



IMPROVING ENGLISH LANGUAGE SKILLS IN SMALL BUSINESS MANAGEMENT IN *KUNGKUNG*

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Abstract

The Community Service Program titled "Improving English Proficiency and Promoting Local Cultural Appreciation in Gelgel Village" seeks to address two significant challenges faced by local artisans in Gelgel Village, Klungkung. The first challenge is the limited English language proficiency among the artisans, while the second concerns the growing influence of foreign cultures, brought by both international and domestic tourists, on the younger generation. To enhance English proficiency, the training focuses on "English Functions," an essential aspect of communication with tourists. The Communicative Language Teaching (CLT) method is employed in the training, as it has proven effective in language acquisition. This method emphasizes learner-centered activities, which help increase motivation and engagement, while prioritizing functional communication over the explicit teaching of grammar rules. Furthermore, efforts to preserve local culture are integrated into the program, aiming to raise awareness among artisans about the importance of safeguarding and promoting their cultural heritage. Key topics include understanding local culture, recognizing cultural threats, attitudes toward foreign influences, and strategies for fostering respect and preservation of local traditions. The expected outcomes of this program include a journal article published nationally with an ISSN, media coverage, enhanced competitiveness, the application of scientific and technological advancements, and overall improvements in community values.

Keywords: English Proficiency, Local Cultural Appreciation, Communicative Language Teaching (CLT), Artisans' Empowerment.

Abstrak

Program Pengabdian Masyarakat yang berjudul "Meningkatkan Kemampuan Bahasa Inggris dan Mempromosikan Apresiasi Budaya Lokal di Desa Gelgel" berusaha untuk mengatasi dua tantangan signifikan yang dihadapi oleh pengrajin lokal di Desa Gelgel, Klungkung. Tantangan pertama adalah terbatasnya kemampuan berbahasa Inggris di antara para pengrajin, sedangkan tantangan kedua adalah meningkatnya pengaruh budaya asing, baik yang dibawa oleh turis asing maupun domestik, terhadap generasi muda. Untuk meningkatkan kemampuan berbahasa Inggris, pelatihan ini berfokus pada "Fungsi Bahasa Inggris", sebuah aspek penting dalam berkomunikasi dengan wisatawan. Metode Communicative Language Teaching (CLT) digunakan dalam pelatihan ini, karena metode ini terbukti efektif dalam penguasaan bahasa. Metode ini menekankan pada kegiatan yang berpusat pada peserta didik, yang membantu meningkatkan motivasi dan keterlibatan, serta memprioritaskan komunikasi fungsional daripada pengajaran eksplisit tentang aturan tata bahasa. Selain itu, upaya untuk melestarikan budaya lokal juga diintegrasikan ke dalam program ini, yang bertujuan untuk meningkatkan kesadaran di antara para pengrajin tentang pentingnya menjaga dan mempromosikan warisan budaya mereka. Topik-topik utama termasuk memahami budaya lokal, mengenali ancaman budaya, sikap terhadap pengaruh asing, dan strategi untuk menumbuhkan rasa hormat dan pelestarian tradisi lokal. Hasil yang diharapkan dari program ini termasuk artikel jurnal yang diterbitkan secara nasional dengan ISSN, liputan media, peningkatan daya saing, penerapan kemajuan ilmu pengetahuan dan teknologi, dan peningkatan nilai-nilai masyarakat secara keseluruhan.

Kata Kunci: Kemahiran Berbahasa Inggris, Apresiasi Budaya Lokal, Pengajaran Bahasa Komunikatif, Pemberdayaan Pengrajin.

I. INTRODUCTION

Bali has long been regarded as a premier tourist destination, attracting a diverse range of domestic and international visitors. The island's unique blend of stunning natural landscapes and rich traditional culture has played a central role in its popularity, particularly in the tourism sector that has evolved since the early 1900s (Arcana & Wiweka, 2015; Picard, 2006; Putra & Paturusi, 2017; Wiweka, 2014). This combination of nature and culture creates a compelling appeal for travelers seeking both relaxation and cultural immersion. The enduring attractiveness of Bali is evident when compared to other tourist destinations across Indonesia and beyond, as Bali consistently emerges as the top choice for international tourists visiting the country for the first time. This preference contributes significantly to the growing global recognition of Bali, often referred to as the "Island of the Gods," which has increasingly become synonymous with an idyllic and must-visit destination in Southeast Asia. Furthermore, Bali's exceptional status as a world-renowned tourist hub was reaffirmed in March 2018, when the island received two prestigious awards. These accolades highlight Bali's widespread recognition for its unparalleled natural beauty and the allure of its diverse tourist destinations, cementing its place on the international stage as a favorite destination for travelers worldwide.

