

The readiness of the Private English Schools to Improve the English Skill of the Tourism Human Resources in Polewali Mandar Regency West Sulawesi

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Abstract

The purpose of this study was to determine the readiness of language education institutions outside of school in the context of developing tourism human resources, as well as how the government and private parties support these educational institutions. The results of the study indicate that the Out-of-school Language Education Institution Program in Polewali Mandar Regency can be said to have increased, but the government has not carried out socialization, as well as the state of facilities and infrastructure that still needs to be developed, and also instructions for the location of the course location are not yet available, so it is rather difficult to get information about the location of the English language training place. With the location of the English village, it can be said that there is already a readiness of out-of-school educational institutions in Polewali Mandar Regency, in order to train human resources to speak English well, so that activities in the tourism sector can take place well, because communication is established smoothly, especially to foreign tourists.

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Introduction

Educational institutions are the formation or place of formation of quality human resources in accordance with the needs required by the industry. One way to produce graduates who are in accordance with what is expected, then every educational institution is expected to have quality human resources and have an educational background that is in accordance with the managed education program, besides that it must also have adequate facilities and infrastructure so that a educational institutions can produce quality human resources, and have a vision and mission that is in accordance with the times. Aims to direct students to an educational institution in accordance with industry needs. How bad if an educational institution or school that has so many students, and carry out the learning process without a mutual agreement as outlined in a vision and mission, because there is no direction, that the students should be like after completing their education so that the resources produced are not as expected. For example, many course institutions have been established both in the city of Makassar and outside the city of Makassar, but in reality there are several courses that have not been able to develop until now. Because those who manage do not have the appropriate educational background, and the demand for them is decreasing. Even though the need for English language courses is now increasingly needed in order to meet the era of globalization. Therefore, English language educational institutions outside of school strongly support tourism activities, because this institution participates in developing human resources who are able to communicate in English. Human resources in the field of tourism who can communicate in English are still very much

needed along with the development and development of tourism activities that are so rapid. Therefore, language education institutions outside of schools should be improved or developed, besides that they should also be managed professionally in order to produce quality students or graduates. Here are some opinions about human resources in general; namely human resources is a very important factor in an organization both large and small organizations.

An organization according to Rivai (2004) without the support of appropriate employees, both in terms of quantitative, qualitative, strategic, and operational, then the organization/company will not be able to maintain its existence to develop and advance its company in the future. In large-scale organizations, human resources are seen as a very decisive element in the business development process. The role of human resources is becoming increasingly important (Tadjuddin et al., 2020). Likewise, for small and medium-sized organizations, the human resource aspect is also important.

Quality human resources have a role like other resources. Abundant capital, technology and raw materials become meaningless if the human resources are not of good quality and are not managed properly. Based on some of the opinions above, it can be drawn a point of thought that professional human resources play a very important role in managing an organization, therefore an educational institution will not be able to develop if it is not managed by reliable human resources, and uses teaching staff in accordance with the background. background of his education. Today educational institutions play a very important role. Educational institutions are places that produce human resources, in this case graduates, who are very much needed to meet the needs of workers in the business world. In the era of globalization, the role of the world of education is felt to be increasingly important. Because education is the center of information on the development of human resources in all fields.

The current and future of globalization are increasingly rapid, driven by extraordinary advances in science and technology. Educational institutions as an important part of creating quality graduates respond and play an active role in preparing students to master science and expertise so that the resulting graduate products can meet the needs of the workforce (Feisal, 1995). The basic relationship that must be built is the importance of the world of education realizing its position as a producer, they must understand well the needs of consumers, in terms of the consumer is the business world. The problem that we have to address is in terms of improving education in terms of knowledge, expertise and skills.

But in reality, there are currently many educational institutions that produce graduates who are not ready to be used to meet the needs of the labor market. Many factors cause why graduates of educational institutions are not able to meet the demands of the labor market. Among them are first, educational programs provided by educational institutions. Second, the available facilities and infrastructure. Third, the human resources used, both managing and teaching staff, are in accordance with the educational background in accordance with what is being taught. In an industry, a workforce that has the expertise and knowledge is needed to meet new challenges in the future and new forms that will be faced. In Indonesia, there are two kinds of out-of-school educational institutions engaged in language education, namely; The first is a language education institution whose activities are mostly carried out indoors (courses) and the second is a language education institution whose activities are mostly outdoors but intensively live together in a certain predetermined time which is known as the English village. because the demand for quality human resources is getting bigger when the industry is faced with a global era that is full of competition.

