

**IMPLEMENTATION OF ENGLISH FOR SPECIFIC PURPOSES TO ADIWANA
UNAGI SUITES UBUD IN INCREASING THE SERVICE QUALITY STMIK
STIKOM Indonesia**

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Abstrak

Adiwana Unagi Suites is one of the most affected businesses in the hospitality sector during the Covid-19 period, but it is one of the hotels that can survive in Ubud Bali. This hotel has a very high score of 9.6 on booking.com, but throughout 2020 there were several reviews stating that the English of the hotel staff was not good. As long as the hotel is open until the end of 2020 the management has never carried out English language training to hotel staff.

The implementation of the English for Specific Purposes training was carried out using an experimental research study which was carried out for six months, from January to June 2020. The implementation was carried out using youtube as a learning medium, and other online platforms such as kahoot, google form and live worksheets.

The results of the implementation of the English language training carried out showed progress where during 2020 there was never a tourist review stating a lack of English, as well as an increase in English language skills as indicated by a very significant increase in post-test scores, as well as positive feedback from management.

Keywords : *English for Hotel, English for specific purposes, implementation of English for tourism*

Introduction

Adiwana Unagi Suites is part of a local hotel group under PT Tri Jeevawasa Kusuma with three hotel brands, namely Adiwana Hotels and Resorts, Amatara Hotels and Resorts, and Inara Hotels and Resorts. The total of the three hotels is 27 hotels. Adiwana Unagi Suites itself started operating on December 25, 2019, and has been running its business very well until March 2020, and even on pandemic of Covid 19 season the hotel was still running its business without closure. In this operation, new normal health protocol has become the most priority to create the trust of the customer. It is in a line with what was stated by (Prayudi, 2020). No one knows when the outbreak would be finished, and everyone including the company should be able to survive in the middle of this pandemic (Sanjiwani, 2020). This good performance is evidenced by the extraordinary value in one of the online booking platforms in the world which is also the platform that dominates online bookings at Adiwana Unagi Suites, namely Booking.com. The value given by tourists who stayed is a parameter of the success of the services and products sold, and during 2020 they got 73 reviews given on booking.com, it shows an extraordinary rating value of 9.6. (Qoura & Khalifa, 2013) stated that reputation and hotel image of the hotels have become the main factor in creating success on their business.

From the results of the reviews given, it turns out that one thing that needs to be improved is the ability of the English language, where there are three reviews which state that the mastery of English in the employees on duty is considered lacking. Here are some reviews that consider that the mastery of English in Adiwana Unagi employees which can be accessed at this booking.com website.

In maintaining service quality, the development program, one of which is training, is very important so that employees are always refreshed in carrying out their duties, and the training should be implemented to all division in order to create a balance in service (Rahinnaya & Perdhana, 2016). In is also in a line with (Lolowang et al., 2016) that stated the training and devepment significantly affect the staff's performance. However, with limitations, especially during the pandemic period where company has problems in maintaining their business existence

because the tourism industry is the industry that has the most impact at this time (Dwina, 2020). Even the employees who work there only get 10 working days a month, so each department head has difficulty in providing training to their team. Decreasing working days is one of the strategy in keeping the company survive by decreasing the payroll as fix cost (Nuruddin et al., 2020)

The limited ability to provide training is also limited where the management only knows how to do offline training and does not recognize online training. On the other hand, at this time where contact is very much avoided, online training is an option that can help improve the quality of workers. One of the source for online learning is Youtube, as most of the people like learning from video especially from youtube (Bisena & Sastaparamitha, 2019). Based on the problems above, this study tries to help and introduce online learning methods about English for specific purposes, especially hospitality to Adiwana Unagi Suites hotel employees. ESP is very important for the people who work at the hotel industry as it would be able to increase the hospitality service and in pact to the hotel industry (Wu & Huang, 2013). ESP is English material which is contextualized based on the purpose (Masyhud & Khoiriyah, 2021). The parameter used as the purpose of this study is the reduction or absence of negative reviews about employees' English skills.

Method

Experimental research design is a research design that is used in implementing English training for specific purposes with online learning methods through YouTube whose videos are specifically designed for such learning. The steps taken in this research are:

a. Preparation :

Making learning videos that are packaged according to the needs of English for hotel employees and uploaded via YouTube, as well as making quizzes for each learning video. Population

The population of the study was all active employiyees at Adiwana Unagi Suites which consist of 48 people.

- b. The duration of the implementation was 6 months, started January 2021 to June 2021.
- c. Data collection based on online review collection on booking.com.

Implementation

The implementation of the English for Specific Purposes followed the steps as detail:

1. Pre-test

The pre-test was conducted in January using kahoot media. The pretest used grammar questions packaged in 12 questions.

2. Online training about memorable check in experience

The first training material was held on January 20, 2021. This training was a combination of understanding English with hospitality material which aims to make the guest experience staying extraordinary and unforgettable. The ability of employees to absorb the material provided is a very good lesson for their English language skills. The implementation of this training is packaged in the form of videos that are uploaded to the YouTube channel. As a form of interaction and as a benchmark for their understanding, a quiz is inserted in the video description which they must answer after following the learning video. Here is the video link of this material <https://youtu.be/joUtK3odU5I>.

3. Online training hotel's magic service

Hotel Magic Service is a material that is a combination of a comprehensive understanding of English with knowledge of hospitality services at a hotel which was held on February 25, 2021. This training is very important where as a hotel employee must be able to provide services beyond the expectations of guests, so that guests who stay feel that the services provided are like magic. The ability to absorb English is a parameter in this training, where the focus of learning is listening and grammar which are packaged in questions to ensure participants' understanding. This material is packaged in the form of learning videos and distributed through the following youtube media: <https://youtu.be/ft8gYxOqM6E>.

