will be prepared if guests need to help get around the location of Penglipuran tourism village.

Local traders offer products made directly in *Penglipuran* tourist village, such as *lolah* made from herbs around the tourist village area, this *lolah* drink is believed to maintain stamina and health for those who drink it. In addition, there are also eating *lolah* traditional *klepon* made of flour, palm sugar and coconut. In offering merchandise merchants local use, a simple foreign language coupled with body language and assisted with the guide brought by the guest. The average local traders who have sampled as many as 10 people stated that they did not get a lesson on how to serve the guests well and correctly, with the thought that the

guest's origin understands it is going well. A little understood foreign language is English, they use easy-to-help English with body language. For the old local traders, they use the calculator as a tool to convey the price of the goods they offer.

The local guides provided are guards in the front office, they are a group of an active *sekaa teruna* in the progress of Penglipuran tourism village. Armed with brochures, they offer tour packages and homestays to guests who come to Penglipuran tourist village. One of the tour packages contained in the brochure is Tracking Penglipuran which will be invited to tour the village of *Cekeng*, rice fields, *Sang-Sang* river, bamboo forest, *Penglipuran* village and ancient buildings in Penglipuran. Besides tracking, tourists are also offered to experience the life and enjoy the atmosphere in the tourist village of Penglipuran by staying in Homestay filled with the feel of Bali architect with an average cost of Rp. 300,000 - Rp. 500,000 per night.

RESULT AND DISCUSSION

The training of tourism and foreign languages is done through the distribution of pocketbooks whose contents are about ways of serving guests in English and Japanese. Considering a large number of local traders and the average already of late age, the training is carried out directly to the merchants' houses. The training takes approximately 1.5 hours for each merchant by explaining the contents of the pocketbook, practising how to serve guests and practising Japanese and English to offer goods and make transactions. Sentences in the pocketbook in the form of sentences are commonly used to offer goods politely and without force and explain the functions of goods offered.

Table 1. (the following are the names of the merchants and local guide who were trained)

No	Name	Age
1	Komang Nari Rusmini	25th
2	I Wayan Moning	65th
3	Ni Nengah Purnami	42th
4	Ketut Lanus	80th
5	Ni Nyoman Puri	49th

Training for local guides is carried out by teaching them to interact with tourists and informing the types of tourists who come to visit Penglipuran village. By providing training through a pocketbook a local guide can understand and learn what contexts can be explained to the guest, how to serve the guest and describe the activities undertaken while in the tourist

village of Penglipuran. Local guides are asked to practice as guides and give directions when there is the inappropriate use of words or language.

Pocketbooks play an important role in language and tourism development of local merchants and local guides. Provided by pocketbooks, they can describe things that they can offer to tourists better. Pocketbooks can also be their guide to learn more for each day.

Table 2. Examples of language material given

Bahasa Jepang	Bahasa Indonesia
Ohayougozaimasu	Selamat pagi
Konnichiwa	Selamat siang
Konbanwa	Selamat Malam
Oyasuminasai	Selamat tidur
Sayōnara	Sampai jumpa
Mata Ashita	Sampai bertemu besok
Arigatou gozaimasu	Terima kasih
Iie, dou itashimashite	Terima kasih kembali
Suminasen	Maaf....
Shitsurei shimasu	Permisi...
O-saki ni shitsurei shimasu	Maaf saya permisi duluan
Chotto Matte Kudasai	Mohon tunggu sebentar
O-genki desuka	Apakabar?
Hai, genki desu.	Ya, baik

The hellos	The good-byes
Hi!	Have a good day!
Hello!	See you later!
Good morning!	See you tomorrow!
How are you?	See you next time!
How its going?	Good-bye!

Table 3. Examples of English conversations and examples of Japanese vocabulary of tourism

ENGLISH

Salesperson : Good Morning Sir! May I help you?

