
Marketing Management Development for Training Improvement English Learning “Conversation Club”

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ABSTRACT

Purpose: The purpose of this research is to find out how to manage marketing, increase the quantity of the “Conversation Club” learning training.

Design/methodology/approach: This research approach is quantitative. The method used is observation, interviews, and documentation.

Findings: The result of this research is marketing management training: conversation club neighborhood MSMEs using the marketing mix. The proposed model 1) establishes a correspondence network by utilizing WhatsApp bunches starting from the RT to the city level, 2) framing discussion clubs by collaborating with educational organizations, and 3) collaborating with environmental MSMEs as a commercial center (marketplace). Gap Research in products: trainees create a generation of quality and achievers. Price: using the concept of the magnitude of the conclusion. Place: neighborhood MSMEs that can be applied in Surabaya or in-house training. Promotion: promoting the establishment and cooperation with environmental MSMEs as a commercial center (marketplace) and marketing by conducting socialization to stakeholders.

Research limitations/implications: Data innovation time is a test for the public, have not been able to take advantage of this change due to the limited English language, especially for young people which is useful.

Practical implications: The motivation behind this exploration is to identify the English learning model as a discussion club in Karang Taruna which will also serve as a commercial center (market) for the neighborhood MSMEs as a commercial center (market), and will serve as a pilot project for all Karang Taruna in Indonesia.

Originality/value: This Paper is original

Paper type: Research paper

Keywords: Learning Model, Marketing, Management, Training.

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I. INTRODUCTION

Humans need education to develop and satisfy their wants and needs. A competition to enter the business is getting sharper. With the rapid advancement of technology in this era of globalization, each training institution always strives to improve the implementation of training, especially in the field of marketing, with the aim of maximizing the target of each neighbourhood MSMEs. The era of information technology is a necessity where everyone is connected to each other without limits. This is a challenge, but it is very unfortunate when we are not able to take advantage of this opportunity because of the English language barrier, especially for productive young people. Training and Development Program, according to (Khawaja Jehanzeb & Nadeem Ahmed Bashir, 2013). There are several kinds of influences on a person choosing activities to fulfil his needs and desires. In addition to the type of activity they choose a person's choices about how they will improve their own quality are influenced by economic factors, psychological factors, sociological and anthropological or cultural factors (Prawira, 2019).

Each neighbourhood MSMEs can increase the number of participants who join with effective marketing. Specific strategies can also increase neighbourhood MSMEs' desire for advancement. Marketing is one of the

marketing mix strategies, namely Price (price), Product (product), and Places (distribution). (Turkalj, Z., & Fosic, 2017). The existence of a conversation club learning training marketing strategy can increase the number of participants who take part in the short training program. A prospective participant will be influenced in the choice by environmental elements, including the following:

1. Parents family, best friends, friends
2. A strategic location or environment that can ensure the smooth implementation of the conversation club
3. Cooperation with neighbourhood MSMEs
4. The views that prospective participants have on educators, ranging from scientific competence, mastery of teaching methods, emotional control, to the discipline of their tutors
5. The type of model and program is very influential, because the program will provide knowledge that has its own meaning for participants

The fact shows that the number of participants is still small, under 4 percent of the total population of Indonesia, so that the BPC Management of the Indonesian Young Entrepreneurs Association (HIPMI for the 2019-2022 period will cooperate with youth organizations to multiply. (Lukman Hakim, 2019 and Sawitri, 2014). Turkalj, Z., & Fosic, (2017), stated that the program youth organization work refers to goals for the welfare of citizens which are divided into several fields such as the environment, education, economy, training, sports and arts. Each activity is empowering such as helping, conducting training, creating jobs, helping the underprivileged. Youth organization is not only a forum for empowerment, considering that its members consist of young people aged 13 to 45 years, but also empowers them by providing business training and speaking English to make them more confident and independent (Langton, N., Robbins, S. P., & Judge, 2013).