US-based travel review and guide site TripAdvisor shared a list of 25 countries included in "Travelers Choice 2018 and the results showed that Indonesia ranked first with Bali as the best tourist destination in the world. Bali has been an attraction or very popular so that it is the largest visit of foreign tourists to Indonesia (Demolingo et al., 2024). Aspects assessed in this category include the beauty and condition of natural attractions, the quality of accommodation, such as hotels, resorts, bungalows, and others. In addition, tourist reviews about comfort during vacation are also an assessment factor. Bali successfully defeated other top five countries such as London, Paris, Rome, and New York.

Klungkung as one of the regencies in Bali has many tourist attractions that are very interesting to visit both domestic and foreign tourists (Andriyani et al., 2022). One of the interesting objects to visit in Klungkung Regency is Gelgel Village. The people of Gelgel Village have a variety of professions that have characterized this village and contributed to the sustainability of the tourism sector in the region (Adiputra et al., 2019). Some of the dominant professions include craftsmen, souvenir traders, traditional culinary, farmers, home stay managers, employees, civil servants, tour guides, and various other tourism business actors. Community involvement in this sector not only provides economic benefits, but also maintains local cultural values and traditions. Small business management in the Gelgel Village area has an important role in maintaining the sustainability of tourism in the region. First, the small business sector such as craftsmen, souvenir traders, culinary, and home stays contribute significantly to the economy.

In an effort to increase the love for local culture and introduce local culture to the international realm, this community service is considered important to be implemented. Gelgel Village as a tourist attraction is very important to involve craftsmen because it is an important aspect in the sustainability of local culture, through their hands, local culture can be preserved. With the involvement of these craftsmen, it is hoped that they will be able to foster a love for local culture so that they can maintain and continue local culture. In addition to the involvement in efforts to increase love for local culture and introduce it to the international realm, the involvement of students in every tourism activity in Gelgel Klungkung Village is also very important so that the younger generation can also benefit from tourism activities in their village. In addition to the ability to love local products and culture, foreign language skills also need to be honed as an effort to maintain tourism sustainability. Considering that one of the routine tourism activities that takes place in Gelgel Village is guiding tourists around the village. As stated by Budiarta et al. (2021), improving English language skills has also been proven effective in supporting professional activities in other sectors, including environment and forestry, through training programs tailored to job needs.

This community service is carried out in two (2) forms of activities, namely English language training and small and medium business management training. These teaching and counseling activities will be aimed at local craftsmen and tourism village managers. For language training activities This activity aims to provide a refresher related to practical English in this case English for Tourism which focuses on English functions.

Based on the description of the situation and partner problems in the explanation above, the first problem to be solved through this community service activity is the limited English language skills for craftsmen and the limitations to introduce local products globally. In this case, the solution offered

is teaching English to craftsmen and tourism village managers so that they can introduce their products to the international realm, in an effort to introduce local products researchers will examine more deeply to get to know the local handicraft Gelgel Klungkung, namely *Songket* typical of Klungkung.

Related to the second problem to be solved by the implementation of this community service is related to how to increase people's love for local products and culture. Increasing the love for local products and culture is a very crucial thing to do in Gelgel Village because the love for local products in Gelgel Village will certainly be able to support the economy and sustainability of tourism. In addition, this community service tries to answer this problem by providing counseling in the hope of awakening and improving their souls by sticking to local culture so that it has an impact on the sustainability of local culture itself.

II. METHODOLOGY

As described, the solution to the first problem faced by partners related to English language proficiency is in the form of interactive and innovative training. The learning method offered as a solution is the Communicative Language Teaching (CLT) learning method. This learning method is a proven effective method in the field of language teaching so that the learning process can take place effectively and efficiently (Jacobs & Farrell, 2003). This method can provide more learner-centered activities or Student Center Learning. In addition, this method applies an activity that can increase trainees' interest and motivation in learning.

Communicative Language Teaching (CLT) is an approach to foreign language teaching that emphasizes the concept of interaction, both in the process and purpose of the learning process (David, 2003). Historically, CLT emerged as a response to the Audio-Lingual Method (ALM), which was considered inappropriate in language learning. This method departs from the understanding that language is a tool for communication rather than just a set of rules. Therefore, language teaching should adhere to this understanding, that is, learning a language is learning to use the language not learning about the language.

The main characteristic of CLT is the combination of functional and structural aspects of language. Functionally, CLT emphasizes on how the language is used, while structurally CLT, emphasizes on the language system or rules. However, in its application, the functional portion is greater than the structural portion because the teaching of language rules is not given directly, but is implied in the learning process. Referring to the communicative approach, in order for the learning process to take place, the importance of the following 3 variables must be emphasized:

- 1) Communication. Activities that involve real communication to promote learning
- 2) Tasks. Activities where language is used to carry out meaningful tasks and support the learning process.
- 3) Meaning. Meaningful and authentic language to increase students' motivation in learning.

