

ENGLISH AS THE LANGUAGE OF INTERNATIONAL COMMUNICATION: THE PERCEPTION OF SOUVENIR SELLERS IN BATU CITY

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Abstract: This *skripsi* is the result of research on the ability to communicate in English to souvenir sellers in the City of International Tourism. The results of the study showed that 15 participants were classified as "Low" because they did not use English as a Job Recruitment and Job Promotion for souvenir sellers in Batu City. The second, the data show the participants choose "Never" because it has nothing to do with using English. Most of the things related or working relations with fellow Indonesians where almost all Indonesians do not have the possibility of cooperation with foreign countries, this causes not using English as a means of communication. The third, the data show the souvenir seller in communicating in English that the souvenir seller "Never" deals with selling goods to foreign customers because of the lack of adequate English language skills but can be supported with the best service. The fourth, the data show that 4 participants have the ability to speak English well. So that the data obtained from the souvenir sellers in the background with education and social interaction. It can affect self-reported of English. The last, Based on the questionnaire and interview data, on percentages stated that Souvenir Sellers agreed that English as an international language should be used by souvenir sellers in serving customers from foreign tourists in Batu City.

Keywords: English language proficiency, communication skills, souvenir sellers, tourism environment

INTRODUCTION

The ability to speak English is an oral ability that is obtained from the structure and vocabulary in clear communication (Risnadedi, 2001: 56-57) said that "the ability to speak is more interconnected and difficult than people think, and learning to speak is like learning broad knowledge".

"Tourism is both a category of human behavior, and the multitrillion-dollar industry that caters to it. Research on tourism and environment crosses a wide range of social and natural science disciplines, and key contributions are scattered across many fields" (Ralf Buckle, 2011 :1).

Batu City has a national and international network because the Batu City is one of the tourist cities in Indonesian so it has a significant effect on the residents of Batu City, especially Batu City sellers. Tourism and souvenirs are two things that are interconnected. In general, tourists will buy something to take home. This matter closely related to the desire to immortalize the tourist experience within certain things. According to Graburn (1976), souvenirs are real evidence from a trip that is often shared with friends and relatives.

Communicating in English is enough to have a significant impact on sellers, especially those in tourism cities. English is needed such as speaking English at work, service with international tourists, distribution from abroad, and media sponsorship to local and overseas based in English.

As previously mentioned, English is a communication tool in the workplace as an international language as a requirement for carrying out work related to computer management abroad, which is aimed at research subjects as computer engineering professionals. So the researcher finds out the occurrence of efforts in souvenir traders selling in tourist cities in serving buyers from abroad, efforts in exploring the situation in tourist cities against souvenir

traders in serving buyers from abroad and identifying self-reported of souvenir sellers about English communication as international language.

RESEARCH METHODE

In the method section, it explains that the research method used, namely qualitative research that decide where to place an interview design on this 'structural spectrum' will depend on the question to be answered and the skills of the researcher. A very structured approach is easy to administer and analysis but may not allow the participant to express themselves fully. At the other end of the spectrum, an open approach allows for freedom and flexibility, but requires the researcher to walk an investigative tightrope that maintains the focus of an interview without forcing participants into particular areas of discussion.

Interview questions will be addressed to souvenir sellers describing their reasons for the significant knowledge of English language skills, factors that determine sellers' progress in trading in tourism cities. Nature is an English languages workplace communications, Interpersonal communication on English, What the Opinions of souvenir sellers in Batu City regarding the existence of English as an international language. The two instruments were revealed through writings in Indonesian from the souvenir sellers which could be used to fill out questionnaires and interviews. In order to, ensure that this problem actually occurs between souvenir sellers in communicating with buyers from abroad/foreign tourists and souvenir sellers argue that English is an international language in buying and selling in international tourist cities.

Questionnaires can be either devised by the researcher or they can be based upon some readymade index. If you choose to design your own questionnaire for self completion, then the rules governing the style and layout are the same as those for designing a questionnaire for a postal survey (see above).