This study aims to activate the youth organization with meaningful activities by holding regular activities such as learning English in the form of a conversation club (Grauberg, 1997). First, with the hope of becoming a pilot project that can be developed in all youth organizations in Indonesia, so that there will be connections between youth organizations throughout Indonesia by building a communication network in English which will then be developed to become a marketplace for local MSMEs. If the potential of every young Indonesian can be explored and then developed, then the Indonesian nation will be able to compete in the international arena (Hynes, 2012). The research design in this study took the youth organization as an object, using the SWOT analysis method to explore various possibilities. Of course, this requires collaboration with English language education institutions and SMEs.

A. Previous Research

Research on youth organizations conducted by (Renandya, W.A.,& Richards, 2002) shows the results that youth participation in planning, participation in implementation and participation in utilization. Meanwhile, the factors that hinder youth participation are limited time and individuals and lack of confidence to channel their potential. The supporting factor is having awareness or socializing spirit to build society

Castañer, X., Ketokivi, (2018)., Youth Organizations contribute to organizing empowerment in the youth sphere and also in the community. In addition, it holds programs that are often run as an effort to explore the talents and potentials of the youth. It aims to create future leaders in the community. The youth organization has been able to collaborate with the surrounding community and contribute to community empowerment efforts.

B. Theoretical Framework

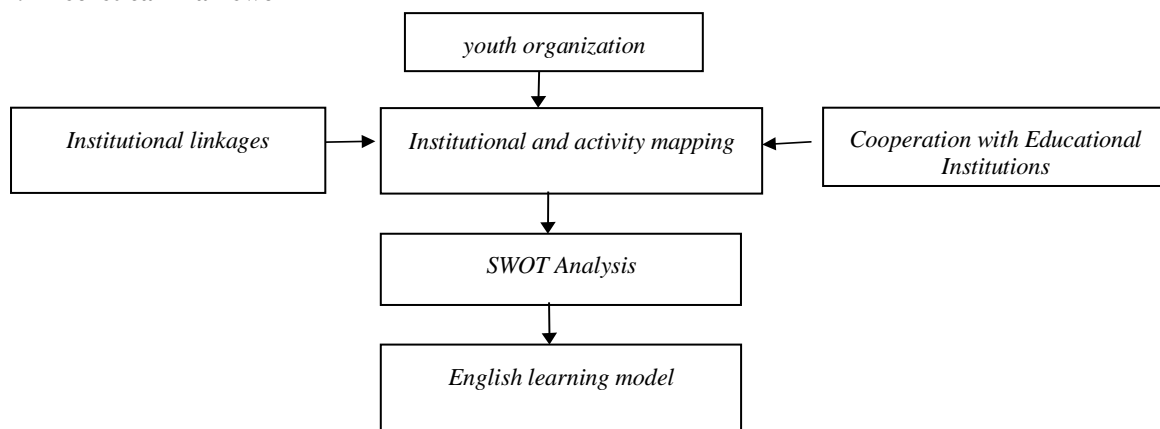


Figure 1. Theoretical Framework

In general, the underlying paradigm is that education in society is still not broad enough, because “education is not only for getting a job but for developing critical thinking. The paradigm of educational goals is still a concern, because it will form a mindset. The second problem that causes the low interest in participating in conversation club training is the certificate-oriented paradigm. This paradigm is still stuck in the minds of most of the participants. They still think that education is only to get a job, through a purely formal diploma. Furthermore, when they perceive those jobs can be obtained more easily with a diploma, the implication is that they assume that a certificate is everything; as a result they do not study seriously and lack quality, especially for lifelong learning, because they are more concerned with how to pass exams than how to acquire competencies and skills (Howard, M., Steensma, H. K., Lyles, M., Dhanaraj, 2016). Here the youth organization association needs to set a marketing strategy, to increase the quantity of training and education for conversation club training.

Based on the problem with the title “The development of Marketing Management began with an increase in the quantity of conversation club training enthusiasts. The problem in this research is formulated as follows: 1) How is the management of training marketing for the conversation club in the youth organization? 2) How can marketing management increase the quantity of engagement club training? 3) How can marketing strategies increase the quantity of interest in conversation club training?”

