THE ROLE OF STUDENTS OF ENGLISH EDUCATION STUDY PROGRAM AT NIAS RAYA UNIVERSITY IN DEVELOPING TOURISM POTENTIAL IN NIAS ISLAND

I Gusti Ayu Agung Dian Susanthi[1], Yonatan E. Laia[2]
[1,2]Magister Ilmu Linguistik, Universitas Warmadewa, Denpasar, Bali-Indonesia
[1]gungdian03@gmail.com, [2]jonathanxclusivelaiya@gmail.com

Abstract
Language became a very essential aspect of human life as a result of the growth of a very large era at this time. Particularly in the usage of English as an international language. However, along with changes and improvements in social, cultural, and economic factors, tourism has also established the tourism sector as one of the most important factors for the global community, particularly for the people of South Nias, which still preserves and presents natural and cultural beauty that remains intact even in the midst of modernity. Of course, the existence of current tourists will elicit a favorable response. Thus, to prevent this from happening, a solution is needed, namely by providing teaching or socialization in the form of training of tour guide for the next generation. The community services program organized by Warmadewa University and Nias Raya University which aim to educate and increase the interest of the younger generation regarding the preservation of the tour guide and the awareness of tourism destination, this also has a relationship with cultural and linguistic aspects. This article used descriptive qualitative methodology to describe real-world occurrences that occur in a community. The data were gathered by observation, interviews, and documentation. As a consequence of this service, the younger generation is interested in tour guide profession in order to preserve one of the world's acknowledged of tourism in Nias Island especially for the students of English language study program at Universitas Nias Raya.

Keywords: Nias Island, Students' Role, Tourism Potential

I. INTRODUCTION

Humans are social creatures who cannot live alone, but always interact with each other. For this purpose, people use language not only as a means of communication, but also as a identity of group. Language is a characteristic of a country or region because it is the most important element or communication tool (Mahali, 2019). In addition, Language is a tool of communication used by community members in the form of sound symbols produced by human speech organs. When humans want to communicate with each other, language is used to convey information (Keraf, 2009). Language is a communication tool that can be used to convey desires, intentions, and thoughts from one individual to another. Communication becomes easier or smoother if there are many similarities in the language used between the speaker and the interlocutor, or if they speak the same language or type of language. Santoso (2004) said that language as a communication tool has four functions, namely the function of information, the function of self-expression, the function of adaptation and integration, and the function of social control.

Based on the stage of acquisition, language is divided into three types, namely the first language (mother tongue), second language, and third language (foreign language). Mother tongue is the first language that humans have mastered since the beginning of their life through interaction with fellow members of their language community, such as family and the environmental community (Oktradiksa,

2013). The second language is usually the official language or the national language (Syaprizal, 2019). Meanwhile, according to the KBBI, a foreign language is a language owned by another nation, which is usually mastered through formal education and which socio-culturally is not considered a language of its own.

Ideally, English is one of the foreign languages spoken in Indonesia. When talking with international tourists, English is often employed. Foreign visitors speak in English, which is an international language. As a result, English is critical in boosting tourism potential. Having sufficient English language abilities would be extremely beneficial in growing tourist potential (Wulansari & Afifulloh, 2018). Tourist potential refers to all items and regulations that are governed and given in order for them to be used as capabilities, factors, and aspects in tourism business and development in the form of atmosphere, events, and services (Pendit, 2001). On the other hand, tourism is a voluntary traveling activity to experience tourist sites (Yoeti, 1990).

One of the tourist areas that is currently developing is the tourism destination on the island of Nias. Geographically, Nias Island is an island located west of the island of Sumatra, Indonesia (See Figure 1). This island is inhabited by the majority of the Nias people who still have a megalithic culture. Nias Island has an area of 5,625 km² consisting of four regencies and 1 city, namely Nias Regency, South Nias Regency, West Nias Regency, North Nias Regency, and Gunungsitoli City. This area has attractions such as surfing, traditional houses, diving, and rock jumping. Furthermore, Nias is a well-known surfing hotspot across the world. Sorake Bay, near the village of Teluk Dalam on the island's southern point, is the most well-known surfing location. The bay is surrounded by the beaches of Lagundri and Sorake and boasts both left and right-hand breakers. Surfers frequently spot sea turtles swimming beneath them as they wait for waves. The surrounding Hinako Islands, Asu and Bawa, also provide two constant, world-class waves. Many lesser-known, high-quality surf areas with little people await daring visitors. Nias was part of the famed Hippie Trail of the 1960s, which headed to Bali and was particularly popular with surfers (see figure 2).