Related to this. With the annual agenda of international standard, and has been proclaimed by the District. Polewali Mandar is the Polewali Mandar International Folk and Art Festival

(FIFAP) which is held every August. FiFAP is an international standard event which is participated by communities of inter-national traditional arts activists conducted in Indonesia. This event aims to foster international confidence in Indonesia, especially to Polewali Mandar Regency. This event was held in collaboration with the local government of Polewali Mandar Regency with the Conseil International des Organizations de Festivals de Folklore de arts Traditions (CIOFF) Indoseian Section. FIFAP 1 started in 2016, until now and has become the 100 Calendar of Event, at the Ministry of Tourism of the Republic of Indonesia. In addition, there is still an international event, namely the Sandeq Race.,. Sandeq boat is the pinnacle of mandar culture in the maritime field. The integrity of the Sandeq, it takes many points of view, the Sandeq is indeed the fastest outrigger boat in the Austronesian region, from Madagascar to Easter Island, from Taiwan to New Zealand. This boat from Mandar is contested every year. This event is held in August every year, where less than 20 boats take part in this activity. Similar to PIFAF, the Sandeq Race has also become one of the 100 Calendar of Events of the Ministry of Tourism of the Republic of Indonesia. The Sandeq is indeed the fastest outrigger boat in the Austronesian region, from Madagascar to Easter Island, from Taiwan to New Zealand. This boat from Mandar is contested every year. This event is held in August every year, where less than 20 boats take part in this activity. Similar to PIFAF, the Sandeq Race has also become one of the 100 Calendar of Events of the Ministry of Tourism of the Republic of Indonesia. The Sandeq is indeed the fastest outrigger boat in the Austronesian region, from Madagascar to Easter Island, from Taiwan to New Zealand. This boat from Mandar is contested every year. This event is held in August every year, where less than 20 boats take part in this activity. Similar to PIFAF, the Sandeq Race has also become one of the 100 Calendar of Events of the Ministry of Tourism of the Republic of Indonesia.

Based on the two international events mentioned above, it is very necessary to prepare competent human resources using foreign languages, especially English for workers in the tourism sector, in order to provide the best service for all participants who come to the second international event that comes in West Sulawesi. especially in the district. Polewali Mandar.

Educational institutions, especially non-school educational institutions, are educational institutions that are expected to be able to create professional human resources, as well as institutions that offer educational services. However, sometimes the expected educational outcomes are not in accordance with the needs of the industry. forcing educational institutions to increase competitiveness by creating better educational programs, as well as equipping more complete facilities and infrastructure in order to produce quality students who are able to compete in the global era. the development of human resources in the organization requires harmony between industry and educational institutions in this case the Out-of-school Language Education Institute produces graduates who have good competence, who have the knowledge, skills and expertise as readiness to enter the business world. However, it is hoped that there will be harmony between the three factors, namely training programs, available training facilities, and human resources in this case teaching staff who have an educational background that is in accordance with the field of science being taught, therefore further research is needed to obtain more facts. Accurate. based on the above phenomena, the central theme in this research is “The readiness of the Out-of-School Language Education Institution in improving tourism human resources in Polewali Mandar, West Sulawesi.

Theoretical Study

Human Resources Concept

In today's increasingly modern world of globalization, human resources (HR) continue to be perceived as one of the most important and valuable assets in a company. Because HR plays a

role as a communication liaison, especially English as an international language, as well as giving ideas, encouraging and implementing ideas, as well as other activities within the company in achieving company goals. Therefore, the better the human resource capital of a company, the better the performance and communication within a company.

For this reason, in carrying out the company's operational activities, it is not only required for business progress or the use of sophisticated technology, but also the ability to speak English is very necessary, and pay attention to the use of human resources, namely how an industry can have assets in the form of human resources who are able to communicate in good English and have high discipline and performance in accordance with the needs of the company. Therefore, qualified human resources, as well as being able to communicate in English, are crucial for the success of a company. This is because the availability of quality human resources is one of the factors that attract investors. To attract investment, not only cheap labor is needed, but a well-educated workforce.