Customer : Good Morning! Yes, I want to have a look some Balinese T-

- shirts.
- Salesperson : Oh, I see. Come with me, Sir. Here they are. These are our newest collection.
- Customer : Oh, I like this one. May I try this on, please?
- Salesperson : Sure. The fitting room is right there.
- Customer : OK. Thank you.
- Five minutes later.....
- Salesperson : How is the t-shirt, Sir?
- Customer : I like this one, but I think its too small for me. Do you have the bigger size?
- Salesperson : What size are you, Sir?
- Customer : I'm size large.
- Salesperson : Ok, Sir. I will get you the large one. Here you go.
- Customer : Thank you. I'll take this one. How much is it?
- Salesperson : It is One hundred and fifty thousand Rupiahs. (Rp. 150.000)
- Customer : That's a good price
- Salesperson : Yes, it is. Sir, we also sell traditional snacks and drinks. Do you want to buy some?
- Customer : Oh, maybe. Can I have a look first?
- Salesperson : Sure. Come with me, Sir. Here is the traditional snack. It's called Klepon. It's made from sticky rice flour and it has palm sugar inside it. It will pop out in your mouth when biting it. Then, this one is the traditional herbal drink called Loloh *Cem-cem*. It's made of a kind of leave named *Cem-cem* and coconut water. The local people here believe that this drink is good for your body fitness.
- Customer : Wow! What interesting! Okay, I'll buy some of them and have a try. How much the total?
- Salesperson : Five thousand Rupiahs for one Klepon, seven thousand Rupiahs for one Loloh *Cem-cem*, and one hundred and fifty thousand Rupiahs for the Balinese t-shirt, so they come to one hundred and sixty-two thousand Rupiahs.
- Customer : Do you accept credit cards?

Salesperson : Sorry, Sir. No credit card please. Cash only.

Customer : Ok. I have some cash. Here you are.

Salesperson : Here is your change. Thank you for coming. Have a good day!

Customer : Yes, you too!

Japanese	Indonesian
Hai, Kashikomarimashita	Ya, saya mengerti
Shoushou omachi kudasai	Mohon tunggu sebentar
O-mataseitashimashita	Maaf, telah membuat anda menunggu
Moushiwake gozaimasen	Mohon maaf
O-negaishimasu	Saya mohon
Itterasshaimase	Semoga perjalanan anda menyenangkan
O-kaerinasai	Selamat datang kembali
Mata o-koshi kudasai	Silahkan datang lagi
Mata no o-koshi o-machi shite orimasu	Kami harap anda datang lagi
Mou ichido onegaishimasu	Mohon sekali lagi
Mou sukoshi yukkuri onegaishimasu	Mohon bicara pelan-pelan
O-kurete sumimasen	Mohon maaf saya terlambat
O-ki o tsukette itte kudasai	Hati-hati dijalan

This activity lasts only 1.5 hours, but every trader has their respective response to the training that has been given. Despite the limitations of language and knowledge, but with a pocketbook can be expected to have a greater desire to learn.

CONCLUSION AND SUGGESTION

4.1 Conclusion

Practical Tourism and Foreign Language Training for local merchants and guide is one form of visualization that provides additional knowledge for tourism actors in Penglipuran tourist village. This community service is done to improve human empowerment which is closely related to local wisdom culture and history of Bali. The forms of training are the concept of a pocketbook and a small discussion by visiting local traders and guides directly. The forms of training mentioned above are the scope that is done in this devotion, this form of training is one way to develop human resources for development for the village area tourism Penglipuran itself.

Language training is implemented in two languages related to this devotion of English and Japanese. Both languages have been used given the increasing number of guest arrivals each year. The conclusion of the practical tourism and foreign language training for local traders and guides illustrates human empowerment for the advancement of tourism areas that have unique and culturally exotic that can best be described by local merchants and guides without leaving a bad impression. Besides the behaviour and lifestyle of local people who must become icons in the introduction of *Penglipuran* tourist village.

4.2 Suggestion

This community service provides tourism training and practical foreign languages to local merchants and guides. There are various ways that have been implemented in this training, with the help of pocketbooks and small discussions. Surely, this devotion has a shortage in the implementation given the local traders have are mostly above 50 years and have difficulty in reading and remembering everything that has been taught. As for the team of community service that is expected to be able beyond this devotion for the sake of the progress of *Penglipuran* tourist village to be more famous in the international arena.

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