The questionnaires related to the five sections are as shown below:

1. Part 1: 1-3 questions on the necessity of English language proficiency
2. Part 2: 1-7 questions frequency of interpersonal communication in English
3. Part 3: 1-9 English Communicative Situations
4. Part 4: 1-4 Self-report on English language Proficiency
5. Part 5: Collecting data through questions in descriptive form of Opinions of souvenir sellers in Batu City regarding the existence of English as an international language

In sections 1-4, the questions are adapted from Spence and Liu's Study (2013) concerning needs analysis for engineering English at a Taiwanese semiconductor manufacturing company. In section 5 questions regarding Opinions of souvenir sellers in Batu City regarding the existence of English as an international language. Regarding the assessment of each in sections 1-4, each item or question is achieved on a 4-point scale with numerical calculations to show the level of necessity of English language proficiency (1 - low, 2 - quite low, 3 - quite high, 4 - high) and in part two, to indicate the frequency of interpersonal communication (1 - never, 2 - sometimes, 3 - often, 4 - always), in part three dealing with communicative situations in English (1 - never, 2 - sometimes, 3 - often, 4 - always) in parts four Self-report on English language Proficiency (1-poor, 2-fair, 3-well, 4-excellent), in parts five Opinions of souvenir sellers in Batu City regarding the existence of English as an international language.

RESEARCH FINDINGS AND DISSCUSSION

The Necessity of English Language Proficiency for Souvenir Sellers In Batu City

In this part, the data shown in the table how necessary is English language proficiency for Souvenir sellers in Batu City.

Tabel 1. How necessary is English Language proficiency for Souvenir Sellers?

No	Statement	Low (Not Necessary) F (%)	Quite Low (Low Necessary) F (%)	Quite High (Necessary) F (%)	High (Very Necessary) F (%)
1	Job Recruitment	6 (40%)	5 (20%)	3 (33%)	1 (7%)
2	Work Situation	3 (20%)	9 (60%)	3 (20%)	0 (0%)
3	Job Promotion	6 (40%)	2 (13%)	6 (40%)	1 (7%)

(Source: The Data of Interviews and Questionnaires)

Based on the table above, it shows that Job Recruitment and Job Promotion have the same frequency and percentage. This shows that 15 participants are "Low" because they do not use English as a Job Recruitment and Job Promotion for souvenir sellers in Batu City. Approximately 1 to 6 participants who used English as a communication to open vacancies and promotions of selling items. In situational work, there are almost 12 souvenir sellers who do not use English as a means of communication in situational conditions. So, in work situationally there is no possibility of communicating in English.

Basically, Souvenir Sellers do not use English as Lingua Franca (International Language) where English is not used by souvenir sellers in Batu City

How often do Souvenir Sellers engage in Interpersonal communication of English Batu City?

In the second part, the data shown in the table about how often do Indonesian Souvenir Sellers engage in interpersonal communication in English in Batu City.

Tabel 2. How often do Souvenir Sellers engage in Interpersonal communication of English Batu City?

No	Statement	Never F (%)	Sometimes F (%)	Often F (%)	Always F (%)
1	Customers	11 (73%)	4 (27%)	0 (0%)	0 (0%)
2	Indonesian Colleagues	11 (73%)	4 (27%)	0 (0%)	0 (0%)
3	Foreign Colleagues	5 (33%)	5 (33%)	5 (33%)	0 (0%)
4	Foreign Customers	3 (20%)	6 (40%)	2 (13%)	4 (27%)
5	Local Customers	14 (93%)	1 (7%)	0 (0%)	0 (0%)
6	Subordinates	11 (73%)	4 (27%)	0 (0%)	0 (0%)
7	Suppliers	10 (67%)	5 (33%)	0 (0%)	0 (0%)

The results of the study there are also results from interviews related to this matter.

One of Souvenir Seller said that "Kadang-kadang, jika ada pembeli atau turis asing yang berbelanja di toko oleh-oleh".

