

COMMUNITY-BASED ENGLISH LANGUAGE TRAINING FOR JLEGONGNESIA TOURISM VILLAGE MANAGEMENT TO SUPPORT SUSTAINABLE TOURISM

Nawangsih Edynna Putri¹⁾, Kinanti Resmi Hayati²⁾, Makmun Syaifudin³⁾

¹⁾ D3 Perhotelan Politeknik Indonusa Surakarta

²⁾ D4 Bahasa Inggris untuk Komunikasi Bisnis dan Profesional UPN Veteran Jawa Timur

³⁾ D3 Perhotelan Politeknik Indonusa Surakarta

nawangsih.edynna@poltekindonusa.ac.id

Abstract

This community service program focuses on strengthening English language competence among the management team of Jlegongnesia Tourism Village to support the sustainability of local tourism development. As a religious and natural tourist destination, Jlegongnesia has significant potential to attract domestic and international visitors; however, the limited English proficiency of its tourism practitioners remains a major obstacle. To address this gap, a collaborative English training program was conducted by lecturers from Politeknik Indonusa Surakarta and UPN Veteran Jawa Timur. The program involved three main stages: preparation, implementation, and documentation. The training applied a hybrid model that combined online presentations on the importance of English for tourism management with offline sessions emphasizing basic daily conversations, greetings, welcoming guests, giving directions, and expressing gratitude. A practical simulation approach was used to encourage active participation and improve pronunciation. The program successfully engaged 25 participants, consisting of homestay managers, tour guides, local entrepreneurs, and youth community members. The results show that participants demonstrated increased enthusiasm and confidence in practicing simple English expressions relevant to their tourism roles. This activity contributes to community empowerment by enhancing human resource capabilities, encouraging sustainable tourism practices, and promoting broader economic opportunities for the local community.

Keywords: *Community Empowerment, English Language Training, Sustainable Tourism, Tourism Village.*

Abstrak

Program pengabdian kepada masyarakat ini berfokus pada penguatan kompetensi bahasa Inggris bagi pengelola Desa Wisata Jlegongnesia sebagai upaya mendukung pengembangan pariwisata berkelanjutan. Sebagai destinasi wisata religi dan alam, Jlegongnesia memiliki potensi besar untuk menarik wisatawan domestik maupun mancanegara; namun, keterbatasan kemampuan bahasa Inggris para pelaku wisata masih menjadi kendala utama. Untuk mengatasi kebutuhan tersebut, dilakukan pelatihan bahasa Inggris kolaboratif oleh dosen Politeknik Indonusa Surakarta dan UPN Veteran Jawa Timur. Pelaksanaan kegiatan meliputi tiga tahapan utama, yaitu persiapan, pelaksanaan, dan dokumentasi. Pelatihan dilakukan melalui model hybrid yang memadukan penyampaian materi secara daring mengenai urgensi bahasa Inggris dalam pengelolaan pariwisata, serta sesi luring yang menekankan latihan percakapan dasar, sapaan, penyambutan tamu, pemberian arah, dan ungkapan terima kasih. Pendekatan simulasi digunakan untuk mendorong partisipasi aktif dan melatih pelafalan. Kegiatan ini berhasil melibatkan 25 peserta yang terdiri atas pengelola homestay, pemandu wisata, pelaku UMKM, dan anggota karang taruna. Hasil kegiatan menunjukkan peningkatan antusiasme dan kepercayaan diri peserta dalam mempraktikkan ungkapan bahasa Inggris sederhana yang relevan dengan peran mereka di bidang pariwisata. Program ini berkontribusi pada pemberdayaan masyarakat melalui peningkatan kualitas sumber daya manusia, penguatan praktik pariwisata berkelanjutan, serta perluasan peluang ekonomi bagi masyarakat lokal.