II. RESEARCH METHODS

The author conducts field research, directly in the field to obtain the necessary authentic data. Qualitative research also seeks to understand the subject and object of research (individuals, society), based on the reality that appears as it is (the natural paradigm). This type of qualitative research is used because the authors use observation, interviews, and documentation as data collection methods. This is adapted to the problems in this study, namely to understand social situations, events, situations, roles, interactions, and groups.

This research is structured based on the idea that youth organizations are spread throughout Indonesia, so they have great potential to be developed. Qualitative research using SWOT analysis, to see strengths, weaknesses, opportunities and obstacles, then look for a model to be able to activate youth groups with English language learning (Durugbo, 2016). Of course, by involving educational institutions. Furthermore, it was developed in collaboration with local MSMEs to be actively involved in the MSME business in the sense of being a marketplace for MSME products. This can be done by building a network between members of the youth group.

The variables in this study were youth organizations, networks, English language learning:

1. Youth Organization is a youth social institution (Davis, 2016).

a. Youth organization

Youth organizations in the sense of working relationships between youth organizations at the village/village level up to the national level are coordinating, consultative, consolidative, communicative and collaborative. In order to carry out its function, youth organizations form work units at each level as executor of youth activities. Youth empowerment is carried out according to the youth organization classification which includes advanced, developing and growing pilots, where this classification is based on an assessment of organizational and management aspects; human Resources; facilities and infrastructure; administration; partnership; and program of activities. The cadets' functional coach at the national level is the minister of social affairs, as well as social services at each level.

- a. Organizational management is a management system that starts from planning, organizing, implementing and controlling. management improvement is carried out through guidance, training, determination of classification, and provision of organizational equipment
- b. The activity program is a structured program of activities such as social and community economic activities.
- c. Finance is a source of funding for coral reefs. The source of youth funding comes from the APBN, APBD and legal and non-binding funding sources in accordance with the provisions of the legislation
- d. Human resources is the capacity building of human resources through education, training and skills, guidance and comparative studies.
- e. Infrastructure facilities, namely the improvement of facilities and infrastructure is carried out through the provision, addition and development, as well as facilities and infrastructure.

2. Communication network

The communication network is a system of exchanging messages between individuals who are trying to achieve the goals that have been set through the hierarchy of rank and division of labor. (Huang, Y., Luo, Y., Liu, Y., Yang, 2016). An important communication network is built for the efficient functioning of an organization.

3. Cooperation with local MSMEs.

Cooperation is an activity or effort carried out by several people (institutions/government and so on) to achieve common goals. Cooperation in the business world is an activity to organize mutually beneficial partnerships and is carried out voluntarily by fields related to the business world. (Gazley, 2017), (Xavier Castañer, 2020)

The research population was all youth organizations in the city of Surabaya, while the sample was taken using online random sampling. The data taken is primary data, namely by distributing questionnaires and conducting in-depth interviews with members of the youth organization and the head of the village.

III. RESULTS AND DISCUSSION

A marketing strategy SWOT analysis was carried out. This shows that the use of the Strength-Opportunity strategy (SO Strategy), or internal strengths to take advantage of external opportunities. This is done by implementing the ST, WO, and WT strategies. Strength Strategy – Opportunity (SO) is owned by Aviation Polytechnic. This refers to a formula that provides strategic guidance in achieving goals. Based on the SWOT analysis, conversation club training will be appropriate when carrying out a Progressive Strategy (Defense Strategy). This strategy maximizes the power to gain profits, promotions and so on, in order to achieve growth in developing a sustainable conversation club training model (Sustainable Growth).

