

Need Analysis on English Training in Describing Cassava based Products at Cireundeu Hamlet

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Abstract: This study investigated the needs of English training for people at Cireundeu Hamlet to help them describe and market Cassava-Based Products. In doing so, it is expected that in the future when foreign tourists visit Cireundeu hamlet, the community or tourism activists can describe and market cassava products in English properly. The method employed was descriptive qualitative methods. The data gained through observations, interviews with several key informants at Cireundeu hamlet, and literature study. The results show that the ability of English skill in Cireundeu hamlet was still low. However, some people were not able to use English in describing products as well as explaining how the processing was done. Moreover, the result from the observation and interview proved that English for specific purposes (ESP) is needed for people at Cireunde hamlet in describing the cassava-based product. It can be summed up that based on the need analysis they need to learn the type of text to be able to describe the product as well as the process.

1 INTRODUCTION

Tourism is one of the biggest foreign exchange earners in Indonesia. To support tourism, competent human resources are needed. Besides having knowledge, skills, and attitude, in this case the role of language can also not be neglected. The mastery of foreign languages, especially English, is a major requirement in the field of Tourism, namely providing services to both domestic and foreign tourists. To communicate with foreign tourists, English is one of the communication tools that is often used. This is in line with Beratha (Beratha, 1999) who states that as an international language, English is used for international purposes, such as international communication, so that speakers of different languages can understand each other, both spoken and written. Therefore, it can be said that the mastery of English is absolutely necessary by the people around the tourist destinations. Tourist motivations in visiting tourist destinations is not only seeing passive tourist attractions such as enjoying a panoramic view of the beach or sunset, but also enjoying a treat of typical cuisine (Kartika et al., 2017). Each tourist destination certainly has its

own characteristics, starting from its attractions, culture or culinary.

Culinary tours are flavors that meant the 'sensitivity of the tongue' for tasted delicious, whether it tasty food or not which becomes the object (Listiyono., 2008). Meanwhile, Culinary defined as visit the main objectives and supporting the food industry, food festivals, restaurants and special locations where they can taste the food and or even looking for an experience of typical food produced by the region which becomes primary motivating factors for travel (Hall and Mitchell., 2001).

The locus of the study taken was the Cireundeu hamlet community. Cireundeu Hamlet is located in Leuwi Gajah Village, South Cimahi District, Cimahi City, Indonesia. The uniqueness of this Cireundeui hamlet is to preserve the culture and customs that have been passed down from their ancestors. Besides having a unique cultural tradition, the people of Cireundeu hamlet make cassava a staple food (Agoes et al., 2016). People who only consume cassava make innovations and creations to create processed products made from cassava, including: Rasi (cassava rice), noodles, cakes, chips, and many others. To get experience for tourists, especially foreign tourists, the people of Cireundeu must

provide good services, and are able to interpret the products in that place. In order to serve them well, language plays an important role to conduct communication in general and hospitality service in particular (Ratnaningsih et al., 2018).

According to the Community (Kompepar) of Cireunde Hamlet, since the last 3 years, the number of a group foreign tourist visitation to Cireunde hamlet is increasing every year. In 2016 there are 113 visitations, then in 2017 there are 122 visitations and in 2018 there are 130 visitations. Many tourists are interested in visiting Cireunde hamlet, one of the reasons is because of its unique culinary made from cassava. The Communities make cassava-based food preparations and many foreign tourists ask about how is the processing. By involving tourists in the process of production, it will leave its own experience or impression. Therefore, good English skills are needed to convey information about products or goods correctly and properly (Rahayu, 2018). Hence, it is important and necessary for the Cireunde hamlet community to be able to market its unique products not only to local tourists, but also to foreign tourists. Having good English skills and supported by featured products, the marketing of products in a destination can be easily marketed to foreign guests. Considering that many foreign tourists visited Cireunde, therefore, Cireunde people who are directly involved in tourism activities should improve their English especially in terms of the language used in tourism industry. Thus, a need analysis regarding the English training in describing cassava-based product should be conducted.

2 LITERATURE REVIEW

Need analysis plays an important role in developing English and also need may be interpreted as lack, that is, what the participant or learners do not know or cannot do in English [8]. In line with the statement (Ratnaningsih et al., 2018) added that the role of Need analysis for ESP is concerning on the use of specific language needs. Hence, it will help the trainer to choose the best strategies and proper material related to describing product to the participants. So, they will learn the language based on their needs. Since foreign tourists interested in culinary from cassava-based product, the community who produces the product should be able to communicate with the visitors. Unfortunately, before the training of English was conducted, the people never use English in serving the foreign tourist.

Thus, it can be a problem when they have to describe the cassava-based product to the foreign visitors.

However, in communicating the language, different text has a different objective, for example telling a story or legend will be different from explaining a product or processing product. This shows that the genre or text is very important in the use of language (Crystal, 1995). Additionally, (Paltridge, 1996) classifies type of texts into several texts, such as narrative, descriptive, exposition, procedure, report and some others. The activities of community at Cireunde hamlet are related to the recipe, and it used a description of procedure. In order to understand the language used, they should know the generic structure from the text. This study attempted to investigate the people needs in describing the product. Then the finding of the study will serve the guideline to develop effective English to serve the tourist with a good communication skill, especially related describing the product and the process of making the product.

