The Learning Design on the Analysis of English Speaking Barriers of Polimedia Hospitality Students with the Technology-Based Strategies

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Abstract. Most workers really need speaking skills at work, especially in the service industry such as Hospitality. Speaking English is the most important skill because providing service is the main thing in this field. From a research previously conducted by the researcher, it is known that most Hospitality students majoring in Tourism at Politeknik Negeri Media Kreatif (PoliMedia) have difficulty speaking in English when doing internships and working in industry. From this phenomenon, this follow-up research was conducted with the aim to conduct an analysis study of the English speaking skills barrier of PoliMedia Hospitality students who are currently or have completed Industrial Practice (Praktik Industri) and the effective strategies to overcome them using technology, such as Youtube and audio visual media to produce learning designs. The subjects of this research are about sixty PoliMedia Hospitality students who are currently and have finished their internships. The researcher used the sequential exploratory Mixed-Method Research (MMR), which combines qualitative and quantitative researches, conducting interviews and using questionnaires in data collection. The data obtained were analyzed based on the Griffee concept. The results of this study will be applied to the Speaking learning design in the Hospitality English course so that it is hoped that students doing internships will not have difficulty speaking in English.

Keywords: English for Hotel, Speaking Skills

1. Introduction

In general, workers in industry need four English skills (reading, writing, speaking, and listening) to support their work so it is important to master all of these skills according to Brooks in Al Hosni's [1] writing. But in reality, most workers really need reading and speaking skills at work. Reading in English is important for developing professional knowledge because English is the most widely used language in international publications, contracts and instruction. Kassim and Ali stated that in the service industry such as travel and hospitality, speaking English is the most important skill because providing service to customers is the main thing in this field stated by Lin, Wu and Huang [5]. This is also supported by previous research conducted by researchers, namely an analysis of the needs of employees of 4-star and 5-star hotels in Jakarta. The results of this study indicate that the need for an extremely level English function is found in 5 functions, namely welcoming and greeting, offering assistance to guests, saying apology, providing and explaining about hotel facilities and services, and suggesting directions. These 5 functions are related to the ability to speak, so it can be concluded that the ability that is needed to work in 4-star and 5-star hotels in Jakarta is the ability to speak English. Students of the

Hospitality study program in Politeknik Negeri Media Kreatif (PoliMedia) where the researcher teaches undergo an internship program at the hotel in their third year of study. In fact, they had difficulty speaking English during the internship. From the findings of previous studies, researchers were motivated to make learning designs based on a follow-up study of the analysis of barriers to English speaking skills of PoliMedia Hospitality students who are or have finished their internships or Industrial Practices (PI) and effective strategies to overcome them by using technology. Researchers will optimally utilize and develop existing tools, applications and technological features to stimulate students to speak English fluently according to the results of the analysis of barriers, such as Youtube and social media.

2. Method

The researchers conducted the research using sequential exploratory mixed-methods (MMR) to broadly explore the challenges of PoliMedia Hospitality students speaking English. Johnson, Onwuegbuzie, and Turner [5] define mixed methods research as research in which a researcher or research team combines qualitative and quantitative research for broad purposes and depth of understanding and verification. Qualitative methods provide valid results for studying student feelings and this has become a popular method used in previous studies of perception. Meanwhile, Wildenmuth [12] describes quantitative research methods as an explanation of a problem or phenomenon through data collection in numerical form and analyzed with the help of mathematical methods. To find out the specific reasons why it is difficult for students to speak English and what strategies can be taken to overcome these barriers using technology-based media, the researcher conducted interviews and surveys with questionnaires to obtain data. The subjects of this research are active students from the Hospitality study program majoring in Tourism Department of Polimedia who are doing and have completed their internships with the total of 60 students. In data collection, interviews were conducted. An interview is a discussion between an interviewer and an individual intended to gather information about a particular topic, according to Harrell and Bradley [4]. The interview in this study aims to get more information about students' problems in speaking English fluently, and to get more specific information the researcher used survey questions/questionnaires. This method provides a more comprehensive picture of students' barriers to speaking English. Each student took 10-15 minutes to be interviewed. In addition, the researcher recorded the interview process to assist in analyzing and understanding the meaning of each sentence conveyed by the students. From the results of the interviews, the data were analyzed using the concept of Griffee, which consists of five steps of data analysis. The five steps of data analysis consist of listening to the recording and transcribing the interview, reading the transcript several times to confirm what is said and then coding. After coding, the researcher wrote a summary of the encoded data. The final step was to write a memo. Then, the survey question data was analyzed and reported based on the quantitative data. All of these steps were expected to be able to comprehensively summarize the data and convey data information accurately.