Figure 1. The Map of Nias Island
Source: https://id.wikipedia.org/wiki/Pulau_Nias

Figure 2. The Nias Traditional Tourist Attraction Rock Jumping and Surfing Sports
Source: budayaindonesiablog.wordpress.com and jakartaglobe.id

To develop the tourism potential on the island of Nias, the people of Nias need to be empowered about their role in developing tourism potential in Nias. However, because of English language skills are considered, the younger generation, such as students, are primarily empowered. The empowerment in question is the provision of socialization about the role of students in developing tourism potential in Nias. Socialization about the role of students in developing tourism potential in Nias is still very minimal, even though the island of Nias has many tourist objects that can provide great benefits to the lives of people on the island of Nias.

However, there are several problems which have been found in this community services: (1) partners experience problems in the lack of teaching materials regarding efforts to develop tourism potential in Nias, (2) Lack of socialization about the role of students in developing tourism potential in Nias, and (3) Lack of knowledge about efforts that can be implemented in developing the tourism potential in Nias globally. Based on these problems, the Masters of Linguistics Study Program, Warmadewa University held a Community Partnership Program or *Program Kemitraan Masyarakat* (PKM) to the students at the English Education Study Program, Nias Raya University regarding the role of students in developing tourism potential in Nias.

1.1. The community service goals and objectives
1.1.1 The goals of community service
Based on the problems faced by partners, this Community Partnership Program (PKM) activity is carried out with the aim of:
1) Involving the active role of students of the English Education Study Program at the University of Nias Raya in developing tourism potential in Nias,
2) Developing the tourism potential in Nias globally, and
3) Provide the knowledge and awareness about the important role of students in tourism development in Nias.

1.1.2 The Objectives of Community Services
Socialization is an effort to realize the objectives of the PKM activities above. Socialization, according to the KBBI, is an effort to socialize something so that it becomes known, understood, and internalized. In other words, socialization is used in PKM activities to help partners recognize, understand, and live up to the objectives of the activity. The socialization on the role of students of the English Education Study Program at the University of Nias Raya in developing tourism potential in Nias was carried out between the Linguistics Masters Study Program at Warmadewa University, Denpasar, Bali and students from the English Education Study Program at the University of Nias Raya, Telukdalam, South Nias.

The purpose of the socialization was to find out the obstacles faced by partners related to the role of partners in developing tourism potential in Nias, supporting factors in developing tourism potential in Nias,

solutions to obstacles and further actions, partner plans in developing tourism potential in Nias in the future, along with strategic steps taken in developing tourism potential in Nias.

II. RESEARCH METHOD

In this part, a brief description of the partner's profile and most of the methods for implementing the Community Partnership Program activities are described. PKM activities are carried out at the English Education Study Program, Nias Raya University in offline and online form using the zoom application. *Universitas Nias Raya* (UNIRAYA) is the first university in the Nias Islands, to be precise in South Nias, North Sumatra. The participants in this PKM activity were students and educators from the English Education Study Program, Nias Raya University, as well as educators from the Master of Linguistics Education Study Program, Warmadewa University.

As previously described, the purpose of this PKM activity can be achieved by conducting socialization. The method applied in the socialization is the focus group discussion method. The focus group discussion method (Focus Group Discussion) is a form of discussion designed to obtain information on the wishes, needs, viewpoints, beliefs and experiences of participants on a topic, with direction from a facilitator or moderator (Paramita & Kristiana, 2013). According to (Afiyanti, 2008), the focus group discussion method is one method of collecting research data with the final result providing data that comes from the interaction of a number of participants in a study, as are generally other data collection methods. In addition, the characteristics of the implementation of the FGD method were using semi-structured interviews to a group of individuals with a moderator who led the discussion in an informal setting.

The socialization using the FGD method was carried out in two stages, namely the presentation stage or displaying visualizations through a projector and the direct question and answer stage both to fellow partner members and to presenters. The presentations displayed at the socialization were about the roles of the students of the English Education Study Program at the University of Nias Raya in developing the tourism potential of Nias. After the presentation, a number of questions were asked by partners to be responded to.

III. RESULT AND DISCUSSION

3.1 The implementation of community services

In conducting the program of partnership or *Program Kemitraan Masyarakat* (PKM) at Nias Raya University, the action was held by socializing the tour guide in integrated tourism development for students of English language study program at Nias Raya University which took place at the campus of Nias Raya University, Telukdalam District, South Nias Regency, North Sumatera Province was carried out in three stages. The first is field observation, socialization and preparation of activity proposals.

There are several faculties in Nias Raya University, one of them is faculty of teacher training and education. In this faculty, the community services activity was conducted to the English study program. Technically, the first thing to do in the preparation stage for PKM activities with a tour guide socialization approach related to sub-class activities is to conduct coordination and observation. This is intended to identify problems or obstacles as well as needs faced by partners.