Surabaya has 154 kelurahan with 31 sub-districts, each kelurahan consists of RW and RT, each of which can be detailed (Dispendukcapil Surabaya). Source: Surabaya City Governmen

Tabel 1. Mapping of RW and RW sub-districts in Central Surabaya

<i>Surabaya</i>	<i>Districts</i>	<i>Village</i>	<i>RT</i>	<i>RW</i>
<i>City</i>				
<i>1. Surabaya Pusat</i>	<i>Genteng</i> <i>(5 Village)</i>	<i>Embong Kaliasin – Genteng -Kapasari - Ketabang – Peneleh</i>	<i>323</i>	<i>64</i>
	<i>Bubutan</i> <i>(5 Village)</i>	<i>Alun-alun Contong – Bubutan - Gundih - Jepara - Tembok Dukuh.</i>	<i>405</i>	<i>53</i>
	<i>Tegalsari</i> <i>(5 Village)</i>	<i>Dr.Sutomo -Kedungdoro -Keputran - Tegalsari – Wonorejo</i>	<i>331</i>	<i>52</i>
	<i>Simokerto</i> <i>(5 Village)</i>	<i>Kapasan – Sidodadi - Simokerto - Simolawang -Tambakrejo</i>	<i>367</i>	<i>61</i>
	<i>4 Districts</i>	<i>20 Village</i>	<i>1.426</i>	<i>230</i>

Central Surabaya consists of Tile, Lathe, Tegalsari, Simokerto. North Surabaya consists of Customs Cantian, Semampir, Krembangan, Kenjeran, Bulak. It can be seen in Table 1 that Central Surabaya consists of 4 sub-districts and 20 urban villages with 230 RW and 1,426 RT.

Tabel 2. Mapping of RW and RW sub-districts in North Surabaya

<i>Surabaya</i>	<i>Districts</i>	<i>Village</i>	<i>RT</i>	<i>RW</i>
<i>City</i>				
2. <i>North Surabaya</i>	<i>Pabean Cantian</i> (5 Village)	<i>Ampel - Pegirian - Sidotopo - Ujung - Wonokusumo</i>	322	52
	<i>Semampir</i> (5 Village)	<i>Ampel –Pegirian, Sidotopo – Ujung - Wonokusumo</i>	563	71
	<i>Krembangan</i> (5 Village)	<i>Dupak–Kemayoran–Krembangan Selatan– Morokrembangan - Perak Barat</i>	402	48
	<i>Kenjeran</i> (4 Village)	<i>Bulakbanteng–Tambakwedi- Tanah Kalikedinding-Sidotopo Wetan</i>	402	38
<i>Total</i>	<i>Bulak</i> (4 Village)	<i>Bulak - Kedungcowek – Kenjeran - Sukolilo Baru</i>	117	22
	5 Village	23 Districts	1.816	241

North Surabaya consists of Customs Cantian, Semampir, Krembangan, Kenjeran, Bulak. Table 2. shows that North Surabaya consists of 5 sub-districts with 23 kelurahan, 241 RW and 117 RT.

Tabel 3. Mapping of RW and RW sub-districts in East Surabaya

3. <i>East Surabaya</i>	<i>Tambaksari</i> (8 Village)	<i>Dukuh Setro - Gading - Kapas Madya - Pacar Kembang - Pacar Keling – Ploso - Rangkah - Tambaksari</i>	664	78
	<i>Gubeng</i> (6 Village)	<i>Airlangga - Barata Jaya - Gubeng -Kertajaya – Mojo - Pucangsewu</i>	518	63
	<i>Rungkut</i> (6 Village)	<i>Kalirungkut-Kedung Baruk-Medokan Ayu -Penjaringan Sari-Rungkut Kidul - Wonorejo</i>	394	73
	<i>TenggilisMejoyo</i> (4 Village)	<i>Kendangsari - kutasari - PanjangJiwo - Tenggilis Mejoyo</i>	156	25
	<i>Gunung Anyar</i> (4 Village)	<i>Gunung Anyar – Gunung AnyarTambak - Rungkut Menanggal - Rungkut Tengah</i>	172	29

