

The Importance of English Language in Bintan Island as a Tourist Destination

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Abstract. Bintan is an area that is famous for having many tourist attractions, this area is often visited by foreign tourists because of its very beautiful tourist destinations. Therefore, English is very important for workers who are in these tourist attractions to serve foreign tourists more efficiently. The method used in this research is quantitative by using a questionnaire from Google form with a level of agreement questionnaire. Respondents in this study were undergraduate students from the English education department batch 21-23. English language teaching is very important in tourist destinations because it can provide significant benefits for tourism development and improve the quality of tourist services. From questionnaire numbers 2, 8, 9, 11, and 21, it can be concluded that communication in English has a very important role in tourist destinations. From questionnaire numbers. 4, 5, 11, and 12, the importance of English promotion in tourist destinations to attract international tourists improve communication between tourists and tourism practitioners and enhance the overall tourism experience. The discussion that has been explained regarding the importance of English in tourist destinations can be concluded that having the ability to speak English is currently very important, especially for those of us who live on Bintan Island, which is a tourist destination visited by many citizens from various foreign countries.

1 Introduction

Bintan is an area that is famous for having many tourist attractions, this area is often visited by foreign tourists because of its very beautiful tourist destinations. Therefore, English is very important for workers who are in these tourist attractions to serve foreign tourists more efficiently.

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Rao and Abdullah argue that both the government and the private sector are major contributors to the development of tourism destinations [1]. Moreover, Cohen states that tourism personnel are required to communicate effectively in English because the majority of international tourists can speak English as it is widely taught across the world [1]. Tourism is an industry that plays a role in increasing country's revenue. By developing the tourism sector, the existence of a country can reach to all over the world and can bring international tourists. With this development, the broad job will be created for the public. One of the most popular industries by the world community is the tourism field. In every tourist spot in a country every year, many tourists will visit certain destinations, such as for vacation, for personal matters, and for education. Since tourism is one of the country's revenues, every country in the world begins to prepare a way to welcome the domestic and international visitors, which means adequate human skills and resources needed. To produce skilled human resources, a number of educational institutions have been organized throughout the world. The skills needed in the Tourism context, of course is the direct communication skill. And as researchers know, language is the main media for someone to communicate with each other. Through this context, language is a significant media for tourism [2].

Having the ability to speak English nowadays is very important, especially for those of us who live on the island of Bintan, which is a tourist destination island that is visited by many citizens from various foreign countries. Many places on the island of Bintan are used as tourist destinations for foreigners such as Trikora beach, Lagoi which has various resorts with good views, then there is Busung village which has desert attractions and lakes with blue water, Penyengat island which has relics from the history of the Malay kingdom and there are many more tourist attractions that are often visited by foreigners.

Smith notes that English has become the main means of communication for people from different countries, which means it functions as an international language [3]. Therefore, residents on Bintan Island must be able to speak English so as not to miscommunicate in providing information to foreigners. However, it seems that there are still many local people on Bintan Island who do not speak English because there is still a lack of awareness of local residents with the importance of English. Whereas at this time Bintan island is the spotlight for foreigners as their tourist destination.

Based on the above problems, we are interested in conducting research that aims to provide information and awareness to local residents that the importance of English language in Bintan Island which is often a tourist destination for foreigners. From the Journal that we read earlier, discuss about foreign tourists' assessment of the English language skills of students and interns as tour guides, which is about reading, which is one of the most important skills in the Tourism place. The English language skills that a local tour guide must possess when guiding foreign tourists are a sufficient command of vocabulary, colloquialisms, and fluent pronunciation.

Then, the ability to listen to the other speech is also necessary so that direct communication can take place between the two communicating persons. Thus, the ability to speak and listen to English is a skill that a tour guide needs very much to guide a foreign tourist [4]. Using good English can increase the confidence of foreign visitors to come to Bintan Island. This is because it is easy for guests to communicate and provide services to receive information about the destinations they visit according to the needs and desires of foreign tourists. The use of English in advertisements is also very necessary. Tourism operators are required to master a foreign language, at least English, to provide service and satisfaction to foreign tourists, which will increase the income of the tourism industry as a result of the development and progress of local tourism destinations, especially in Bintan Island. The purpose of this research is to inform the reader about how the importance of english language in Bintan Island as a tourist destination.

2 Method

This research using quantitative methods, taking data by distributing questionnaires. Nasehudin and Gozali argue that quantitative research interpreted as explanatory research which is common. Quantitative research begins by finding a problem that researched and lifted to the surface with the purpose of generalizing [4]. The method used in this research is quantitative by using a questionnaire from Google form with a level of agreement questionnaire. Respondents in this study were undergraduate students from the English education department batch 21-23.

3 Finding and Discussion

3.1 Finding

English is often needed in tourist destinations, English is very important to use in tourist destinations, both in promotion, communication, employment opportunities and others. The following are the data results from the level of agreement questionnaire that we gave to UMRAH students, majoring in English education batch 21-23.