Keywords: *Desa Wisata, Pariwisata Berkelanjutan, Pelatihan Bahasa Inggris, Pengabdian Masyarakat.*

INTRODUCTION

As an international language, English is a substantial communication tool that links global tourists worldwide. Tourist destination managers and stakeholders are required to master English skills. English skills potentially increase the attraction of tourist destinations (Damayanti, 2020). Furthermore, English skills open broad economic opportunities for local society (Ishak & Simanihuruk, 2021). The development of tourism villages supports local societies in Indonesia. According to the Ministry of Tourism, data show that the tourism village in Indonesia reached 6,107 in 2024, comprising four classifications: pioneer, developing, advanced, and independent (Kemenparekraf, 2024). Jlegongnesia is a tourism village located in Gemawang Village, Wonogiri Regency, Central Java. This tourism village offers religious and natural attractions. Bringing the idea of interreligious harmony and the spirit of mutual assistance value, Jlegongnesia optimizes its main attraction, the cave of The Virgin Mary "Sendang Klayu". It emerges as a religious destination for Catholic people. Jlegongnesia tourism village offers a one-stop tourism concept that combines spiritual experiences and natural attractions. The tourists can enjoy the natural view after the worship activities.

Jlegongnesia Tourism Village is located in the mountainous area of Gemawang Village, Wonogiri Regency. The location features several natural attractions such as Watu Tumbu, Watu Lumbu, Kali Piji, Dokerep, and Jumok Waterfall. These places predominantly provide a scenic view of green highlands. Considering

these huge potentials, Jlegongnesia tourism village is promising to attract more tourists. The local people have an awareness of developing their village to be a potential tourist destination. Regardless of their main livelihood in cultivation, the local people are committed to developing the tourism sector. They actively participate in the Tourism Awareness Group or Kelompok Sadar Wisata (Pokdarwis). Pokdarwis builds relations with several stakeholders, including the government and academic institutions, to sustain its tourism development. The local people are also urged to preserve their local potential, such as local cuisine, as a tourist attraction.



Figure 1. Jlegongnesia Main Access

Source: Personal Documents

In view of its natural beauty, distinctive culture, and rich traditions, Jlegongnesia tourism village has the potential to draw both domestic and foreign tourists. However, interacting with international visitors continues to be a significant barrier to achieving sustainability as a top travel destination. English has an urgency to develop a tourist destination, particularly in this global era. The need for English skills is vital for communication and competitive advantage. Mastering English language skills enables people in the tourism

industry to communicate effectively with foreign tourists, understand their needs, and provide excellent service (Syafitri et al., 2023). In an increasingly competitive era of globalization, proficiency in English becomes a competitive advantage for the tourism industry to attract and retain international tourists. With English language skills, the tourism industry can reach and attract more international tourists, increase the number of visits, and drive economic growth (Rakhmyta & Nurmawati, 2023). The tourism industry that can provide quality services in English will have a good reputation and enhance its competitiveness at both the regional and global levels.

The challenge for English language proficiency in the tourism industry lies in three main problems: a lack of English skills, inadequate training, and low motivation. Many workers in Indonesia's tourism sector still have limited English language skills, hindering communication with foreign tourists (Miolo et al., 2025). Besides, there has not been enough investment in training and developing English language skills for workers in the tourism sector. Some tourism workers are also less motivated to improve their English language skills, making it difficult to close the skills gap. On the other side, the career opportunities in the tourism sector are widely open for customer service, receptionists (front desk), and especially tour guides. According to Pereira in (Ariyaningsih et al., 2024), tour guides can assist foreign tourists about the tour experience by giving knowledge about the cultural and natural potentials in their area. The challenge of English proficiency in the Jlegongnesia tourism village comes from the lack of English skills and no

training programs. Among all Pokdarwis members, only one person understands English. Some of them run a homestay business and work as tour guides, however, they are unfamiliar with English practice. This need underlies the implementation of English training program for Jlegongnesia tourism village management. Initiated by English lecturers from Politeknik Indonusa Surakarta and UPN Veteran Jawa Timur, this English training program is expectedly to become a solution for the English need in this tourism village.