3 METHODS

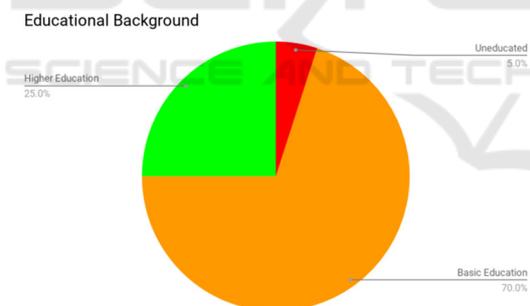
The study was a descriptive qualitative research. It was conducted within a month in the middle of the year of 2019. It involved 25 subjects of people who joined the English Training and they are the community who produce the cassava-based products. The instrument utilized to gain the data were observation, interview toward the people in Cireunde as the informant key, as well as document. The data were collected through several steps. First, the observation was conducted to see the people's ability to communicate in English in describing the products and what are the target needs and the learning needs. Second, the interview was held to know the educational background and the people's motivation in learning English. The documents would be the product labels and pictures.

4 DISCUSSION

There are plenty of things that make Cireunde Hamlet interesting, not only the cassava products, but also the tourist who visit Cireunde were curious to know how the cassava product are processed and they want to know how to make it. Nowadays, many people from all over Indonesia, and from outside Indonesia, have been visiting Cireunde hamlet. The

foreign tourists are taken to see the ways of processing cassava into rice that became the main food of indigenous people of Cireundeu. They also look at the processing other snacks like cassava egg-roll, dried cassava peel, and so on. In addition, they also taste the cassava-based product from Cireundeu. The majority of the visitors will find out as much information about the indigenous culinary traditions in Cireundeu. The foreign tourist expected that they could get the brief description about the product in English.

The result of observation reveals that most people at Cireundeu Hamlet feel that they lack knowledge of English grammar, vocabulary, and also communicative abilities. It is also supported by the subject interviewed who stated that “*muhun abdi mah teu tiasa pisan bahasa inggris, jadi mun aya tamu bule anu naros kumaha cara ngadamelna jadi abdi sok seuri weh atau jelaskeun ku bahasa indonesia*” (we indeed can not speak English, so if foreign tourists asked about the product and how to make it, we could only smile or reply in bahasa indonesia). Moreover, based on the interview it was found that the majority of them (70%) only has basic education, (25%) of them are graduates from higher education and only a very few of them (5 %) do not have educational background as shown in the chart below.



Considering the findings from observation and interview, it is clear that the people's ability in speaking English is still poor and low. they are highly in need of English to communicate with foreigners. However, a few of them were able to speak a little bit of English, such as mentioning one of the vocabularies (name of the ingredients from the product): egg, oil, and flour. This problem is crucial since the Cireundeu hamlet is often visited by foreign tourists.

Regarding the tourist activities who visit Cireundeu hamlet, they are sightseeing, taking pictures, watching the traditional culture, and enjoying the special culinary made from cassava-based products. Commonly, the foreign tourists are

curious about the process of making the cassava-based products. There are many kinds of cassava products made by the people in Creundeu hamlet, such as Rasi, noodle, cakes, chips, and many more. The problems occurred when the foreign tourists asked how to describe the products, the ingredients, and the process. Considering the findings from the observations, the people do not know how to describe the product and the production process in English. Here are the processes of making one of the cassava-based products.



Figure 1: The Process of Making *Rangingin* from Cassava Based Product

The English training was about making the descriptive of procedure text in describing the products. One of the examples of the products is *rangingin*. It is kind of food made from cassava flour which is steamed, dried, cut and then fried. Based on the generic structure from the procedure text, it should cover: Goals/aims, materials/ingredients, and steps/methods. Unfortunately the people have lack the ability to speak English. It is proven by the result of observation that they replied in Bahasa Indonesia or even the local language. They do not understand to describe what *rangingin* is and how are the stages of making *rangingin*. In relation to this, understanding the genre and type of text is important. It will help the learner to understand the target language. It is very meaningful for them to apply in tourism activities. In addition, 25 respondents confirmed that they need the English training as well as

Based on the findings above, the people are in need of the English training program which focuses on several aspects. first, they need training to improve their listening, speaking, as well as basic writing skills. Second, they also need to learn descriptive and procedural text both in spoken and

written English. Third, they need to master vocabulary related to the industries. To give more detailed needs, here is the ESP coursing map consisting English materials needed for their training.

Table 1: Course Mapping

No	Topics	Description	Skills
1	Describing the product	They are able to describe the object with the correct order of adjective Practicing to describe one of the cassava based-product	Learn about the adjective (color, taste, shape, texture, opinion, etc) ,
2	How to make the product	They are able to describe about the stages or methods of making the product.	Learn about the verb command, conjunction, ordinal number, fraction and vocabularies related to ingredients

The course mapping above is expected to cater to the needs of the People at Cerende in coping with their difficulties to communicate and market their product in English. Further material development and training implementation are needed to follow up the current study.

5 CONCLUSION

There are three points that can be concluded based on the findings of need analysis. First, the ability of people at Cireunde hamlet towards speaking English still lack. It is found that most of the people at Cireunde who produced the cassava based products do not have English education background. Second, English training is needed to improve their skill in speaking English. Three, result of need analysis is important to make appropriate materials. Regarding to describing the products, therefore type of the text should be learnt by the people at Cireunde hamlet. To follow up the need analysis, the training of English to the people in Cireunde hamlet is highly needed, as well as developing the the suitable material in describing cassava-based

product. In conducting the English training, the activities started by small or basics English, such as asking about name, numbers, daily activities and the things around. Then, it was followed by describing the type of the text related to describing the process of making cassava-based products.

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