If examined further, CLT has several goals to be achieved, among others:

- 1) Learners can use language as a tool to communicate.
- 2) Learners can use language as a tool to express something.
- 3) Learners can use language expressions appropriately when communicating.

In its application in the classroom, CLT uses every activity that involves authentic interaction, both between teachers and learners and between learners themselves. There are two forms of activities in CLT classes, including:

- 1) Functional communication activities

Activities that aim to develop specific language skills and functions, but still involve communication. The following forms of functional communication are presented

- a) How to express an opinion
- b) How to convey criticism and suggestions
- c) How to ask for the time
- d) How to ask for and give directions, etc.

- 2) Social interaction activities

Activities that emphasize the use of the language. Example:

- a) Conversation and discussion
- b) Dialogue

- c) Role play
- d) Interviews
- e) Games
- f) Language exchanges
- g) Surveys
- h) Pair work
- i) Learning by teaching

III. RESULTS AND DISCUSSION

Based on the partner's problems and the solutions offered to solve these problems, the expected research objectives of this community service are the improvement of students' English language skills for the younger generation who work as local tour guides and also the growth of love for local culture so that craftsmen and managers of tourist villages in Gelgel Village have a sense of responsibility to maintain and preserve their ancestral culture. To realize this improvement, the community service implementer offers an interactive and innovative learning method so that what is the goal of this activity can be achieved. The ESA (engage, study, activate) learning method designed to be a solution for improving English language skills and increasing love for local culture for the younger generation is the output product of community service. The ESA method of teaching English is one of the language teaching methods that has proven to be very effective in improving English language skills significantly. With the improvement of English language skills, it certainly answers the problems related to the differences in English language skills of craftsmen and tourism managers in Gelgel Klungkung Village.

1. Benefits Obtained

The benefits obtained from the program conducted in this research are presented in the table below.

No.	Partner	Benefits
1.	<i>Songket</i> craftsman manager	<ul style="list-style-type: none"> a) Adding knowledge in terms of teaching English b) Understanding the importance of introducing a second language (foreign language) c) Development of teaching materials, teaching materials
2.	Craftsman	<ul style="list-style-type: none"> a) Can improve skills in English b) Can increase knowledge of the development of teaching materials, teaching materials c) Increase enthusiasm for learning English

Table 1. The benefits of the program

1) *Songket* craftsman manager

a) Gain knowledge in English language teaching

In the context of small business management in the *Kungkung* region, improving skills in English language acquisition is an important strategic step. This training aims to provide small business owners with a deeper understanding of the use of English, particularly in the sphere of business and tourism. Mastery of this language is crucial as it allows them to communicate effectively with foreign tourists or international clients, which in turn can increase the competitiveness of their businesses in the global market. Through structured and relevant teaching methods, business owners will be equipped with key vocabulary and phrases that are often used in business and tourism interactions. Not only that, they will also be trained to understand the cultural nuances inherent in cross-language communication, thus being able to convey messages more precisely and confidently. These enhanced skills are expected to open up greater opportunities for them to expand their business networks and increase business success in a wider market.

b) Understanding the importance of second language (foreign language) acquisition

The introduction of a second language, especially English, is becoming increasingly crucial in an era of globalization that demands interconnectedness across countries and cultures. For small businesses in *Kungkung*, the ability to speak a foreign language, especially English, not only opens up opportunities to interact with international markets, but also expands access to resources, information and global

business networks. By mastering English, business owners can more easily understand global market trends, utilize international technology, and establish strategic cooperation with business partners abroad. In addition, the ability to communicate in English provides an advantage in foreign customer service, which can strengthen the business reputation in the eyes of international consumers. Thus, mastering English not only increases sales potential, but also paves the way for business expansion into a more competitive and dynamic global market.

c) Development of teaching materials, teaching materials

In an effort to improve English language skills, the development of teaching materials and teaching materials must be carefully designed to suit the specific needs of small business owners in *Kungkung*. Rather than just learning English in general, teaching materials need to focus on real business situations that they face on a daily basis. For example, business conversations involving buyers and sellers, communication strategies in price or deal negotiations, and techniques for marketing products effectively in English. This relevant and contextual material will help business actors master English skills that are not only theoretical, but also directly applicable in their business activities. Thus, the development of teaching materials specifically designed for this need will create learning that is more efficient, effective, and able to have a real impact on the development of their business.