The world of education even has to play its role as a monitor, namely monitoring developments, analyzing developments and industry, so on that basis it gives birth to new ideas and new technologies that are able to bring development and industry development to an increasingly advanced level (Kakisina et al., 2022). Information that is important to question the quality of a graduate's education and training results is seen in the graduate unemployment rate. Various opinions from figures who are directly involved in educational reform criticize that current educational content is irrelevant and unable to prepare graduates to function properly to enter a new era (Marzano, 2001). The controversy of opinion mentioned above is then summarized as a question of quality and educational standards. The issue of quality and standards needs to be studied in terms of fitness and relevance.

Cheney et al (1993) states that increasing global competition has encouraged companies to increase their competitiveness. Currently, with the supply of natural resources being increasingly limited and the increasing exploitation of them has caused environmental damage so that the existence of natural resources and capital is increasingly being eroded, from here the remaining opportunity to increase productivity and competitiveness is by applying the knowledge, skills, and expertise that are needed. superior.

After knowing the conditions that exist in the business world today, it is increasingly clear that a highly competitive workforce will greatly support the success of a business. Therefore, it would not be an exaggeration to say that education is the main means to achieve this success. However, understanding and knowledge alone is not enough, it is a challenge that must be faced by educational institutions that produce a workforce that is expected to meet or face business competition (Carneiro, 2000). The skills and attitude skills brought by the workforce to the workplace, and developed by the workforce based on their work experience and being able to communicate well are very influential on the company. The problem that What appears in the company is the number of workers who do not have enough knowledge, skills and expertise, the ability to speak English well, self-concept that is in accordance with the needs of the business world. Educational institutions in this case play a role in creating graduates, trying to build graduate competencies so that they can become business people who are able to communicate in English in the future.

Competition for the tourist market in Asean really needs careful preparation, due to the competitiveness of Indonesian tourism products, both which include tourist attractions, supporting facilities and accessibility, it is still a bit lacking, this is a very complex aspect to compete for the tourist market. According to the 2015 LAK of the Ministry of Tourism, it is stated that the competitiveness of Indonesia's tourism products is not optimal, compared to

neighboring countries that are members of the MEA such as Malaysia, Singapore and Thailand. Indonesia itself can only compete with Vietnam, this depends on tourism business standards and business competency standards in Indonesia, and now the government in this case the Ministry of Tourism continues to strive to do and strengthen it.

The problem that really needs attention in every company is the aspect of the quality of human resources used by the company. Talking about human qualities that play a very important role in creating positive conditions for a company, both in increasing profits (income) and towards other fellow employees. The next preparation in order to face the MEA is the problem of human resources, especially in the tourism sector, according to the World Bank report, which was put forward by Urip et al (2018), there is a gap that occurs in the quality of skilled human resources in Indonesia, where the gap is in the factor of mastering foreign languages (44%), skills in using computer applications (36%), in terms of critical thinking (33%).

The description above is a challenge for all of us as Indonesians, but on the other hand we need to understand together that with the MEA, of course there are many opportunities that can be obtained, namely Indonesia will be encouraged to be more competitive, especially in printing and producing skilled tourism human resources, of course cannot be separated from the support of various parties, both Stakeholders, Government and individuals who play a role in it. So it can be concluded that the quality of an employee can be seen how much resources can be provided to the company, whether it is in the form of competence or ability from physical and intellectual aspects.