	<i>Sukolilo</i> (7 Village)	<i>Gebang Putih – Keputih - Klampis Ngasem - Medokan Semampir - Menur Pumpungan - Nginden Jangkungan - Semolowaru</i>	361	67
	<i>Mulyorejo</i> (6 Village)	<i>Dukuh Sutorejo–Kalijudan–Kalisari – Kejawen Putih Tambak -Manyar Sabrangan - Mulyorejo</i>	283	55
	<i>7 Districts</i>	<i>41 Village</i>	2.551	390

Tabel 4. Mapping of RW and RW sub-districts in South Surabaya

4.	<i>South Surabaya</i>	<i>Karang Pilang</i> (4 Village)	<i>Karang Pilang – Kebraon – Kedurus – Warugunung</i>	187	29
		<i>Dukuh Pakis</i> (4 Village)	<i>Dukuh Kupang - Dukuh Pakis -Gunung Sari - Pradah Kalikendal.</i>	154	31
		<i>Gayungan</i> (4 Village)	<i>Dukuh Menanggal – Gayungan – Ketintang - Menanggal</i>	169	33
		<i>Jambangan</i> (4 Village)	<i>Jambangan – Karah – Kebonsari –Pagesangan</i>	134	26
		<i>Wonocolo</i> (5 Village)	<i>Bendul Merisi - Jemur Wonosari –Margorejo – Sidosermo – Siwalan Kerto</i>	223	43
		<i>Sawahan</i> (6 Village)	<i>Banyu Urip - Kupang Krajan -Pakis Petemon - Putat Jaya - Sawahan</i>	555	71
		<i>Wiyung</i> (4 Village)	<i>Babatan – Balas klumprik - JajarTunggal - Wiyung</i>	159	32
		<i>Wonokromo (6 Village)</i>	<i>Darmo – Jagir – Ngagel –Ngagelrejo – Sawunggaling – Wonokromo</i>	512	58
	<i>Total</i>	<i>8 Districts</i>	<i>37 Village</i>	2.093	323

South Surabaya consists of Karang Pilang, Hamlet Pakis, Gayungan, Jambangan, Wonocolo, Sawahan, Wiyung, Wonokromo. Table 4.4 shows that South Surabaya consists of 8 sub-districts, 37 urban villages, 323 RW and 2,093 RT

Tabel 5. Mapping of RW and RW sub-districts in West Surabaya

5	West Surabaya	Asem Rowo (3 Village)	Asemrowo - Genting Kalianak -Tambak Sarioso	121	18
		Suko Manunggal (6 Village)	Putatgede – Simomulyo - Simomulyo Baru - Sonokwijenan Sukomannggal - Tanjungsari	264	34
		Benowo (4 Village)	Kandangan – Romokalisari - Sememi - Tambak Osowilangun	143	25
		Lakarsantri (6 Village)	Bangkingan – Jeruk – Lakarsantri -Lidah Kulon - Lidah Wetan - Sumur welut	158	31
		Sambikerep (4 Kel)	Bringin–Made–Lontar-Sambikerep	224	38
		Pakal (4 Kel.)	Babat Jerawat – Benowo – Pakal -Sumberejo	172	34
		Tandes (6 Village)	Balongsari-Banjar Sugihan – Karang Poh Manukan Kulon - Manukan Wetan - Tandes	316	51
	Total	7 Districts	33 Village	1.789	231

West Surabaya consists of Asem Rowo, Suko Manunggal, Benowo, Lakarsantri, Sambikerep, Pakal and Tandes. West Surabaya consists of 7 sub-districts with 33 urban villages, 231 RW and 1,789 RT. Thus, the city of Surabaya has 31 sub-districts, 154 urban villages with 9,675 RT and 1,415 RW. Thus, the city youth organization only has 5 members of the whatsapp group, namely Central Surabaya, North Surabaya, East Surabaya, South Surabaya and West Surabaya. North Surabaya has 5 sub-district youth group whatsapp groups, where each sub-district has 4 to 5 village youth youth groups whatsapp and so on. As for the kelurahan, it is also divided based on the RW in a combined manner, considering that not every RT has an active youth group. This will facilitate information and coordination between WhatsApp groups. Internal factors: internal factors are the strengths and weaknesses of the youth organization consisting of institutional and organizational structures, management, membership, organizational activities, finance. External factors: external factors are opportunities and threats from the environment or external factors consisting of related agencies, RT, RW, Kelurahan, District, educational institutions and MSMEs