METHOD

This English language training program for Jlegongnesia tourism village management is a collaborative community service scheme between Politeknik Indonusa Surakarta and UPN Veteran Jawa Timur, following 4 steps: preparation, implementation, and documentation.

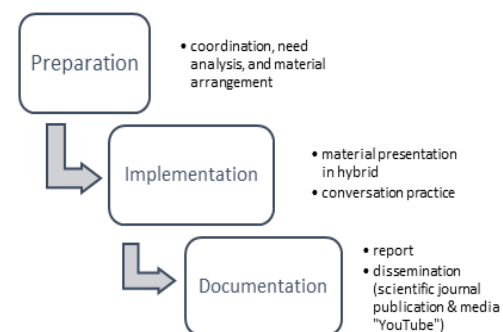


Figure 2: Activity Method

1. Preparation

This early step encompasses coordination, needs analysis, and material arrangement. Coordination was conducted by interviewing the Pokdarwis leader via video call. This interview aimed to coordinate the training schedule, including time and location, and to investigate the needs of

English for Pokdarwis members in Jlegongnesia tourism village. Having collected the information, the community service team determined the English materials and the implementation method. The community service team discussed arranging the English materials for training based on each competency. UPN Veteran Jawa Timur lecturer educated on the importance of English in tourism management, while Politeknik Indonusa Surakarta assisted in practicing English directly. The preparation step also involved participation from students. The student was selected from the Hospitality Study Program of Politeknik Indonusa Surakarta. By involving the student, this community service program is expected to give a real-life experience and learning directly from society. This selection was based on students with a background in Tourism/Hospitality or a related field. The student can discover, observe, and analyze current phenomena in the tourism and hospitality industry. Furthermore, the student helped with the administrative preparation, including preparing some required documentation.

2. Implementation

The English training was implemented using a hybrid model, divided into two sessions. The first session featured material presentations delivered online via Zoom by UPN Veteran Jawa Timur, followed by an in-person presentation from Politeknik Indonusa Surakarta. The second session involved conversation practice with several participants. Participants engaged in daily English conversations, including greetings, addressing, welcoming guests, and common expressions such as gratitude and apologies.



Figure 3. Venue for English Language Training

Source: Personal Documents

3. Documentation

Activities were documented in photos, videos, and an attendance list. The results were compiled in the community service report. Activity disseminations were conducted in the form of a scientific journal publication and a media publication on Politeknik Indonusa Surakarta's YouTube channel.

RESULT AND DISCUSSION

This community service activity was carried out in Kampung Wisata Jlegongnesia as a partner of the D3 Hospitality Study Program, Indonusa Polytechnic Surakarta. The community service activity took the form of English language training, specifically basic everyday conversation, for members of the tourism awareness group, which was attended by 25 participants. The Pokdarwis members came from diverse backgrounds, including homestay managers, tour guides, local food entrepreneurs, and youth organization members. Additionally, the training was also attended by the Head of Gemawang Village and the Pokdarwis coordinator.



Figure 4. Welcoming Remarks

Source: Personal Documents

The English language training for Pokdarwis members of the Jlegongnesia Tourism Village ran well as planned. The event opened with a speech by Mr. Antonius Sukino, Head of Gemawang Village. He welcomed the purpose of this training activity as an improvement in the quality of human resources managing Jlegongnesia. He expressed his hope that this type of training model could be sustained in promoting local tourism development. Mr. Julius Handoko, the tourism working group coordinator, also appreciated this English language training as an additional skill, especially for tourism working group members who work as tour guides and homestay owners.

