

THE IMPORTANCE OF ENGLISH COMPETENCIES TOWARD THE EMPLOYERS AT TOURISM DEPARTMENT IN SOUTH SULAWESI

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Abstrak

Penelitian ini tentang peran kompetensi bahasa Inggris terhadap pegawai di Dinas Pariwisata Sulawesi Selatan, Penelitian ini bertujuan untuk mengetahui bagaimana peran bahasa Inggris dan bagaimana tanggapan pegawai terhadap kompetensi bahasa Inggris di Sulawesi Selatan, peneliti menggunakan metode deskriptif kualitatif, teknik pengumpulan data yang digunakan adalah menentukan subjek, angket, wawancara, analisis data dan kesimpulan. Dalam penelitian ini dapat disimpulkan bahwa 62,85% responden "setuju" terhadap peran bahasa Inggris sangat penting bagi Dinas Pariwisata Sulawesi Selatan dan pegawai. dan tanggapan pegawai terhadap kompetensi bahasa Inggris bahwa mereka membutuhkan bahasa Inggris untuk mengembangkan dan memperkenalkan budaya dan pariwisata di Sulawesi Selatan kepada berbagai negara di asia dan eropa seperti malaysia, belanda dan spanyol, sehingga bahasa inggris dapat dikatakan sebagai bahasa kedua di Dinas Pariwisata Sulawesi Selatan

Kata kunci: *Dinas Kebudayaan dan Pariwisata Sulsel, pegawai, peran kompetensi Bahasa Inggris*

Abstract

This research is about the role of English competence for employees at Tourism Department of South Sulawesi. This study aims to find out the role of English and employees respond to English competence in South Sulawesi. The researcher used a qualitative descriptive method. The data collection technique used is to determine the subject, questionnaires, interviews, data analysis and conclusions. In this study it can be concluded that 62.85% of respondents "agreed" that the role of English is very important for the South Sulawesi Tourism Office and employees. and employee responses to English competence that they need English to develop and introduce culture and tourism in South Sulawesi to various countries in Asia and Europe such as Malaysia, the Netherlands and Spain, so that English can be said to be a second language at Tourism Department of South Sulawesi.

Keywords: *Employees, role of English competencies, Tourism department of South Sulawesi*

INTRODUCTION

Based on Law No. 11 of 2010 concerning Cultural Conservation paragraph 1 that the Government, Regional Government, and everyone could use Cultural Conservation for the interests of religion, society, education, science, technology, culture, and tourism, we knew that cultural heritage could be used in the fields of tourism, education, and science. As the gateway to the eastern region of Indonesia, South Sulawesi (Sulsel) could be used as a started point for travel, especially for MICE and business tourists. And Makassar was the capital city of the province of South Sulawesi whose presence was worldwide. With the presence of Fort Rotterdam and Fort Somba Opu, Makassar-Gowa was a witness. was an international port for world spice commodities since the 16th century. Maritime tourism was a mainstay, but the beauty of the mountains of South Sulawesi cannot be ignored either. It only remains to be promoted and paid attention to so that it could bring in large income for the region.

The tourism sector is one source of potential revenue and promising. The attention to tourism is very widespread, this happens because tourism brings benefits and advantages for a country. The tourism sector can be a Core Economy Indonesia because it is one of the key factors in increasing revenue service exports, job creation, entrepreneurship development and others, saw the great potential of the then government made a policy by andi cudai nur at all (2019). Tourism has developed into a global phenomenon which involved hundreds of people, from the community, government, and tourism industry. In its development, tourism has various changes; the shape and nature of activities. In the tourism sector, mastery of English plays an important role, especially in tourism (Syamsu, Awaluddin., Muhajir, 2022). The role of language in tourism process is very significant, knowing the knowledge of tourism especially about the objects and attractions is an important insight for the people who live in the tourism area by Nabila (2019).