(Source: The Data of Interviews and Questionnaires)

That most of the souvenir sellers stated that they never used English in communicating as in the table because the souvenir sellers communicated using Javanese or Indonesian to communicate with fellow Indonesian, Colleagues Foreign and ETC Customers. Then, other factors, namely the small and large scale of UMKM (*Usaha Mikro Kecil Menengah*)'s, the education taken by each individual, and the influence of the local government on the creation of an international tourist city. This makes most of the participants choose "Never" because it has nothing to do with using English. Most of the things related or working relations with fellow Indonesians where almost all Indonesians do not have the possibility of cooperation with foreign countries, this causes not using English as a means of communication.

What kinds of English communicative situations do Souvenir Sellers encounter most frequently in Batu City?

In the third part, the data shown in the table about What kinds of English communicative situations do Indonesian Souvenir Sellers encounter most frequently in Batu City

Table 3. What kinds of English communicative situations do Souvenir Sellers encounter most frequently in Batu City?

No	Statement	Never F (%)	Sometimes F (%)	Often F (%)	Always F (%)
Among sellers with customers in the same marketplace					
1	Exchange of Information between sellers	12 (80%)	3 (20%)	0 (0%)	0 (0%)
2	Cooperation between sellers	10 (67%)	4 (27%)	1 (7%)	0 (0%)
3	Give advice between seller	12 (80%)	2 (13%)	1 (7%)	0 (0%)
4	Doing social activities	6 (40%)	8 (33%)	1 (7%)	0 (0%)
5	Explain and demonstrates selling items	12 (80%)	3 (20%)	0 (0%)	0 (0%)
6	Problem solving among sellers	12 (80%)	3 (20%)	0 (0%)	0 (0%)
Between local sellers and foreign customers in the souvenir marketplace					
7	Presenting selling price	8 (53%)	7 (47%)	0 (0%)	0 (0%)
8	Offer and advice customers	11 (73%)	4 (27%)	0 (0%)	0 (0%)

9	Serve customers aboard	2 (13%)	6 (40%)	6 (40%)	1 (7%)
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The results of the study there are also results from interviews related to this matter.

One of Souvenir Seller said that "*Ketika sedang melayani pelanggan dari mancanegara*".

(Source: The Data of Interviews and Questionnaires)

Based on souvenir sellers with local customers in the same place illustrates that the lack of souvenir sellers in Batu City interacts using English with local customers because they often use Indonesian or Javanese. Then based on the souvenir seller in communicating in English that the souvenir seller "Never" deals with selling goods to foreign customers because of the lack of adequate English language skills but can be supported with the best service.

How do Souvenir Sellers self-reported of general English Language proficiency and abilities in terms of performing English-related task?

In the fourth part, the data shown in the table about How do Indonesian Souvenir Sellers self-rate their general English language proficiency, and abilities in terms of performing English-related tasks.

Table 4. How do Souvenir Sellers self-reported of general English Language proficiency and abilities in terms of performing English-related task?

No	Statement	Poor F (%)	Fair F (%)	Well F (%)	Excellent F (%)
1	Reading Ability	3 (20%)	9 (60%)	3 (20%)	0 (0%)
2	Listening Ability	5 (33%)	7 (47%)	3 (20%)	0 (0%)
3	Writing Ability	8 (53%)	6 (40%)	1 (7%)	0 (0%)
4	Speaking Ability	6 (40%)	4 (27%)	4 (27%)	0 (0%)

The results of the study there are also results from interviews related to this matter.

One of Souvenir Seller said that "*Tidak semua pemahaman tentang Bahasa Inggris dapat dipahami*".

(Source: The Data of Interviews and Questionnaires)

Based on the data obtained, the ability of souvenir sellers is dominated by Reading Ability and Listening Ability in English sentences and souvenir sellers. Lack of writing and speaking skills in component 4 skills in English. Therefore, only 4 participants have the ability to speak English well. So that the data obtained from the souvenir sellers in the background with education and social interaction. With it can affect self-reported of English.

The opinions of Indonesian Souvenir Sellers regarding English communication in the workplace

In the last part, the data shown in the table about what he opinions of Indonesian Souvenir Sellers regarding English communication in the workplace.

Table 5. What are the opinions of Souvenir Sellers regarding English communication in the workplace in Batu City?