2) Craftsman

a) Can improve skills in English

Improving English language skills covers four main aspects: speaking, listening, reading and writing. For small businesses, a better command of English not only increases confidence in communicating with foreign clients, but also opens up wider opportunities in the international business world. It allows them to draft more professional business proposals in English, expand their network through more effective communication, and make better use of digital technology, such as using global e-commerce platforms and international social media. With adequate English language skills, small businesses in the *Kungkung* area can expand their market reach to an international level, enhance their professional image, and adapt quickly to the evolving dynamics of the global market. This will ultimately contribute to overall business growth, strengthen competitiveness, and open up collaboration opportunities with business partners from different countries.

b) Can improve knowledge of teaching material development, teaching materials

In addition to providing benefits for learners, the ability to develop teaching materials also has a crucial role for teachers involved in English language improvement programs. Teachers must be able to design and deliver learning materials that are not only interesting, but also targeted according to the specific needs of learners. In the context of small business management, the practical needs of business actors are the top priority. Therefore, effectively developed teaching materials must consider the relevance of the material to the business world, ensuring that the concepts and skills taught can be directly applied in daily practice. Thus, well-constructed teaching materials will enhance understanding, facilitate the learning process, and have a positive impact on learners' business development.

c) Increase enthusiasm for learning English

Small business owners who have a deep understanding of the concrete benefits of learning English are more likely to be motivated to take it seriously. When they realize that English proficiency is not just an additional skill, but also an essential tool that can help them communicate effectively with foreign customers, expand their international market reach, and improve the competitiveness of their business, their motivation to learn will increase significantly. Therefore, the right learning approach is needed, with the delivery of materials that are engaging, interactive and relevant to the daily challenges and needs in the business world. The learning materials should be designed in such a way that they incorporate practical and situational contexts that they often face, so that English can be understood not just as an academic skill, but as an important asset in growing a business. Overall, improving English language skills among small business owners in *Kungkung* will not only have an impact on their personal development, but will also help in managing a more efficient and highly competitive business in the global market. The program also has the potential to drive local economic progress by strengthening connections between small businesses and international customers.



Picture 1. Program Implementation

2. Obstacles and Supporting Factors

a) Obstacles

There are obstacles that are certainly faced in the field, namely the partners' knowledge and ability about English is still minimal, so it is necessary to train English teaching materials and motivate partners to continue to develop and improve their ability to communicate in English. In addition, during mentoring, there were time constraints caused by the tasks and busyness between the PKM team and partners.

b) Supporting Factors

Factors that support this activity are the enthusiasm of partners to cooperate and develop teaching materials, timely arrival and good cooperation when the training is completed, making it easier to organize mentoring activities.

c) Solution and Follow-up

The solutions and follow-up to the inhibiting factors described above are as follows:

- Provide English language training and maintain communication through WhatsApp. Thus it can help partners if they encounter obstacles or obstacles.
- A flexible schedule is a solution and follow-up to the time problem between the partners and the community service team.
- Discussions can also be carried out via the whatsapp chat feature.

IV. CONCLUSION

English language training for the *teruna teruni* (youth) of Penglipuran traditional village plays a crucial role in addressing the communication challenges faced by the community, particularly the lack of proficiency in English. The need for such training is driven by the reality that many *teruna teruni* struggle to effectively communicate in English, which limits their ability to engage with the growing number of international tourists visiting the village. By offering targeted English language training, this service activity aims to empower the *teruna teruni* to not only understand and apply English in daily interactions but also to effectively promote Penglipuran village as a cultural and tourism destination. This will enable them to confidently engage with foreign visitors, thus enhancing the village's visibility and appeal in the global tourism market.

The integration of English into the community will significantly increase competitiveness by providing the *teruna teruni* with the skills necessary to engage in the globalized economy. Mastery of the English language will enable them to interact with tourists, participate in international dialogues, and contribute to the development of their local economy. Moreover, it will allow them to demonstrate their community's unique character, setting them apart from other regions and showcasing the rich cultural heritage of Penglipuran.

As English continues to serve as the global lingua franca, it becomes increasingly essential for the *teruna teruni* to develop proficiency in the language to remain competitive in the global arena. The training should be dynamic, engaging, and relevant to their daily lives, incorporating materials that reflect both the tourism context and the cultural values of Penglipuran. It is also important for the training to be aligned with the village's traditions and local wisdom to ensure that the youth maintain a strong connection to their heritage while adapting to global trends. Ongoing training and development

programs can further assist the *teruna teruni* in refining their English skills and expanding their cultural knowledge, positioning them to thrive in an interconnected world while preserving the values that make Penglipuran unique. Through these efforts, the *teruna teruni* will not only enhance their personal and professional growth but also contribute to the long-term sustainability and competitiveness of Penglipuran village.

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