The first Department of Tourism-related study was conducted by Ida Ayu Made Sri Widiastuti in 2021, titled "The Role of English in the Development of Tourism and Ekonomi in Indonesia". The development of tourism is very important to boost the Indonesian. Therefore, it is necessary to support the development of tourism in various ways. Knowledge of English has always been one of the important factors in the development of tourism. To collect data, we conducted interviews and open questionnaires with owners of selected tourism businesses in Bali. According to the analysis results, it is found that English plays a very important role in the development of tourism. Employees who can communicate well in English can support the growth of the tourism business, especially in terms of expanding distribution programs and providing more efficient services. While the second journal by Parupalli Srinivas Rao, 2019 "The Role of English as a global language" Discussed the In the twenty-first century, Since English became a common language, the whole world has become close, touchable, divisible and familiar despite some differences in customs, cultures, traditions, regions and idiosyncrasies. English has common features and is accepted as a world language by speakers of thousands of different languages. With the advancement of science and technology, the lives of people all over the world have undergone earth-shaking changes. As a result, the whole world has become a global village, and people need to maintain good relationships. Furthermore, business, trade and commerce have become internationalized, with most business organizations having branches in most countries. To maintain international relations in the fields of science, technology, commerce, education, travel, tourism, etc., with English as a common and global language.

First theory speaking is important language skill in language learning process. The success of study English reflects to a mastery of speaking skill by Okara (2015), second theory Tourism is one of the leading sectors in persistent national economy need to be developed and improved tourism can be a sector biggest foreign exchange earner, even now become a national foreign exchange earner the fourth largest after oil palm, oil and gas as well mining. Based on data from There are eleven Central Bureau of Statistics most visited province by tourists is one of them South Sulawesi by ikhsan fadilla at all (2021), third theory employees is according to Akadum (2009) found, "Employees are legitimate person (human). work in an organization particular (company or government). Nevertheless, employees often refer to white collar workers (offices), as for blue collar workers usually known as labourers. Especially someone who works in the country (government) is known with civil servants." Based on problem statement the Objectives of the Study: To find out the importance of English Language toward the employers in Tourism Department of South Sulawesi and To find out the employers' responses on English competence in Tourism Department of South Sulawesi

METHODS

The researcher used a qualitative descriptive method. The subject of the research was the employers of the Tourism Department in South Sulawesi which consisted of 14 people for the questionnaire and 6 people for the interview. In this research, the researcher applied two instruments, namely Questionnaire was done by giving a set of questions or writing statements to the respondents to be answered. In the questionnaire, the researcher used Likert Scale. The questionnaire was distributed to get employers' responses on English competency, while interview was conducted face to face. All interviews were digitally used and audio recorded. The duration of each interview was approximately 30-40 minutes and the language used was English for the convenience of employees to ensure the participants can speak fluently.

FINDINGS

1. The Role of English Competence toward the Employees in Tourism Department of South Sulawesi

Table 1. The Result of the Questionnaire

No	Name	Devisiion	Question Item Scores										Scores
			1	2	3	4	5	6	7	8	9	10	
1	AT	South Sulawesi Tourim information centre	4	4	4	4	4	4	4	4	4	4	40
2	FNR	South Sulawesi Tourim information centre	4	5	5	4	4	4	4	5	5	4	44
3	EI	Arts and creative economy Department in South Sulawesi	4	4	4	4	4	4	4	4	4	4	40
4	DA	Arts and creative economy Department in South Sulawesi	4	4	4	4	4	4	4	4	4	4	40
5	MH	General secretariat / staffing	4	4	4	4	2	4	2	3	2	2	31
6	J	General secretariat / staffing	4	4	4	4	3	3	2	2	3	2	31

7	I	Development of destinations and the tourism industry	4	5	4	5	2	4	2	5	2	4	37
8	CA	Development of destinations and the tourism industry	4	4	4	4	4	4	4	4	2	4	38
9	R	History and cultural heritage	4	4	4	4	4	4	4	4	4	4	40
10	F	History and cultural heritage	4	4	4	4	4	4	4	4	4	4	40
11	SMD	Development of tourism resources	4	5	5	5	2	5	4	4	5	5	44
12	NA	Development of tourism resources	4	5	4	5	2	4	4	2	2	5	37
13	T	Marketing development	5	5	5	5	2	5	2	5	5	5	44
14	R	Marketing development	5	5	4	4	3	5	4	3	5	5	43

Based on data obtained in the field as much as 62.85% of respondents answered agreed from the total of 14 respondents and it could be seen from the results of interviews conducted in the field that it could be concluded that the role of English in culture and culture was very important and could be categorized as a second language in Tourism Department of South Sulawesi because guest who came in Tourism Department of South Sulawesi, foreign tourists visited South Sulawesi from various countries in Asia and Europe. Such as Malaysia, the Netherlands, and Spain. The researcher distributed questionnaires to 14 employees on February 17th 2023 with a total of 10 numbers, and the questionnaires that had been collected were tabulated into table form and the results of the employee's answers would be presented through the score of each employee's answer. Then to find out the role of English competencies towards the employers at the tourism Department in South Sulawesi.