Ahman Sya, the Deputy for Tourism Institutional Development, said further that the weakness in mastery of language, especially English, information technology (IT), as well as managerial skills in the field of tourism were faced by human resources for the Indonesian people. Besides that, he also stated that the government has set the tourism sector as the Leading Sector, because the tourism industry can contribute foreign exchange, as well as create jobs. Domestic tourists amounted to 260 million, which of course will generate foreign exchange of IDR 172.8 trillion, and will absorb a workforce of 11.7 million people. This will certainly be the main task for tourism business actors to prepare themselves in order to welcome this, one of which is the ability to compete. An industry that is engaged in services if it does not improve itself in order to improve quality will certainly be abandoned by the market, caused by not being able to compete with other markets that are vying to improve the quality of service to consumers, so as to survive in a long period of time. Of course, a hotel and restaurant service industry needs improvement, one of which is improvements in the human resources sector, competitiveness itself is related to how a hotel industry is effective in building human resources,

Competency Concept

Competence is the ability to apply skills, knowledge, and attitudes to achieve the desired results (PerMen PAREKRAF No. 7 of 2014). RI Law No. 13 of 2013 concerning employment states that work competence is the work ability of each individual which includes aspects of knowledge, skills and work attitudes in accordance with established standards. Based on the above definition, it can be concluded that the abilities contained within a person, both in terms of knowledge abilities, skills abilities and work attitudes in dealing with a job and can complete these responsibilities as well as possible based on performance in accordance with predetermined standards. This competency can be obtained through several ways, both in the form of education and training, as well as through education and training provided by the company or organization where the person works (Tuxworth, 2005).

Human Resources Tourism

Human resources and institutions become supporters in tourism development. Success in tourism management is supported by local human resources and very dominant community institutions. Full support from the community as the subject of tourism development, both individually and institutionally, is the main capital for the development of tourism in South and West Sulawesi which is culturally oriented and sustainable.

According to Tiwari & Saxena, (2012) states that the quality of human resources in tourism is reviewed based on the individual and institutional aspects of human resources in their involvement in managing a very large tourist attraction, in managing the potential of quality human resources, and support from good institutional institutions. in the form of government agencies, agencies and offices in improving tourism development. The world of tourism in its development requires quality human resources that can develop various conditions of tourism development based on community involvement in managing tourist attractions and potential quality resources based on the ability of accommodation managers, tour guides and tourism facilities management. The potential of society in which there are individuals, families, community groups, government and private sectors are human resources that support tourism management activities to develop. There are several considerations of the need for quality human resources in tourism management.

According to Nurfianti & Handoyo (2013) states the quality of human resources in tourism management plays an important role in supporting the supply, demand and marketing of tourism to be developed and managed in order to stimulate and increase tourism and tourism activities as an asset and capital for an area. The importance of the quality of human resources is highly demanded by the level of knowledge, skills, work experience and mastery of the field of tourism technology in order to provide an offer, demand and marketing of tourism that requires the quality of human resources that play a role in developing strategic issues of tourism development.

Theoretical Thinking Framework and Hypotheses

Based on the literature review and previous research, then the Theoretical Thinking Framework that underlies this research can be seen in the picture below.