3. Results and Discussion

Based on the theory of McFarland in Mappiasse, Syamsinarand Ahmad Johari [7], the obstacles that often happen in speaking are language barrier, interpersonal barrier, indicidual barrier, and environment barrier. Regarding to the individual barrier, the interview and survey result of this research showed that students' major individual barriers were feeling anxious, insufficiency of lexis, being unable to utter accurately, and grammatical errors. 42 students openly felt anxious when they had to express in English, whether in or out of the workplace. Another thing, 51 out of 60 students thought that they got difficulties delivering information

when speaking in English. The results of the study in terms of language barrier confirmed that 38 students believed using appropriate words in English orally is tough and their capability is not adequate. They had to conert Indonesian to English when they communicate although they had proceeded two semesters in Conversation classes. Language difficulties influenced students in distinct ways as they began to evolve their own individual definitions and succeeded of the cultural adjustment process. Language is best learned when the learners' attention is focused on understanding, saying and doing something with language, and not when their attention is focused explicitly on linguistic features by Kumaravadivelu in Mohtar, Singh, Abdullah & Mat [8]. From the survey data, the researcher found that some students used English just when it was certainly required because they found out that their communal surroundings did not hold up the usage of English. In addition, a few students confirmed that they worked in places demanding speaking English but their colleagues were reluctant to use English for communication in the workplace. It is viewed that the students spoke English rarely or just when they had to.

With the knowledge of the students' barriers, the researcher found out how the students overcame the problems. Conducting exercises is a reasoning plan that includes a straight direction of studying techniques. Tom, Johari, Rozaimi & Huzaimah [11] stated that the student should be able to know and build appropriately complex texts and messages both in oral and written forms in everyday circumstances, using linguistic and non-linguistic courses in order to get an adequate and fluent communication. Yunus & Kaur [13] stated that an appropriate and positive view is essential for attainment in language learning. Therefore, it is unavoidable to own a suitable comprehension of stimulus and attitude of the students to develop a good ability in speaking. Interpersonal conversation is considered as preserving social interactions not for spreading facts and information includes things such as: casual register, colloquial language, slang, ellipsis, sarcasm and a covert "agenda". In order to increase second language abilities, students should do exercises regularly and develop their general lexicon knowledge, then they can enhance their sphere of vocabulary by listening from simple to complex sentences.

 It is assumed that one of their plans to enhance students' speaking ability is by performing. Every student has distinct way of performance. Some students conduct practice by peers, while some do it alone. It is based on the situation that the students have. Entirely, most students have huge motivation to develop their English speaking ability by performing not only in the workplace but also at home if they are available or have an opportunity to do it.

Audio-visual media is a great aid in motivating and supporting the learning process of foreign language. The more students hear and view the audio visual media, the better they learn the language. In addition, visual media is regarded as an excessively complex media involved movies, videotapes, and Youtube. However, in this research, the researchers found Youtube as a presiding media and then accompanied by movies. Youtube is regarded by the researchers as an alternative strategy to develop students' speaking ability. Youtube is a video sharing website on which users can upload, share and view videos. While, movie is one of arts that usually describes someone's life journey, story, and biography to entertain people. From the interview, some students chose to watch Youtube and movies as media to handle their language problems.

The main problem is individual barrier, involving feeling anxious, shortage of vocabulary, less capable of speaking correctly, and grammatical errors. The most obstacle for the students is getting anxious. Anxiety is a general weakening feeling which influences students in various ways. It often happens to foreign language learners in various grades from high schools to universities. The indication is commonly affected by the inadequacy of confidence in the personal of the students. Thornbury [10] stated in the research that anxiety as an emotional barrier is a crucial obstacle which affects the process of learning. EFL learners spend more time on listening rather than speaking. They are very quiet and afraid of speaking due to anxiety.

Feeling anxious is a psychological situation that results in a person to gain discomfort in social environment in ways that impede the enjoyment or result in avoidance of social interactions. Anxiety can vary from mild to excessively uncomfortable in social environments to weakening levels of nervosity that impede in people with the communal process (social withdrawal). Meantime, a huge concern that many people possess is to speak in front of a group of people or audiences. The main reason is that they worry to look foolish in front of other people. Speaking with others is persistently considered as one of the most concerns of individuals. Therefore, many students are apt to be away from the situations where they are required to perform in front of other people, Most English learners have similar problems of being fear of making mistakes. Harrel & Bradley [4] stated that emotional barriers were mostly caused from the character of the individual and the most tough ones to switch the behaviour. The learners are possibly too anxious to speak or have concerns of being an interlocutor. Specifically, speaking anxiously frequently happens to EFL learners. Furthermore, the learners are not interested to the conversation topic, and it results in the shortage of motivation.

4. Conclusion

Most workers really need speaking skills at work, especially in the service industry such as Hospitality. Speaking English is the most important skill because providing service is the main thing in this field. From a research previously conducted by the researcher, it is known that most Hospitality students majoring in Tourism at Politeknik Negeri Media Kreatif (PoliMedia) have difficulty speaking in English when doing internships and working in industry. From this phenomenon, this follow-up research was conducted with the aim to conduct an analysis study of the English speaking skills barrier of PoliMedia Hospitality students who are currently or have completed Industrial Practice (Praktik Industri) and the effective strategies to overcome them using technology, such as Instagram social media, flipped classroom, educative games, Mobile-Assisted Language Learning (MALL), and video conferencing applications to produce learning designs. The subjects of this research are about sixty PoliMedia Hospitality students who are currently and have finished their internships. The researcher used the sequential exploratory Mixed-Method Research (MMR), which combines qualitative and quantitative researches, conducting interviews and using questionnaires in data collection. The data obtained were analyzed based on the Griffee concept. The results of this study will be applied to the Speaking learning design in the Hospitality English course so that it is hoped that students doing internships will not have difficulty speaking in English.

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