2. The employers' responses on English competence in Tourism Department of South Sulawesi

Table 2. The Results of the Interview

No.	Interview	Answer	Informant
1	Do you communicate and interact by using English among employees in the Tourism Department in South Sulawesi?	It's not for every day, but guests from foreigners we were always use English Language.	Drs. Teken, M.M
2	What language do you use when communicate with foreigners?	We were use English Language.	
3	Why is the role of English important toward employees at the Tourism Department in South Sulawesi?	Because the main guests were foreigners and they must be served well.	
4	Do you have any difficulties by using English When you communicate with foreigners?	No trouble.	
5	Is English important for your division of the South Sulawesi?	Very important role as marketing in the field of information by mastering English.	
6	When do you use English Language?	When we receive guests from foreigners.	

No.	Interview	Answer	Informant
1	Do you communicate and interact by using English among employees in the Tourism Department in South Sulawesi?	Ha..ha..ha..Yes, We were speak English every day in this room, and that's only when we were in this room and sometimes we joke using English language.	Hj. Rusmini
2	What language do you use when communicate with foreigners?	Many guests come from abroad such as Australians, Chinese and others but we use English language to communicate.	
3	Why is the role English important toward employees at the Tourism Department in South Sulawesi?	Because there were many tourism from abroad come to South Sulawesi destination so we must prepare our English language.	
4	Do you have any difficulties by using English When you communicate with foreigners?	I think there is no difficult.	
5	Is English important for your division of the South Sulawesi?	It's very important because our division is marketing, our duty is introduce South Sulawesi destination for guests from foreigners.	
6	When do you use English Language?	Sometimes we use English language every day with our friends in this room.	

No.	Interview	Answer	Informant
1	Do you communicate and interact by using English among employees in the Tourism Department in South Sulawesi?	No, we just speak Indonesia language.	Ms. Maya
2	What language do you use when communicate with foreigners?	English Language.	
3	Why is the role of English important toward employees at the Tourism Department in South Sulawesi?	Important, because many foreigners come to South Sulawesi.	
4	Do you have any difficulties by using English When you communicate with foreigners?	No trouble.	
5	Is English important for your division of the South Sulawesi?	Also important to our division.	
6	When do you use English Language?	When people start to speak English first, I will also speak English.	

No.	Interview	Answer	Informant
1	Do you communicate and interact by using English among employees in the Tourism Department in South Sulawesi?	Yes, we were an information center often speak English between employees when in the office.	Miss Endang Yunita
2	What language do you use when communicate with foreigners?	We were use English language.	
3	Why is the role of English important toward employees at the Tourism Department in South Sulawesi?	Because we often have guests from abroad so English plays an important role for us.	

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| 4 | Do you have any difficulties by using English When you communicate with foreigners? | There I no difficult, because we must always explain like about eagle with foreigners. |
| 5 | Is English important for your division of the South Sulawesi? | Yes, South Sulawesi tourism information center need English language to communicate with foreigners. |
| 6 | When do you use English Language? | When foreigners come here. |

No.	Interview	Answer	Informant
1	Do you communicate and interact by using English among employees in the Tourism Department in South Sulawesi?	Every day “no” we just communicate in Indonesia language, but the time there were guests of foreigners use English language.	Miss Desi
2	What language do you use when communicate with foreigners?	Of course we talking in English language.	
3	Why is the role of English important to employees at the Tourism Department in South Sulawesi?	Because we have guests tourism just not among of citizen of Indonesia but foreigners also.	
4	Do you have any difficulties by using English When you communicate with foreigners?	Insyallah, there is no	
5	Is English important for your division of the South Sulawesi?	Yes, because our division is marketing and the foreigners and they were plays big role to increase foreign exchange.	
6	When do you use English Language?	When the guests from foreigners come.	

No.	Interview	Answer	Informant
1	Do you communicate and interact by using English among employees in the Tourism Department in South Sulawesi?	Yes, we were always communicated in English with our friends.	Mr Lana Sana
2	What language do you use when communicate with foreigners?	English language	
3	Why is the role of English important toward employees at the Tourism Department in South Sulawesi?	It’s very important.	
4	Do you have any difficulties by using English When you communicate with foreigners?	Yes, it’s difficult.	
5	Is English important for your division of the South Sulawesi?	very important role for our division.	
6	When do you use English Language?	When meet guests foreigners.	