Theoretical Thinking Framework

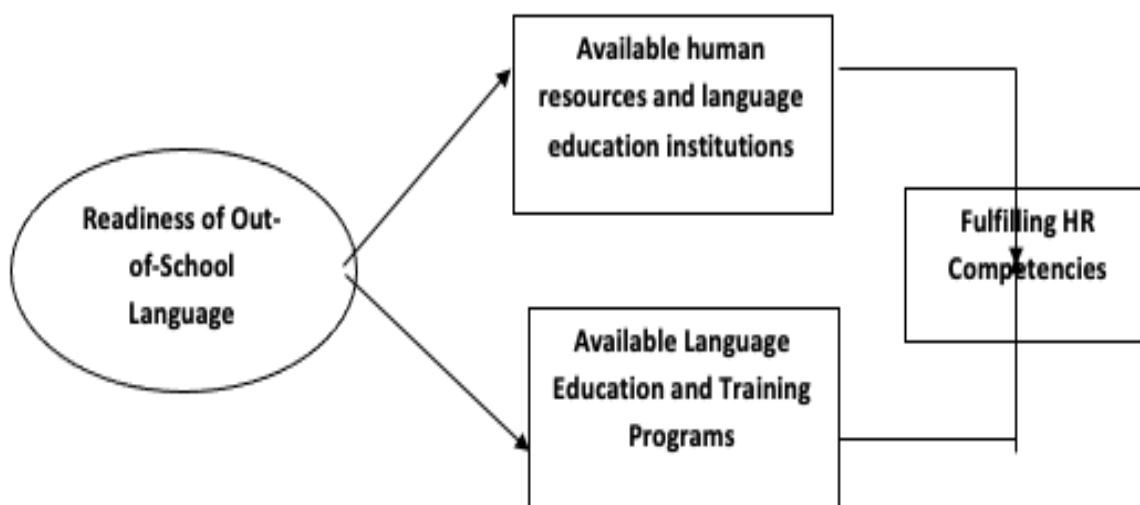


Figure 1. Theoretical Thinking Framework

Methods

The research method used in this research is descriptive method to make systematic, actual, and accurate identification of facts with a dominant qualitative approach to explore further about the problem under study by collecting as much information and data as possible in an unstructured manner to describe the facts as accurately as possible.

According to Sangaji and Sopiah (2010: 24) descriptive research is research method that seeks to describe and interpret objects as they are. This research is often called non-experimental research because researchers do not control and do not manipulate research variables. The purpose of this method is to systematically describe the facts, objects, or subjects as they are in order to systematically describe the facts and characteristics of the object under study appropriately. Types of descriptive research.

Results and Discussion

Out-of-school language education institutions in the district. Polewali Mandar West Sulawesi can be identified after obtaining and identifying several courses in its entirety. The following are some of the Out-of-school Education and Training Institutions available in Polewali Mandar Regency as follows:

First; Lkp Cipta Mandiri Foundation – Kab. Polewali Mandar. This institution provides English, computer, driver and automotive courses. Location Jl. Cendrawasih No. 31 Polewali Mandar, Sul-Bar Number of Course Institutions (NILEK) : 33103.1.0044

Second: Lkp Vista Computer – Kab. Polewali Mandar. This institute provides English and Computer courses. Located on Jl. Mr. Moh. Yamin No. 163 Manding Ex. Madatte Kec. Polewali Kab. Polewali Mandar, No. Phone : 085255509612

Course Institution Registration Number (NILEK) : 33103.1.0006

Third. Sarirama LKP Course & Training Institute – Kab. Polewali Mandar. This institution provides English language courses

And Computers, located on Jl. Majene Shaft No. 144 Desa Baru Kec. Luyo Polewali Mandar-Sulbar. Course Institution Registration Number (NILEK) : 33103. 1. 0034

The four LKP Nurkhasanah Course – Kab. Polewali Mandar. This institution provides an English Course program, located at Jl. Cendrawasih No. 01, district. Polewali, Kab. Polewali Mandar, Institution Identification Number

Course (NILEK): 33103. 1. 0050

The five LKP Metamorphosis – Kab. Polewali Mandar. This institution provides English courses, computer courses, sewing courses. Located on Jl. H. Masdar No. 22 Bonde Village, Kec.

Campalagian Polewali Mandar, West Sulawesi 91353 No. Phone :

085242116886 . Course Institution Registration Number (NILEK) : 33103. 1. 0043

Sixth; LKP Mesa Peolo – Kab. Polewali Mandar. This institution provides English Course. Located on Jl. Mr. M. Yamin No. 107 Polewali Kab. Polewali Mandar, No. Phone : 085242772011

Course Institution Identification Number (NILEK) : 33103. 1. 0007

The seven LKP La Bonanza – Kab. Polewali Mandar. This institution has prepared two programs, namely the English Course

And Computer Courses, located on Jl. Tabri Lri No. 4, Wonomulyo Kab. Polewali Mandar, No. Telephone : 08524228124, Course Institute Number (NILEK) : 33103.1.0009

The eight LKP Iqra Smart – Kab. Polewali Mandar. This institution provides two programs namely; English Course and Computer Course, location on Jl. Muhammadiyah, Ujung Baru Kec. Wolomulyo Kab. Polewali Mandar No. Telephone : 0428 – 51895 Registration Number of Course Institutions (NILEK) : 33103.1.0002

The nine LKP Asia Duta – Kab. Polewali Mandar. This institution provides two programs, namely English and Computer Courses. Located on Jl. Dewi Sartika Banua Baru Polewali Mandar-Sulbar. Course Institution Identification Number (NILEK) : 33103.1.0008

Institution -The course institutions mentioned above can be said to be sufficient to accommodate students in Polewali Mandar Regency, but in general they are located in a rather closed and not very visible place, and of the nine course institutions mentioned above, only two institutions have telephone numbers. So for people who want to find information about the course, it is a bit difficult to contact him.