No	Question	Agree F (%)	Neutral F (%)	Disagree F (%)
1	What are the opinions of Souvenir Sellers regarding English communication in the workplace in Batu City?	12 (80%)	1 (7%)	2 (13%)

The results of the study there are also results from interviews related to this matter.

One of Souvenir Seller said that *"Setuju, jika Bahasa Inggris merupakan Bahasa Internasional yang dapat digunakan dalam berkomunikasi dan mempermudah saat melayani pelanggan mancanegara"*.

(Source: The Data of Interviews and Questionnaires)

Based on data taken by researchers in Batu City regarding the opinion of participants on English as an International language in Batu City. Based on the questionnaire and interview data, on percentages stated that Souvenir Sellers agreed that English as an international language should be used by souvenir sellers in serving customers from foreign tourists in Batu City. According to them, it is also important to understand and learn English, because communicating with foreign people requires proficiency in English as an international language in interacting and communicating in service. Souvenir Sellers also stated that it all depends on the places frequently visited by foreign tourists.

DISCUSSION

This term was about the result of the analyze data taken from the questionnaire and the interview section. It divided into questionnaires and interviews that focused on English as the language of international communication for Souvenir Sellers. All findings were discussed in this following points.

The Discussion of Necessity in English language Proficiency for Indonesia Souvenir Sellers In Batu City

Souvenir sellers claim that English is a very varied and innovative language when needed in the world of work. Questionnaires and interviews help souvenir sellers develop skills and improvisation in speaking skills, writing skills, listening skills, and reading skills so that souvenir sellers know about the importance of English in communication in international tourist cities. It can help souvenir sellers to be more innovative and have more ideas in marketing. According to from result of previous study about Thai computer engineers which was researched by Krich Rajprasit and Saengchan Hemchua (2015). In the absence of similarities with the research data, having the ability is not likely to be important for a job (Souvenir Seller) because there is no use of English as a communication language as a condition or scope of work under certain conditions. Example: the government does not support the use of English in situational souvenir work.

The Discussion of an Indonesian Souvenir Sellers Engage In Interpersonal Communication In English

The souvenir sellers have a perception of trading activity. Considering find data, indicating the activities of souvenir sellers to improve their English skills. According to Sampelan (2015: 7-8) "A tour guide or tour guide is defined as any person who leads an organized group for a short period of time or a long period of time. The task of a tour guide has several specifications depending on what task he is doing." With the similarities with the research, it is stated that the souvenir seller uses the Indonesian language even though it is in the middle of Tourism City. It can be stated that doing social interactions and buying and selling activities with foreign people in transactions there is no possibility of communicating in English because foreign people who come to Batu City already have tour guides or most foreign people from Singapore, the Philippines, and Malaysia already understand the language. Indonesia. So, Souvenir Sellers make no effort to communicate in English with local and foreign people.

As was discussed before, all aspects of interpersonal communicative activities mentioned making souvenir sellers have the courage to speak or engage in interpersonal activities with foreign people and it can be said as the suitable activities for souvenir sellers trying to communicate in English.

The Discussion of English Communicative Situations Encounter Indonesia Souvenir Sellers

The findings data are shown by English Communicative Situations to foreign customers. This is to ensure that souvenir sellers are buying and selling activities with foreign people. All of these aspects are used to measure English language skills through their activities. The goal is that questionnaires and interviews can be developed from humans or social beings who need each other even though they are in different environments and regions. According to Paul B. Harton (2006: 22) is a group of people who are relatively independent, live together for a relatively long time, inhabit a certain area, have the same culture, and carry out most of the activities in the human group. A society is formed because every human being uses his feelings, thoughts, and desires to react to his environment. It shows that humans are social beings who naturally need each other. There are similarities with the research data that most of the Souvenir Sellers are unlikely to use English with the conditions. Like involving a job in cooperation with foreign people. Some Souvenir Sellers have difficulty communicating English with certain factors and make no attempt to do so under certain conditions.

