

EMPOWERING THE HUMAN RESOURCES (ENGLISH LEARNING STRATEGY IN MANGROVE BATIK SMALL AND MEDIUM ENTERPRISE, WONOREJO- SURABAYA)

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Abstract

Contextual teaching and Learning (CTL) is one of english learning strategy which is appropriate to all situation. The human resources in mangrove batik small and medium enterprise are given an english practice that is valuable for the future development of human knowledge, organization, and product market. Mangrove batik is a unique product which should be promoted internationally. In order to improve the human resources, learning english in spoken form is very important to support the basic communication in real situation and the development of mangrove batik small and medium enterprise production.

Keywords: contextual teaching and learning; empowering the human resources; english practice; mangrove batik small and medium enterprise.

I. Introduction

The tourism sector in Indonesia is one of the factors supporting the increase of foreign exchange and progress of a region. The increase should be supported by various sectors, one of which is in education aspect. English learning is a field of science in education that must be trained and mastered by educators and students. Brown, H. D. (1994). In globalization era, it is expected that all students from elementary school to university level can communicate in english which can be useful as a formal practice and daily communication to develop language skills. Tippelt, R. (2003).

Mangrove batik has been used by Provincial Office and East Java Government Departments. Mangrove batik is famous in various areas in East Java and surrounding. Mangrove batik has been introduced to Singapore to explore the market in the Merlion country. Currently, mangrove batik has a workshop and sales place at Mrs. Nanie's house in East Wonorejo, Rungkut, Surabaya. In accordance with her expertise, Mrs. Nanie as the owner of mangrove batik, finally had the opportunity to attend the training, through the Ministry of Industry of the Republic of Indonesia in the Agency for Industrial Research and Development of Center for Crafts and Batik in Yogyakarta. Through this training, many benefits are obtained so that she wanted to develop the knowledge that she gained in accordance with the potential product of mangrove batik. In addition, the business enterprise also has a mission to introduce mangrove batik to the public as the batik is one of Mangrove Ecotourism. Nowadays, it is called as "*Batik Tulis Mangrove Pesisir*." Its name promotes Surabaya city as the heritage which is distinctive from another city. Rosso & Afni, H.N. (2008).

In order to promote the tourism potential of mangrove ecotourism and mangrove batik, it is necessary to have preparation in promoting mangrove batik to another countries. One of which is the ability to communicate in english for marketing and promoting the product. As it is mentioned above that mangrove batik has been promoted to Singapore, therefore, it is significant to promote mangrove batik in english communication, so that international consumers will have a chance to know mangrove batik through promotion, exhibition and workshop. As consequence, it is possible to open great opportunities for foreign tourists to see even buy and visit ecotourism mangrove wonorejo. Suharto E. (2005).

According to the statement stated by the Mayor of Surabaya, Dr. (H.C.) Ir. Tri Rismaharini, M.T who stated that "Surabaya will have Mangrove Botanical Garden. The botanical gardens will have an area of 200 hectares equipped with bamboo bridges that pass over bozem connecting Mangrove Information Center with Gunung Anyar mangrove area. This kind of botanical garden is the first in the world," said the mayor in her office at Surabaya City Hall, Tuesday (January 16, 2017). The mayor hopes that Surabaya has 200 hectares Mangrove Botanical Garden and the project will be completed in 2018. The above statement proves that mangrove ecotourism will have a great opportunities and an extraordinary progress which will expand its tourism potential facilities as a destination for local and foreign tourists because the mangrove botanical garden is predicted to be the first in the world. Therefore, the ability to communicate in basic english should be mastered for international communication for business aspect. Mangrove batik small and medium enterprise will be recognized as international consumption. The above data becomes prediction that mangrove ecotourism will have the potential of foreign tourists coming in the future and it can be predicted also that the ability of communicate in english will become the main requirement for the language of international communication in tourism sector. Sagala (2003).

II. Theory

The human resources in mangrove batik small and medium enterprise has the potential to develop the products. The aspect of mastering english as communication should be developed to promote mangrove tourism and mangrove batik products to local and foreign tourists. By being able to communicate in english, the residents can at least introduce and explain the advantages and the potential tourism destination of mangrove. Suparno (1997).

It is a fact that the community lived in mangrove wonorejo has excellent products namely mangrove batik and mangrove syrup. The two products can also be promoted as superior products. In globalization era, it is very important to communicate in english in order to promote the local products. Furthermore, english materials should be designed in order to answer the needs of the condition of the people living in Wonorejo. The english learning strategy that will be developed for empowering mangrove community is teaching and learning strategy based on the context/ CTL. Contextual teaching and learning is used to give practices of speaking according to the condition, business background, profession, and environmental condition. Johnson, E. (2007).

The development of english learning strategy applied in CTL (Contextual Teaching Learning) is appropriate method because the material and practice of language communication is adapted to the contextual/ background conditions. Therefore, there

needs to be an interest from the community and support from organizations that manage mangroves to have awareness of the opportunities of learning english for the promotion of mangrove tourism and the community products. Kusumawardhani, R. (2012).

As the research focuses on mangrove batik products, the human resources who work there have opportunity to develop the business through language training. In line with this, mangrove batik will become the featured products as one of international consumers visitation in mangrove ecotourism. Anshori, Y. & Kusrianto, A. (2011).