4. Online training simple past tense

Simple Past Tense was a training material given on Maret 25, 2021, which is grammar or grammar material. This material aims to improve the language quality of hotel employees, so that with good quality English it will give an image of employee professionalism, which has a tremendous impact on the guest experience. This material is packaged in the form of learning videos distributed through youtube media with the following pages: <https://youtu.be/EEhYtzi4xl>.

5. Online training the use of Have Has and Had

The next training was held on April 5, 2021 with the training material being the use of the words Have, Has and Had in English. These words are very common terms in English that are very often used in everyday communication. However, often the use of these words is not appropriate, where the use of these words is influenced by the context of the sentence or the accompanying situation. This training is also packaged in the form of learning videos and uses YouTube as a means of distribution to all training participants, which can be accessed at the following link: <https://youtu.be/V6z0i4r5tpY>

6. Post test

Post test is given to all employees after participating in online learning for six months which is conducted once a month with a test in it.

7. Questionnaire about online learning

After conducting monthly training for employees, employees are given a questionnaire about English language training, especially English for specific purposes through online

Data Analysis

Data analysis was carried out by several methods using digital media Kahoot, google form and live worksheets with automatic scoring, then descriptive analysis was carried out to see the progress of the training carried out. The questionnaire was processed using a Likert scale and analyzed by using descriptive analysis.

Findings

The results of the pre-test showed a cumulative total score of 69 which when viewed, these results indicate that Adiwana Unagi Suites employees still need to improve their English skills, especially those related to hotel services. The first training conducted on memorable check-in experiences showed a fairly good score, with an average score 74. At this stage of training there was an adjustment to online learning for Adiwana Unagi Suites employees because most of them made this training their first online training.

In the next training on hotel's magic service, the average score of the trainees was 94, where almost all employees could absorb the material very well. The third training material is about grammar, namely the simple past tense. In this grammar material, the average score of the participants is 92, which can be seen that the material given has been able to be absorbed very well. The fourth training material is the use of have and had. This material is grammar material related to its use in the hotel industry. The results of this training showed an average score of 89. All the training provided included grammar in the use of English related to hotel services.

After all this training is done, the trainees are given a post test which is identical to the pre test. The post test results showed a very significant increase in the score with an increasement 36% to 94, from the pre test score 69. These results showed a very significant increase in the English language skills of Adiwana Unagi Suites employees which can later be used in providing the best service to tourists who stay.

The questionnaire given at the end of the program shows an extraordinary enthusiasm for online ESP learning as shown in the following table.

Questions	Love to learn ESP Online	Willing to have more ESP online	Management to held online training for ESP	Welcome outside instructure for ESP online	Average of test result
Rank and file staff	95.90%	94.78%	95.45%	92.74%	94.72%
Managerial staff	96.60%	96.60%	93.43%	97.57%	96.05%

The results of the questionnaire answers are divided into two, namely for staff or rank and file levels, and managerial groups, namely those who are department heads, totaling 8 people. The results of the questionnaire showed that basically all of them welcomed online learning very well, especially ESP with an average score of 95.38%. Managerial staff showed a higher response, which is 96.05%.

Discussion

Based on the ESP implementation carried out at Adiwana Unagi Suites online by utilizing online platforms such as youtube, kahoot, google forms and live worksheets, it turned out to be able to attract the hotel employees to learn English. This is due to the motivational element triggered by these online media, so that everyone wants to do and get the best score on the quiz (Bisena & Widiastutik, 2020). On the other hand, online training is a new training for them, including the hotel management, so that they are able to provide a new way to develop the quality of human resources which can later be done by the management itself.

Based on the feedback that has been given by the management, they really welcome online learning, and this implementation has become a stimulus for management to conduct online training that is conducted by the head of department. This certainly has a positive effect where the training hours of each employee are increased. According to management, all of this is because all department heads have started implementing online training in every division or department they hold. How to implement online training especially video presentation would be able to inspire others trainers or leaders (Noviaty et al., 2021)

Adiwana Unagi Suites is a resort whose main market is foreigners, where the main market during the pandemic is foreigners who mostly come from Europe. During 2021 from January to June, which in terms of occupancy is almost the same as in 2020, there was no review that stated that the hotel staff's English was still lacking, both from the booking.com site and other platform reviews, which in quantity were almost the same.

Tahun	2020	2021
Negative review about English	3 reviews	0 reviews

Based on these results, online training, especially ESP, must continue to be maintained to make professional hotel staff use English in providing services. This is because nowadays, reputation is the most important thing that must be maintained in order to win the market competition.

Limitation of the study

The implementation of the training carried out is only limited to one hotel, namely Adiwana Unagi Suites, and for further research it is expected to use several hotels as research objects, so that the results obtained are wider. This is because the training is done online so it is easy to do with multiple places.

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Conclusion

Based on the results of the research that has been done, it can be concluded as follows. 1. Trainings that have been done impacted positif effect to the guest service where along 2021 there is not any negative impact which indicate the lack of staff ability in using English. 2. The result of the training implementation has shown positive impact to the improvement of ESP ability of the hotel staffs by increasing 36% on post test, compared to pre-test. 3. Management and Staffs Adiwana Unagi Suites have shown positive feedbacks to the training implementation which were shown by the result of questionnaire 95.38%. 4. The implementation of this ESP training have become a trigger to the management especially the head departments to implement the training online to their division, which affect the increasement of training hours per person in every department in that hotel.

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