1. Presentation on the Importance of English for Tourism

The welcoming ceremony was followed by an online presentation via Zoom recording by Kinanti Resmi Hayati, M.A., from the D4 English for Business and Professional Communication program at UPN Veteran East Java. She delivered a presentation titled “The Importance of English Language Skills for the Sustainability of Jlegongnesia Wonogiri Tourism Village.” The presentation aimed to provide a basic understanding of the importance of English for tourism

practitioners. English is closely related to the field of tourism, considering that English is a global language that connects tourists. Operationally, English opens up opportunities in the economic sector, especially for local communities living around tourist destinations. The presence of English in the tourism sector helps tourism industry players communicate with foreign tourists from around the world, thereby creating a positive image of excellent service. Some professions that require English skills include hotel receptionists or front office staff, tour guides, and customer service representatives.



Figure 5. Presentation of English Urgency

Source: Personal Documents

Several members of the Jlegongnesia tourism working group work as homestay owners and managers as well as tour guides. Therefore, the urgency of learning English needs to be conveyed to them. However, many members of the tourism working group still lack basic English skills due to an unsupportive environment and limited training opportunities. Multi-stakeholder collaboration that utilizes the role of educational institutions can be the main solution for providing English language training to these human resources.

2. Presentation of Basic English Conversation Material

The second material was the core agenda, namely offline English training for members of the Jlegongnesia tourism awareness group. This training was delivered directly by Nawangsih Edynna Putri, M.A., an English lecturer in the D3 Hospitality Study Program at Politeknik Indonusa Surakarta. The training material consists of basic everyday conversation, including greetings, addressing, welcoming guests, guiding guests, expressions of gratitude, and farewells. These expressions are basic English conversation material commonly used in everyday life.



Figure 6. Presentation of English Conversation

Source: Personal Documents

The basic conversation materials were provided in consideration of the needs of the Pokdarwis Jlegongnesia members. As is known, some Pokdarwis members work as tour guides and are also owners and managers of homestays. These basic conversation materials can serve as a foundation for interacting with foreign tourists. Participants were taught how to greet and welcome foreign tourists in English. The expression materials given are simple and easy to practice, encompassing “*Good morning*”, “*Good afternoon*”, and “*Welcome to Jlegongnesia*”. In addition, participants were given an understanding of how to greet foreign tourists based on their gender and status. The participants can

differ in the use of addressing *Sir*, *Madam*, *Miss*, *Ms.*, and *Mr.*



Figure 7. Basic English Conversation

Source: Personal Documents

The material continued with educating participants on how to guide guests. Participants were provided with material on how to explain directions, instructions, and basic instructions in simple English so that they are easy to remember. “*Giving Directions*” material is essential for the tour guides so that they can explain the directions to get to the tourist places (Menggo et al., 2022). Next, participants were also given explanations on how to say thank you and goodbye as closing sentences in a conversation. Both expressions were conveyed as expressions of gratitude or appreciation to tourists for visiting.

3. Conversation Practice

The presentation of the material was followed by conversation practice guided by Nawangsih Edynna Putri, M.A., as the second presenter. This basic conversation practice aims to build English language habits and train proper pronunciation. In gaining this goal, a simulation approach and direct practice were employed, considering that not all members have received English language training before. Both methods are proven as effective methods to build positive progress by participant activeness in practicing the conversation (Lodo et al., 2025).



Figure 8. English Conversation Practice

Source: Personal Documents

The interaction between the presenter and participants creates an interactive atmosphere and makes it easier for participants to understand and remember the material. Participants welcomed this conversation practice by showing their enthusiasm to try reciting the dialogues without hesitation.

CONCLUSION

The final conclusions drawn from the community service activity entitled Community-Based English Language Training for the Jlegongnesia Tourism Village Pokdarwis, Wonogiri Regency, as a Form of Sustainable Tourism Development are as follows:

1. Members of the Jlegongnesia Tourism Village Pokdarwis welcomed the English language training program.

2. Some participants were able to practice simple conversations, especially basic expressions.

In the future, it is hoped that there will be a continuation of a more focused training program, especially the use of English conversation in the field of service for homestay managers and tour guides in Jlegongnesia Tourism Village.

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