Table 1. Students' responses

No	Statement	Responses (%)			
		SD	D	A	SA
1	S1	-	-	50	50
2	S2	-	18.8	43.8	34.3
3	S3	-	-	52.1	47.9
4	S4	-	-	50	50
5	S5	-	-	50	50
6	S6	-	9.4	65.6	25
7	S7	-	3.1	71.9	25
8	S8	-	-	50	50
9	S9	-	-	50	50
10	S10	-	-	50	50
11	S11	-	-	40	60
12	S12	-	-	59.4	37.5
13	S13	-	-	65.6	37.5
14	S14	-	-	34.6	65.4
15	S15	-	-	50	50
16	S16	-	-	50	50
17	S17	-	-	50	50
18	S18	-	-	65.6	34.4
19	S19	-	-	56.	43.4
20	S20	-	6.4	61.3	32.3
21	S21	-	21.9	46.9	31.3
22	S22	9.7	54.8	25.8	9.7
23	S23	-	-	53.1	46.9
24	S24	-	-	50	50
25	S25	-	-	53.1	46.9

The table is contained questionnaire which is the assessment about 4 aspects of how the importance of English language in Bintan Island as a tourist destination. It is English

education, communication, promotion, and job opportunities. The table showed most of the students who fill the questionnaire gave a positive assessment.

3.2 Discussion

From the presentation of the table of questionnaire results, it can be concluded that English is important in several fields in tourist destinations, including English education, communication, promotion, and job opportunities.

3.2.1 English Education

From questionnaire number 16-20, it can be concluded that English teaching is very important in tourist destinations because it can provide the following benefits:

1. Improve the quality of tourist service.
English language training for tourists can help improve communication skills in English, making it easier to communicate between tourism actors and tourists who visit a tourist attraction. This can improve the quality of tourist services, such as providing explanations of attractions to English speakers and promoting attractions around the world [5], [6].
 2. Increase attraction
Teaching English can help increase the attractiveness of an attraction because it can provide visitors with the information needed by visitors to the attraction in the area so that they feel satisfied and impressed with their tourist experience [7].
 3. Improve human resource competence
English language training for youth and tourism actors can help improve the competence of human resources directly related to tourism activities in socializing tourism objects and their management by providing practical English learning [7], [8].
 4. Improve communication skills
English language training for tourists can help improve communication skills in English so as to expand the market reach of foreign tourists [5], [9].
 5. Raising awareness of the essence of hospitality
English language training for tourism actors can help increase awareness of the essence of hospitality from village tourism actors so as to provide better service to tourists [5].
- Thus, English language teaching is very important in tourist destinations because it can provide significant benefits for tourism development and improve the quality of tourist services.

3.2.2 Communication

From questionnaire numbers 2, 8, 9, 11, and 21, it can be concluded that communication in English has a very important role in tourist destinations. Here are some reasons why English communication is important in travel destinations:

1. Communication with locals
English proficiency allows tourists to communicate with locals who are fluent in English. This makes it easier for travellers to get local information, travel recommendations, and more authentic experiences.
2. Navigation in tourist destinations

Mastering English makes it easier for tourists to find information about tourist attractions, local culture, and the uniqueness of each destination. English makes it easier to access resources and travel guides.

3. Interact with tour guides and tourism industry players
Tour guides who speak English well can provide a better travel experience for tourists. The ability to communicate with tour guides allows tourists to get in-depth information about tourist attractions and local culture.
4. Promotion of local culture
In the tourism sector, English has a role to play in connecting people regardless of background. People around tourist attractions also need to master English to maintain in order to understand all communications established with foreign tourists without misunderstandings. By mastering English, tourism actors will understand the culture of foreign tourists and be able to provide maximum service and be able to give an impression and even a good image so that it has an influence in increasing the progress of the tourism industry [10].
5. Improve the effectiveness of communication between tourists
English language skills can improve the effectiveness of communication between tourists [6].

3.2.3 Promotion

From questionnaire no. 4, 5, 11, and 12, the importance of English promotion in tourist destinations can be seen from several research results as follows:

1. Language has an important role in promoting tourist attractions in order to foster tourist interest to visit these attractions [10].
2. English is a medium of communication between tourists and tourists and between tourists. When people from various countries come and visit a tourist destination, the original language can no longer be used because it will be difficult for others to understand [6].
3. English language skills are important to build a career in the tourism industry [6].
4. English has the power to make people make decisions to visit a tourist destination [11].
5. Making English leaflets to promote tourism needs to be done so that foreign tourist visits to tourism objects in Indonesia can increase [12].

3.2.4 Job Opportunities

From the questioners number 7, 10, 13, 14, and 23, the ability to speak English is important for job opportunities in the tourism industry in various destinations especially in Bintan Island.

1. English is a global language and is widely used in the tourism industry [6].
2. In the tourism industry, English proficiency is important for communication with foreign tourists, providing information and services, and problem-solving [6,13].
3. The tourism industry provides job opportunities for local residents [14].
4. The lack of English proficiency among local residents can be a barrier to the growth of the tourism industry.
5. In the tourism industry, English proficiency is important for tour guides to communicate with foreign tourists, provide information, and act as translators.

The results showed that the majority of the students gave a positive assessment of the English language skills of internship students and local people as tour guides or who work in other departments in tourist destinations. However, there are some aspects that need to be improved, such as pronunciation and vocabulary understanding. This study provides useful

information for students or local people who work in tourist destinations to improve the quality of tourist services in the future.

4 Conclusion

The discussion that has been explained regarding the importance of English in tourist destinations can be concluded that having the ability to speak English is currently very important, especially for those of us who live on Bintan Island, which is a tourist destination visited by many citizens from various foreign countries. Based on the weaknesses above, we are interested in conducting research which aims to provide information and awareness to local residents about the importance of English on Bintan Island, which is often a tourist destination for foreigners.

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