And it was proven at the observation stage that it was rather difficult to find an English course in Polewali Mandar Regency at that time. and lack of socialization both at school and in the office, because no information was obtained from students and employees who had been met during observations in Polewali Mandar Regency. However, what is better known by the government and the local community is that there is a British village located in Kanang Village. This training institute or place was established independently by the local community, this location is in a well-known tourist attraction in Polewali Mandar district, known for its sweet and cool langsung fruit, because around it there are various kinds of trees such as durian, langsung, rambutan trees. Therefore, this research is focused on English village training institutions located in Kanang Village, Kab. Polewali Mandar. This institution was built with the help of the local community, this means that the local community has prepared human resources in order to face the era of globalization. .

The available programs and their costs for English language education and training, namely the 3-week Dormitory Package which costs Rp. 550.000,-. Dormitory Package for one month, the price is Rp. 650.000,-. The regular package for 3 weeks costs Rp.250.000,- and the regular one month package costs Rp. 300,000,-

How are the facilities and infrastructure of language education institutions in improving the competence of tourism human resources in the district Polewali Mandar

The facilities available at the English village location can be seen in the following photos, namely in the form of a resident's house that is used as a dormitory as many as 2 houses, one for male participants and the other for female participants, so it is separated between men and women but at the same time when their training is combined. For the training area, several small houses such as bale-bale made of wood have been prepared which can accommodate about 12 people. While places of worship are still being built permanently made of stone. The teaching staff used are teaching staff from the local community who have expertise in English and are still relatively young. And access to reach this location is about 3 km from the West Sulawesi provincial road, the condition is permanent but the road area is still a bit narrow for two directions. However, there are no information boards or road signs that have been installed

on the Sulawesi axis road, so it is necessary to seek information directly from local residents who we have met.

Conclusion

That the Out-of-School Educational Institutions in Polewali Mandar district can be said to be sufficient, but the programs and facilities are still lacking, and the location is not very visible in some places, because the writing on the nameplate of the course place is not very visible when we pass the course. And most do not have a telephone number that can be contacted, so students who want to find a suitable course place. they find it difficult to find places for language education and training programs. However, since four years ago the local community established and determined a place or area as a place to organize a British village independently. Whereas the facilities and infrastructure owned by the Out-of-School Language Education Institute, especially in the English village in the Kanang village, are still in the development stage, because they are still under construction, and there are no road directions to get to the location, this English village is located approximately 3 km from West Sulawesi provincial road. However, the prospect is promising because the number of participants is increasing, and people outside the Polewali Mandar district have started to use this course institution as a place for English-speaking training. in this British village area still does not have complete facilities and infrastructure, but it has been able to help the younger generation to communicate in English well. And hopefully the location of this British village can develop well, like the British village in Kediri, East Java. In fact, it can even compete with it. The human resources used both in managing the institution and as teaching staff at English village training institutions generally do not have a formal English education background, but most have a lot of experience in English language training.

Suggestion

Based on some of the conclusions above, it can be suggested as follows; (1) We recommend that the Institute for English courses in the district. Polewali Mandar further socializes and promotes education and training programs that already exist and adapts developments, the era of globalization, so that human resources can obtain information about programmed education and training programs, so that human resources have competencies that are in accordance with industry needs at the time. recently. As well as the local government in this case the Polewali Mandar District Education Office, in order to provide convenience and support if there are language education institutions that want to set up English language courses, and the institution must also cooperate with the local education office in order to get as many students as possible and train as much as possible; (2) It is advisable for the course organizers in Polewali Mandar Regency, in this case the English Village Education and Training institution, in order to further improve the facilities and infrastructure according to the development of the era as in the current era of globalization in order to create a professional course institution. And complete the directions to get the location of the training. And clearly visible when we pass. so that students can see and know firsthand and are interested in developing their skills in communicating using English; (3) It is recommended that English language education and training institutions use appropriate human resources with appropriate educational backgrounds, both managing and teaching staff used to teach students.

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