As result, the field observations revealed a lack of focus in structuring the socialization of tour guide and tourism development in Nias Island, as well as a lack of knowledge of the significance of involvement in sub-class activities. The following stage is to carry out socialization and program design, namely delivering tour guide training connected to subculture to the community, particularly the younger generation. Observation is made up of numerous methods that vary depending on the demands of the study. Thus, the observation process involves a variety of activities that are always tailored to the demands and circumstances. Observation for empirical reasons has several functions. Observation serves a variety of purposes as well. The objective of observation is to generate theories and hypotheses (in qualitative research), or to test theories and hypotheses in quantitative research (Hasanah, 2017). In addition, socialization was taking place in particularly Warmadewa University and the Nias Raya University.
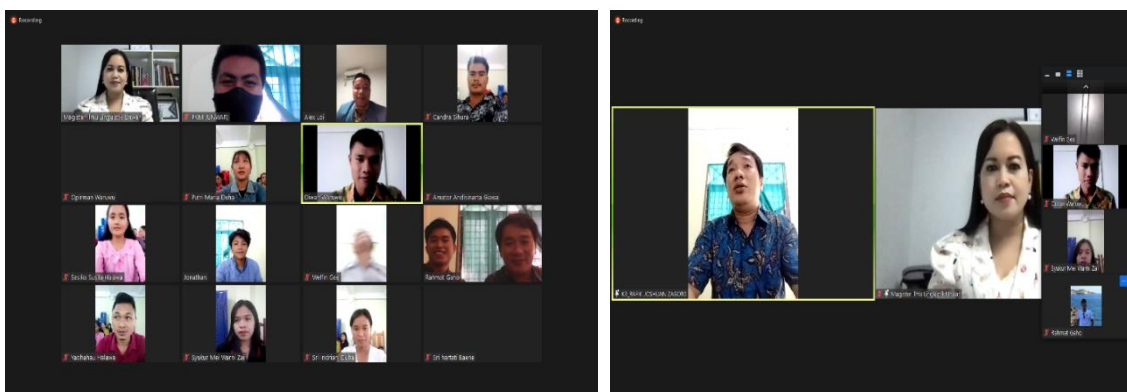
Figure 3. The online meeting of partnership program of UNWAR and UNIRAYA

Figure 4. The Socialization of Tour Guide and Tourism Destination Development (off-line session)

Technically, the system of socialization was hybrid (Sumii & Naoki, 2001) which means that both of offline and online were implementing in this activity. In this case, the process of socialization which involved the students, lecturers, and presenter from Warmadewa University and Nias Raya University was held online by using zoom media and displayed on a projector. However, the process of socialization which involved the students, lecturer, and presenter from Nias Raya University has held offline (see figure 4).

In this case, the purpose is to identify the challenges that partners experience and to conceive or build solutions to reduce current difficulties. In general, socializing is the best way to learn about the challenges or obstacles that partners confront since it is not one-sided. The presence of socializing between the two parties has a significant influence on the ability to find solutions to any problem. Socialization has a very broad meaning, encompassing not only the exchange of ideas and the formulation of a plan to be carried out, but also the process of learning and studying culture and traditions in which there are rules or standards that apply in society.

Ideally, socialization is a learning process in which a person internalizes the social standards in which he lives in order to become a decent individual (Nugroho, 2018). Thus, it can be stated that socialization is the process of acquiring habits and behaviors in order to become a member of a society. Another definition of socialization is the process of leading individuals into the social sphere. Individuals learn behavior, habits, and other cultural patterns, as well as social skills such as language, socializing, clothing, and so on, during the socialization process. Socialization takes place through a process of conditioning (conditioning) by the environment, which causes individuals to learn fundamental cultural patterns such as language, manners, developing attitudes adopted in society such as attitudes toward religion, and everything else required for good citizens. With the process of socialization, the individual develops into a person or social being. This is an integral unit and individual trait that develops through the process of socialization.

In fact, the development of a very massive era at this time has placed language as a very primary part of human life. Especially in the use of English as an international language which makes all the people of the world need to master and understand English because it has become a necessity. On the other hand, along with changes and improvements in social, cultural, and economic factors, tourism has also placed the tourism sector as one of the most essential factors for the world community, especially for the condition of the people of South Nias, which still preserves and presents natural and cultural beauty that remains intact even though in the midst of modernity. Of course, the existence of existing tourism will generate a positive reaction to the arrival of local and foreign tourists.

Therefore, the potential to become a professional and proficient tour guide in the use of international languages is very much expected to facilitate all tourism affairs (Black & Ham, 2005). However, the existing resources still cannot be fulfilled optimally, of course this is due to several factors such as low public awareness, education level, lack of tourism training such as tour guides and others. Therefore, several activities were carried out that support the creation of awareness of the potential of nature and tourism with educational activities in the form of socialization and training.