As many 6 respondents:

- i. Number 1 argue that only a few divisions speak English such as marketing development, South Sulawesi tourism information center and development of tourist destinations and industry and other divisions only speak Indonesian with fellow employees,
- ii. Number 2 they used English language,
- iii. Number 3 the role of English was important for communicate with foreigners,
- iv. Number 4 there were some who have no difficulty used English when met foreigners,
- v. Number 5 the role of English for the division can be seen from how often the division communicate with foreigners,

vi. Number 6 used English when guests foreigners visited South Sulawesi.

Based on the result of the questionnaire and interview made by the researcher in the field, there were several points that the researcher could conclude regarding the role of English competencies toward the employers at the tourism Department in South Sulawesi as follows: Employees at the Tourism Department in South Sulawesi considered that the role of English was very important for them, especially when they dealt with guests who were not only local tourists but also tourists from abroad who came to South Sulawesi to come on vacation and even to do cooperation with people from abroad. And There were some responses from several divisions in the tourism department in South Sulawesi. English played an important role because this division directly communicates and interacts with foreigners, namely the division: development of tourism destinations and industry, marketing development and the South Sulawesi tourism information center when foreign guests came to the tourism Department in South Sulawesi, the South Sulawesi tourism information center division would first communicate with them because they would be introduced in advance to the existed destinations in South Sulawesi and some explanations related to the journey to the destination.

DISCUSSIONS

Based on the result of the research above, the researcher was able to solve the problems in the previous formulation, the result of the questionnaire and interview conducted directly with several employees in the tourism Department of South Sulawesi.

1. The Role of English Competence to the Employees in Tourism Department of South Sulawesi

Based on the questionnaire carried out by the researcher on February 17th 2023 at the Tourism Department of South Sulawesi with a total of 14 respondents, the researcher used a Likert scale formula with the result that as much as “20,72%” of respondents “strongly agree”, “62,85%” of respondents “agree”, “4,28%” of respondents “undecided”, “12,14%” of respondents “disagree” and “0%” of respondent “strongly disagree” the concluded that “62,85%” of responded “agree” the role of English competence toward employees in Tourism Department of South Sulawesi was very important for both Tourism Department of South Sulawesi and employees.

Employees at the Tourism Department in South Sulawesi considered that the role of English was very important for them, especially when they were dealing with guests who were not only local tourists but also tourists from abroad who visited South Sulawesi to come on vacation and even to do cooperate with people from abroad and it could be seen from the results of interviews conducted in the field that it could be concluded that the role of English in culture and culture was very important and could be categorized as a second language in Tourism Department of South Sulawesi because guest who came in Tourism Department of South Sulawesi, foreign tourists visited South Sulawesi from various countries in Asia and Europe. Such as Malaysia, the Netherlands, and Spain.

2. The Employees' Responses on English Competence in Tourism Department of South Sulawesi.

Based on the interview was that English was needed by the tourism Department in South Sulawesi to develop and introduced culture and tourism in South Sulawesi, foreign tourists visited South Sulawesi from various countries in Asia and Europe. Such as Malaysia, The Netherlands and Spain. And only a few important divisions used English such as; the development of destinations and the tourism industry, marketing development, and the South Sulawesi tourism information center because the division communicates and interacts directly with foreigners. English Language could also be said the second language because Tourism Department of South Sulawesi if various country visited Tourism Department of South Sulawesi them used English Language to communicate and interact so English was very helpful for them in communicating with foreigners who visited the Tourism Department of South Sulawesi and in this case, it made communication with foreigners very good so that in doing the work even to introduce products and socialization about tourism in South Sulawesi easier and smoother.

CONCLUSION

Based on the result of the questionnaire and interview made by the researcher in the field, there were several points that the researcher can conclude regarding the role of English competencies toward the employers at the tourism Department in South Sulawesi as follows: (i) Employees at the Tourism Department in South Sulawesi considered that the role of English was very important for them, especially when they dealt with guests who were not only local tourists but also tourists from abroad who came to South Sulawesi to come on vacation and even to do cooperation with people from abroad; (ii) There were some responses from several divisions in the tourism department in South Sulawesi. English played an important role because this division directly communicates and interacts with foreigners, namely the division: development of tourism destinations and industry, marketing development and the South Sulawesi tourism information center when foreign guests came to the tourism Department in South Sulawesi, the South Sulawesi tourism information center division would first communicate with them because they would be introduced in advance to the existed destinations in South Sulawesi and some explanations related to the journey to the destination.

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