Based on the respondents' answers, it can be seen in

Table 6 that the following results are obtained:

<i>Environmental conditions</i>	<i>Answer</i>		<i>Element</i>			
	<i>Yes</i>	<i>No</i>	<i>S</i>	<i>W</i>	<i>O</i>	<i>T</i>
<i>Internal</i>						
<i>1. Institutional</i>	V		V			

2. <i>Management</i>	V	V
3. <i>Activity program</i>	V	V
4. <i>Finance</i>	V	V
5. <i>Human Resources</i>	V	V
6. <i>Infrastructure</i>	V	V
<i>Eksternal</i>		
1. <i>Coordination with related agencies</i>	V	V
2. <i>Cooperation with educational institutions</i>	V	V
3. <i>Cooperation with SMEs</i>	V	V

Some urban villages do collaborate with educational institutions, for example for automotive training, driving training, website building training, sewing training and so on. However, not every kelurahan or sub-district can conduct training considering that not all members of the youth organization at the RT and RW levels play an active role. Likewise with cooperation with MSMEs, there are several youth organizations that collaborate with MSMEs, but this depends on the activities of youth members.

Strengths: members come from the age of 18-45, which is a productive age and requires a provision for youth groups. Almost every kelurahan area has MSMEs that can be involved. Most people already have a cell phone. Funding from the Ministry of Social Affairs is provided for each activity carried out. Weaknesses: fear of competition, low levels of education are still lacking, especially in suburban areas, do not know how to use the network. The internet network in the area is inadequate. Not easy to move, need a mover who motivates them. Source of funds, English is something that is difficult for some people. Youth organizations are youth social organizations and not business organizations. Opportunities: developing networks to develop themselves and their business, motivation to participate in online business involving MSMEs. Telkomsel builds a communication network to remote areas so that it is free from blank spots. Telkomsel, 2019, Build a communication network to remote areas to be free from blank spots. There is financial support from the Ministry of Social Affairs as an institution that oversees youth organizations. Threats: low motivation of Karang Taruna members, program sustainability. The lack of youth activity so far has caused members to feel less concerned about their membership

Learning model (Goldhaber, 1990) and (Hynes, 2012):

1. Establish a communication network

Build an online network between members by using a whatsapp group, which is coordinated by the head of the Youth Organization. Given the large number of WhatsApp application users in Indonesia, it is very broad and reaches areas that are proven that there are 2 billion active users in Indonesia. (Damar, Agustinus Mario, 2021. Karang Taruna coordinators at the RT level build networks at the RW level. Next, the RW level youth organizations form networks at the kelurahan level, up to the subdistrict level. Next to the Surabaya city level, which is chaired by the Head of the City Social Service. Surabaya, with this network, it is hoped that members will be able to communicate with each other throughout Surabaya through their respective coordinators, and even news can be conveyed in the group, which will facilitate the entry of useful information for members. This form of communication network can be described in the following diagram



Figure 2. Chart of Youth App Group “WatsApp” in Surabaya

Noted:

1. WA youth youth group RT consists of all members of RT youth youth group WA youth youth group RW consists of RT youth youth group leader
 The WA village youth group consists of the head of the RW youth group
 The sub-district youth group WA consists of the head of the village youth organization
 WA the Surabaya youth youth group is divided into North, South West, East and Central Surabaya which consists of the head of the youth group, the head of the youth organization of the District.

2. Establishing a Conversation Club – Collaboration with Educational Institutions

Forming a conversation club in every Karang Taruna at the RT level, face-to-face meetings once a week for English language learning in collaboration with the local Language Education Institute, holding meetings at the RW level every month, then sub-district and so on up to the city level, in collaboration with local MSMEs to help market products through the WA group network (Ur, 1996).