As batik is a javanese cultural heritage to be proud of, therefore, it is appropriate that Indonesian people who love domestic products must have a sense of pride and responsibility to improve the cultural heritage. Kartika, D. S. (2007). As one of its manifestation is to improve product quality and promotion of mangrove batik so that it can be recognized by the public from local to international. To achieve the goal, it would be great achievement if the public can learn english so that when foreign tourists come to visit and buy the product, the sellers or the community of mangrove wonorejo can explain the products in english for developing the local tourism. In this article, the author focuses on analysing the following research questions: (1). How is the strategy of english learning applied in mangrove batik small and medium enterprise? (2). What are the supporting factors and the obstacles in the strategy of english learning applied in mangrove batik small and medium enterprise?

III. Methodology

The research is a qualitative research using a case study approach in mangrove batik small and medium enterprise. The Business field is selected as the object of research because mangrove batik has the potential of human resources that are able to develop and meet the study of object changes and objectives of learning english based on contextual learning (CTL). This research is conducted in 2018. Techniques of data collection using literature review, documentation, field observation, and interviews. This study emphasizes on the development of english learning materials.

The population of the research is the craftsmen of mangrove batik and the learning outcomes can be applied by students and the general public as the knowledge and skills of English practices. The existing samples are craftsmen and workers involved in mangrove batik business activities. The instrument used in the research is questionnaire, observations, and interviews. The observation is done by the researcher using direct observation to the object of research through interview with research subject, observing activity in the field, and so that the data collection can be compiled the learning material in accordance with condition in mangrove batik.

IV. Results

The role of mangrove batik small and medium enterprise for economic growth in Indonesia.

The role of small and medium enterprises is very important in improving the economic growth in Indonesia, especially in supporting government programs in alleviating unemployment. When Indonesia was hit by the economic crisis in 1997, small and medium enterprises are able to survive and keep running its production and business activities. Small and medium enterprises play a role in reducing unemployment in Indonesia, empowering people who have skills and willing to work even though the level

of education is not high. In line with this, *Batik Tulis Mangrove* is known as *Batik SERU Mangrove* produced by *Griya Karya Tiara Kusuma (GKTK)* located in Kedung Baruk, Rungkut has proven the business activity which empowers the community surroundings and initially as the initiator of environmental preservation.

The empowerment of human resources in mangrove batik business is expected to provide different marketing elements. The strategy in empowering the quality of human resources must be able to answer the needs of these businesses in improving competitiveness so that the business remain to survive in advancing the economy in Indonesia. One of the strategies that must be improved is empowering the workers/craftsmen to develop knowledge in language according to human resources of international standard. It should be underlined 2 (two) statements above because the appeal of customers is an important aspect for a small and medium business can survive and customer satisfaction in terms of service levels and good communication from the seller have important role. Therefore, the right form of solution to answer the needs of small and medium enterprise in terms of interest and customer satisfaction is through a good communication and appropriate language which can communicate the product explanation to the buyer well. If the customers from abroad come to buy, the craftsmen or the empowered community must be willing to communicate in international language, namely english. In facing the ongoing free market, an urgent obligation and be able to practice english as a form of customer service improvement for the achievement of small and medium enterprises that can survive in Indonesian economy. Mangrove batik small and medium enterprise is aware of the changes in market place, for this reason, the human resources who work at mangrove batik production have motivation in learning basic english for communication. Based on the interview session, the owner and the workers especially the marketing consider learning english is a great chance for business development and self-improvement.

English learning strategy used in mangrove batik small and medium enterprise: contextual teaching and learning.

Learning is an activity in which there is a process of teaching, guiding, training, giving examples, organising and facilitating various things to learners to study regularly to achieve educational goals. Nurhadi. (2003). The contextual english learning in this study is the availability of english language learning materials in accordance with the conditions faced by mangrove batik small and medium enterprise. What is meant by contextual learning in this case is the material compiled into the research must present the interaction activities of batik mangrove business, so that the material of english language theory and practice can be applied in accordance with activities that occur in the field. Thus, contextual english learning does not only occur in the real conditions but also support the integrated materials.

The learning method that can be practiced in order to improve the knowledge of coastal communities of batik craftsmen is learning with the method of conversation. The method used in the conversation is contained material topics related with business field, such as conversations in bargaining with customers, conversations in explaining the quality of batik products, and the promotion of batik. Conversations are the key aspect of being able to do interaction between sellers and buyers. Contextual learning materials should be able to meet what is expected of the target learning to be learned easily and

more material can be applied in real situation, especially in the field of small and medium business. In economy aspect, language is one of the main factors for the success of a vision and mission of individuals and organizations. Contextual teaching and learning is not only developed in school or institution of Higher Education, but also can be applied in creative and applicative learning in the real world. Based on the result of observation, it is known that contextual teaching and learning method is appropriate to be used in training the workers to speak english. The materials are introduced in the form of discussion in which most of them do repetition of sentences and have dialogue between buyer and seller as role play. The techniques are suitable for the participants because they practice the communication in the working place in which situation and the products of batik support the learning process. In this case, the participants learn how to greet the customers, explain the featured product, explain the price, and the cultural heritage of mangrove batik. These topics are very useful to be learned for the communication in english.

V. Conclusion

According to the data findings mentioned above, it is known that contextual teaching and learning method is the concept of learning that links the material learned to the real world situation of students. Learners together form a system that allows them to see the meaning in it. Contextual approach can be applied in any subject. According to the concept of CTL, learning will be more meaningful if the students 'experience' what they learn, not just 'know' what they learn.

The application of learning english in mangrove batik small and medium enterprise gives opportunity for the workers/ participants of learning in mastering the basic communication of buying and selling. The learning situation and materials help the learners to practice english which is very useful for the development of mangrove batik promotion and the knowledge of individuals.

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