3.2. The target of result of community service activity

The output targets of the Community Partnership Program activities are used for program sustainability and proof of scientific accountability which are shown as follows:
1) Recommendations for handling problems faced by students of the English Education Study Program, Nias Raya University
2) Scientific publications in National Journals with ISSN. This output is a scientific responsibility for the service activities that have been carried out
3) Documentation during service activities in the form of published photos and videos
4) The final result of the service published in print media

3.3. The benefits of the result of community services activity

The benefits obtained from this Community Partnership Program are:
1) Students of the English Education Study Program, University of Nias Raya can play a role in developing tourism potential in Nias,
2) The tourism potential in Nias can develop globally, and
3) Knowledge and awareness of the importance of the role of students in tourism development in Nias can be identified.

3.4. Partner's Contribution to Implementation

The partners in question in this case are students of the English Language Education Study Program, Nias Raya University who enthusiastically accept and contribute to the Community Partnership Program activities. Partner contributions include:
1) Partner openness in providing the required information related to solving partner priority problems
2) Take an active role in every activity carried out
3) Discuss with fellow partner members and with PKM implementers about the role of partners in developing tourism potential in Nias.

IV. CONCLUSION AND SUGGESTION
4.1. Conclusion

One of the tourism potentials in Nias can be developed by students and the younger generation. Students and the younger generation have a very important role in developing tourism with the consideration that students have high creativity. However, there are still obstacles in carrying out this role. Thus, through the Community Partnership Program activities, solutions to these problems are provided, including providing reading resources related to the role and efforts in developing tourism potential in Nias, socializing the role of students in developing tourism potential in Nias, and socializing efforts that can develop tourism potential. in Nias globally. In addition to these solutions, the next plan that has been

prepared is to carry out ongoing socialization about the role of students in developing tourism potential in Nias, compiling teaching materials and reading materials such as books on the role of students in developing tourism potential in Nias, and publishing documentation of ongoing PKM activities to interesting to ask students or the younger generation to take part in developing tourism potential in Nias Island.

4.2. Suggestion

The authors are of course still aware that the above article still has many errors and is far from perfect. Suggestions are highly expected in order to make this article a good report by referring to many sources as well as constructive criticism from readers.

REFERENCES

Afiyanti, Y. (2008). Validitas dan Reliabilitas Dalam Penelitian Kualitatif. *Jurnal Keperawatan Indonesia*, *12*(2), 137–141.

Black, R., & Ham, S. (2005). Improving the Quality of Tour Guiding: Towards a Model for Tour Guide Certification. *Journal of Ecotourism*, *4*(3), 178–195.

Hasanah, H. (2017). TEKNIK-TEKNIK OBSERVASI (Sebuah Alternatif Metode Pengumpulan Data Kualitatif Ilmu-ilmu Sosial). *At-Taqaddum*, *8*(1), 21–46.

Keraf, G. (2009). *Diksi Dan Gaya Bahasa*. Jakarta: Gramedia Pustaka Utama.

Mahali, M. (2019). *Fungsionalisasi Penggunaan Bahasa Inggris Dalam Interaksi Sosial Masyarakat Pada Daerah Pariwisata Di Kecamatan Riung Kabupaten NGADA-NTT*. Universitas Muhammadiyah Makassar.

Nugroho, M. A. (2018). The effects of collaborative cultures and knowledge sharing on organizational learning. *Journal of Organizational Change Management*, *31*(5), 1138–1152.

Oktradiksa, A. (2013). *Islamic Learning in english academic purpose*. Jakarta: Kencana.

Paramita, A., & Kristiana, L. (2013). Teknik Focus Group Discussion Dalam Penelitian Kualitatif (Focus Group Discussion Tehnique in Qualitative Research). *Buletin Penelitian Sistem Kesehatan*, *16*(2), 117–127.

Pendit, N. S. (2001). *Ilmu pariwisata : sebuah pengantar perdana*. Pradnya Paramita.

Santoso, S. (2004). *Mengatasi Berbagai Masalah Statistik dengan SPSS Versi 11.5*. Elex Media Komputindo.

Sumii, E., & Naoki, K. (2001). A hybrid approach to online and offline partial evaluation. *Higher-Order and Symbolic Computation*, *14*(2), 101–142.

Syaprizal, M. P. (2019). Proses Pemerolehan Bahasa Pada Anak. *Jurnal AL-HIKMAH*, *2*(1), 75–86.

Wulansari, D., & Afifulloh, M. (2018). Pemetaan Kebutuhan Bahasa Inggris pada Masyarakat Daerah Potensi Wisata Kabupaten Bangka Provinsi Kepulauan Bangka Belitung. *Jurnal Sains Sosial Dan Humaniora*, *2*(1), 133–144.

Yoeti, O. A. (1990). *Pemasaran Wisata*. Bandung: Angkasa.