

## **Chapter One**

### **Introduction**

In this chapter, the researcher will present some problems that need to be discussed. This chapter will contain a few parts, which are: background why the research is conducted, limitations of the problem, problem identifications, research questions, purposes of the research, and the significance of the research.

#### **Background of the study**

Tourism is one of the heartbeats of a country, because tourism sectors give the country a lot of foreign exchange. There are many tourism sectors in Indonesia, one of them is the tourism village. According to the Ministry of Tourism and Creative Industry in Indonesia (Kementerian Pariwisata dan Ekonomi Kreatif) in 2021 in Indonesia alone, there are about one thousand eight hundred thirty-one (1.831) tourism villages that spread across the country.

According to Sudibya (2018), tourism village is a form of integration between attractions, accommodation, and supporting facilities presented in a unified structure of community life with the prevailing customs and traditions. Sudbiya (2018) also stated that the criteria of the tourism village must be having a good accessibility for the tourists, having at least one interesting object that can become tourist attractions, full support of the residents and the village management to accept the tourist that came to the tourism village, the safety of the tourism must be 100% assured, having a good accommodation, communications, and sufficient labors, having a cool or chill climate, and the last but not least, the tourism village

must have a tourist attraction that is already familiar with the people (as cited in, Hadiwijoyo, 2012).

Based on what Sudibya (2018) stated about the criteria of becoming the tourism village, especially in the parts “the residents of tourism village must have a good accommodation, communication and sufficient labors”, indicate that the residents must be able to understand the tourist itself. To understand the tourist, the residents must have a good communicating skill. Henceforth the knowledge of the language itself is needed when it comes to communicate with the tourist. When it comes to the foreign tourist, the residents must be able to communicate with the tourist with the language that can be understood by the tourist. One of the ways how to understand the tourist during communicating, the resident and the tourist can use the international language, which is English language.

Faiz (2018) stated, in the tourism village, the tourists can do a lot of activities, such as imitating the way of life of the residents of the tourism village, playing with the animals around the village, swimming if there is a place to swim, playing at the shore if the tourism village is located near a shore, visiting the point of interest of the tourism village, watching cultural shows.

In the local tourism village, the residents are mostly using a local language to speak with the others, that is why there will be difficulties if they are trying to communicate with the foreign tourist. In the tourism village, English is very important to communicate with the foreign tourists. The difficulties that residents experienced usually came from their lack of English-speaking experience. Wang and Ahn (2017), said that the reason why the non-English language users cannot

understand what the native language user said is because of their lack of linguistics competence, they did not understand the grammar, vocabulary, and pronunciations.

About Bangunkerto, as stated by Christina (2019), Bangunkerto is a village that consists of many smaller villages. Some smaller villages that exist in Bangunkerto are cultural and tourism villages, Bangunkerto is located in the region of Turi, Sleman, Yogyakarta. With 9.330 residents, this village has become an independent tourism destination since 2019. This village's potential came from the residents and their crop yield, which is Salak Pondoh. In normal condition, there will be a lot of tourists that will come to this tourism village, not only domestic tourists, but also foreign tourists, the foreign tourists that came to Bangunkerto tourism village, mostly came from Australia, Singapore, Malaysia, and China. The tourist will be doing some activities in the tourist destination, such as playing games, home staying, joining the residents of the tourism village daily activities, exploring the salak field.

Before the pandemic of COVID19 there are at least four or five session of foreign tourist sessions that came to the tourism village in Bangunkerto, but since the pandemic of COVID19, in 2021 since January until August, there are only 2 sessions of foreign tourist, it is indeed a significant reduction of the number of the resident's income, even though the session of domestic tourist remains high.

Because of that reason the management of the tourism village in Bangunkerto thinks that this is the right time to improve the quality of the tourism resident to attract more tourists, especially foreign tourists. The management is giving 3

sessions of course about speaking in English language to communicate with the foreign tourist. The first session of English language training is already done in December 2020, second session of English language training is done in February 2021 and the third session of English language training was done in April 2021. The participants of this training are 28 people, with most of them being the youngster and adult management of the tourism village.

### **Identification of the problems**

In the region where the researcher lives, there are a lot of a tourism village with many tourists interest, but even though there are a lot of tourism village, the tourist is mostly only coming from domestic tourist. It is getting worse with the COVID19 pandemic, that makes the tourism destination nearly became a “ghost town”, without any visitor or tourist late 2020. Luckily in 2021, government plan to open tourism destination was realized, soon as possible after the COVID19 vaccine is given to the people. If the tourism destination really will be opened soon, then the tourism village will be filled by the tourist. According to Wicaksono (2020), the tourism sector is dying, more that 50% of tourism sector are totally closed due to the COVID19 pandemic. But the tourism sector is predicted to be normal in 2021, which is good news to the tourism entrepreneur, including the tourism village.

### **Delimitation of the Problem**

In this study, the researcher will only focus on 2 (two) main problems. First is what are the motivations of the residents of the tourism village in learning English and the second is what are their difficulties in learning the English language. The

researcher will be focusing on the residents of the Bangunkerto's tourism village, who are at least once guide the foreign tourist and willing to join this research and the residents who are joined the English language training for tourism back in 2020 and 2021.

### **Research Questions**

In this research, there are two research questions, which are:

1. What are the factors that motivate the residents of the tourism village in Bangunkerto to learn English?
2. What are the difficulties that the residents of the tourism village in Bangunkerto faced in learning English?

### **Research objectives**

The purpose of this research is to discover

1. What are the motivation factors of learning the English language of the residents of the tourism village in Bangunkerto.
2. The difficulties of learning the English language of the residents of the tourism village in Bangunkerto.

### **Significance of the Research**

After this research has been created, the researcher hopes that this research will have some benefits for the researcher, the resident, the English instructor, and the investor. The researcher believed that this research can be beneficial to the parties that has been investigated, to improve their English language proficiency. Because in this research, the researcher found the motivation and the weakness of the residents of the tourism village, so it can become a consideration to teach them in

the future. The list of benefit that the researcher's hope that might give the target some benefits:

**Future Researchers**, the researcher hope that the other researcher can investigate this research more deeply to find better results and find better methods to investigate this kind of research.

**Future English Instructor** the researcher hopes that that after this research is conducted there will be some of English instructor that willing to teach those residents of the tourism village,

**The Management of the tourism village**, the researcher hopes that after this research is conducted, there will be some of the investors that will invest their investment in the village to improve the quality of the tourism villages.

### **Outline of the research**

This research consists of five chapter, each chapter provides different information. The first chapter is introduction, it contains of the background why the researcher wants to take this theme for the research and some problems that underpins the researchers' decision to conduct the research. Chapter two is literature review; it contains of the literatures that become a theoretical foundation of the research. Chapter three is methodology, it contains of the method that used by the researcher to conduct the research, the procedure in data collection, and step by step of data analysis. Chapter four is Finding and discussion, it contains of the results of the data analysis. Chapter five is conclusion and recommendation, it contains of the conclusion of the research and the recommendation for some parties