The Discussion of Souvenir Sellers Self-Reported of General English Language Proficiency and Abilities in Terms of Performing English-Related Task

The results showed that 15 participants had various abilities in 4 components such as knowledge in speaking, reading, writing and listening to texts in English. According to Celce Murcia et al. (1995:5-35) "competencies of language acts, namely the ability to take a role in communication, which is called speech acts for spoken and rhetoric for written." When people speak, he acts or acts. There are similarities with the data obtained that some souvenir sellers do not understand English, especially communicate English due to the education factor taken and the age factor which makes it difficult for souvenir sellers to understand English. But most of the souvenir sellers have little English skills because the souvenir sellers have known and understood English.

So, Souvenir Sellers have proficiency in English, which can be measured by fluently selling souvenirs and accuracy in being able to speak English. In fact, the linguistics which are knowledge and communicative of souvenir sellers.

The Discussion of The opinions of Indonesian Souvenir Sellers regarding English communication In the workplace

The results shown have participants with "agree" and "disagree" options. Souvenir sellers are of the opinion that souvenir sellers agree with the existence of English as an international language. The current status of English as an international or global language is underpinned by its wide use in a range of fields such as politics, diplomacy, international trade and industry, commerce, science and technology, education, the media, information technology, and popular culture (Crystal, 2003a: , Huda, 2000: 68, Jenkins, 2003). There are similarities in the data obtained that English is the international language of Lingua Franca in all sectors as above where almost all of the power obtained by souvenir sellers requires English in tourist cities as a means of communication because souvenir sellers in tourist cities are needed to facilitate communication with foreign people.

CONCLUSION AND SUGGESSTION

Based on the research that occurred, highlighting the significant role of English as an international language or lingua franca in the international tourism city sector and reflecting on what souvenir sellers do and how they feel about international communication through the influence of the tourist city of Batu. This can increase the high demand for communication skills among souvenir sellers in Batu City, foreign tourists and also state guests. These events can test abilities including abilities such as the ability to socialize effectively in their environment, not only with tourists but from this it can be taken from other sides such as academic level and self-potential. Therefore, English is the main key to its effectiveness through the ability to communicate with anyone who deals with foreign customers.

Based on research found by researchers on English language as an international communication by souvenir sellers, including:

1. The necessity of English language proficiency states that the data obtained are significant that English do not need as a job (Souvenir Seller) in an international tourist city.
2. In interpersonal communication in English stated that the results of the data obtained are significant for efforts to communicate in English which is the international language for communicating between souvenir sellers to foreign customers in international tourist cities, even though foreign people often bring tour guides or foreign people, most of whom can speak English. Indonesia.
3. English communicative situations state that the data obtained are significant that English is required under certain conditions, such as when serving foreign customers in order to facilitate interaction with foreign customers.
4. The self-reported and abilities in English stated that the results of the data obtained are significant in the need for self-potential abilities in English for souvenir sellers, even though there were some difficulties in understanding and learning English with the background of the souvenir seller.
5. The opinion of the souvenir seller regarding the international language English states that the data obtained are significant that English needs to be used to communicate with souvenir sellers to make it easier to serve foreign people in international tourist city.

Several suggestion in this research can be valuable and helpful for the success of English communication skill and development of International language research.

1. For the souvenir sellers
Souvenir sellers in international tourist cities must have a little ability to speak English because it can affect serving foreign customers and make it easier to interact socially where their work is related to foreign people in international tourist cities.
 2. For the government
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The government needs attention to workers who are related to international tourist cities, especially souvenir sellers so that they can provide solutions or facilities that can develop a person's level of ability in their needs such as the ability to communicate in English.

3. For the future researchers

In this study, English language of international communication English language of international communication is important for researchers. Because many things have happened and it is not known that English is an international language that souvenir sellers can use in selling in international tourist cities. so that future researchers can find out more about the issues that occur in these problems so that can be handled and find good solutions for this.

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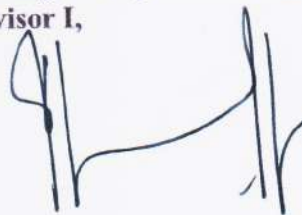
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