The learning model in the form of a conversation club is proposed as follows:

Target: youth members of the cadets of high school age and college students

Topic: Daily activities and business.

Model pembelajaran: Teaching CONVERSATION with RILA’S MODEL

RILA's MODEL can't cover every one of the various methods of preparation and conveying an exercise "Discussion Club". (Muharlisiani, 2020)

CONTENTS at a GLANCES

INTRODUCTION

Part I : Getting Started

Part II : Putting Your lesson Together

Part III : Teaching Skills Classes

Part IV : The Grammar You Need to Know and How to Teach It

Part V : What Kind of Class Will I have?

DESCRIPTION of THE SCENE

- a. Suggested Roleplays and Dialogues
- b. Make Comments on The Following Statements
- c. Question on The Scene
- d. True or False. Give The Reason Questions Based on Languages Function

3. Cooperating with Local MSMEs

As a place for marketing products or services for MSMEs by way of profit sharing. Thus, it can be briefly seen in Table 7. Learning model and risk control

Tabel 7. English Learning Model in the form of Conversation Club and Impact

<i>Learning Model</i>	<i>Target</i>	<i>Performance indicators</i>	<i>Continuity</i>	<i>Dampak</i>
<i>1. Forming a communication network (E2CI)</i>	<i>Build a communication network between members of the youth group</i>	<i>Build communication network</i>	<i>Held regular member meetings at the RW, village to provincial levels</i>	<i>Communication and information can be established between cadet corals throughout Indonesia</i>

2. English spending (Conversation club). Cooperation with English Language Education Institutions (E)	Hold a conversation club at the youth organization	The holding of a conversation club at the youth organization	- Held an English language competition at Provincial level. -Provide TOEFL test facilities for members who need it	Karang Taruna members are motivated by being able to communicate in English
3. Cooperation with local MSMEs (FYB)	Collaborating with local MSMEs	Collaboration with MSMEs	-Become a market place for MSME products	Provide job vacancies and improve members' standard of living youth organization

Based on Table 7, it can be seen that E2CI indicates efficient and effective communication and information, while E indicates in English and FYB indicates for young people's business (Karang Taruna). This model is abbreviated as E2CIEFYB which is EFFICIENT and EFFECTIVE COMUNICATION in ENGLISH for YOUTH BUSINESS.

a. Marketing strategy

In the conversation club training program, participants will have knowledge, abilities, insights and skills.

b. The place

Location is easy to reach. The implementation of the conversation club training is comfortable and complete with supporting infrastructure. The process of implementing the training program in such a way that later it can run effectively and efficiently.

IV. CONCLUSION

Most of the respondents consider it important to use a marketing strategy, to be developed and run with current technology. Because of the marketing strategy, it can increase the quantity of conversation club training enthusiasts, for the present and the future. Specifically, the use of the 4Ps (Product, Price, Place and Promotion) can define, reach target numbers, and identify and distribute trainees. The Surabaya youth group has 5 members of the WhatsApp group, namely Central Surabaya, North Surabaya, East Surabaya, South Surabaya and West Surabaya. North Surabaya has 5 sub-district youth group whatsapp groups, where each sub-district has 4 to 5 village youth groups whatsapp and so on. As for the kelurahan, it is also divided based on the RW in a combined manner, considering that not every RT has an active youth group. The English learning model in the form of a conversation club for youth organizations is E2CIEFYB, namely EFFICIENT and EFFECTIVE COMUNICATION in ENGLISH for YOUTH BUSINESS. There needs to be a mover or person who motivates members of the youth organization and this model can be continued with community service. Thus, it is hoped that young people who are members of youth organizations can be empowered by using youth organizations as a second home where they can obtain information and communicate in English but also earn income from SMEs in their role as a marketplace. This will increase self-confidence, income and of course create jobs for himself which in turn will be able to increase the nation's competitiveness.

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