Exploring an Entrepreneurial Prospective of English Language to Promote Muaro Jambi Temple

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Abstrak

Banyak aset budaya kita yang hilang akibat tidak dilindungi secara memadai. Salah satu cara untuk mencegah situasi ini adalah dengan melakukan konservasi yang efektif di tingkat pendidikan. Penelitian ini bertujuan untuk mengembangkan model pembelajaran yang akan diterapkan untuk mempromosikan destinasi wisata Candi Muaro sebagai salah satu cagar budaya. Penelitian dan Pengembangan dengan model ADDIE digunakan dalam penelitian ini. Model ADDIE terdiri dari analisis, desain, pengembangan, implementasi, dan evaluasi. Penelitian ini melibatkan masyarakat lokal di mana program ini dilaksanakan yang terdiri dari lima mahasiswa dan lima Dosen bahasa inggris dari program studi bahasa Inggris. Terdapat tiga instrumen penelitian utama yaitu, dokumen, survey lapangan dan wawancara. Data dianalisis dengan menggunakan teknik kualitatif. Hasilnya mengungkapkan tiga skema prospektif bahasa Inggris yang dibutuhkan oleh masyarakat setempat untuk mendukung Candi Muaro. Mereka adalah pembicaraan harian tentang pelatihan bahasa Inggris untuk masyarakat lokal, pemanfaatan teknologi untuk publikasi dan promosi wisata, dan Instruksi pemandu wisata bahasa Inggris. Diharapkan hasil ini akan mempercepat pengembangan Candi Muaro Jambi untuk dipromosikan dengan baik dan selanjutnya disarankan untuk mengeksplorasi lebih banyak tentang pandangan lain agar Candi Muaro Jambi menjadi terkenal ke seluruh negara di dunia.

Kata kunci: Prospek Bahasa Inggris, Wisata Candi Muaro Jambi, Prospek Wirausaha, Teknologi Pendidikan, Augmented Reality

Abstract

Many of our cultural assets have been lost as a result of not being adequately protected. One way to prevent this situation is to carry out effective conservation at the educational level. This study aims to develop learning model to be implemented to promote a tourist destination of Candi muaro jambi as one of the cultural heritages. Research and Development with ADDIE model is used in this study. ADDIE model consist of analysis, design, development, implementation, and evaluation. This research involved the local communities where this program was implemented, five students and five English Lecturers of the English Study Program. There are three main research instruments, the fifth semester course documents of the English Study Program, field survey and interview. Data were analysed using qualitative techniques. The result reveals three prospective schemes of English language needed by local people to endorse Candi Muaro. They are daily talk of English language training for local communities, technological utilization for tourist publication and promotion, and English tour guiding Instruction. It is expected these outcomes can accelerate the development of Candi Muaro Jambi to be well-promoted and it is further recommended to explore more about other outlooks of Candi Muaro Jambi to be famous to all over the countries around the world.

Keywords: English Language Prospective, Muaro Jambi Temple Tourism, Entrepreneurial Prospective, Educational Technology, Augmented Reality

1. INTRODUCTION

Cultural heritage is viewed as a collection of information that people follow throughout their lives and contribute to accumulating, developing, and enriching with new syntheses in order to maintain its continuity and pass it on to future generations. It serves as an example of the human condition in the face of life and serves as evidence of it (Barbieri et al., 2017; Styliani et al., 2009). With its portrayal of ideals that have endured from the past to the present, cultural heritage represents the qualities of a historical document. Studies stress the significance and necessity of preserving this heritage in order to maintain cultural continuity across history (Mansyur, 2016; Nadhiroh, 2021; Sofyan et al., 2020). The

preservation of cultural heritage is a sign of civilization as well as a way to fortify societal bonds between people and encourage a respect for the habitational environment. A society can only be considered civilized to the extent that it preserves the artifacts of earlier civilizations on the land it inhabits and gives them the opportunity to relive their former lives (Anggraeni et al., 2019; Gunawan, 2014; Ott & Pozzi, 2008).

Many of our cultural assets have already been lost, and they are currently not protected in a sufficient way including Muaro Jambi Temple which is seen as the largest Buddhist temple complex in Southeast Asia. Historically, the restoration of the archaeological remains of this Muaro Jambi Temple complex is the largest cultural tourism potential in Indonesia and Southeast Asia with an area of 3,981 hectares (Firsty & Suryasih, 2019; Syaputra et al., 2020; Tamin et al., 2019). The Muaro Jambi Temple Complex is the largest temple complex on the island of Sumatra, and it is one of the nation's strategic areas for tourism. However, religious tourism hasn't been promoted to its full potential because it's still a sensitive topic and there isn't enough empirical data to use as a foundation for its growth (Amaliya et al., 2012; Erida et al., 2018; Sinuhaji & Lubis, 2019). Furthermore, the area's tourist growth is still in its early phases, which means that a number of development-related problems are found, most of which are brought on by a lack of serious attention by local government.

Moreover, the results of analysis in the field found that the management of this area has not been optimal as a tourist area in both spatial and non-spatial terms, despite being one of the most popular cultural tourism destinations in Jambi Province, particularly Muaro Jambi Regency, where the increase in visitors is not as significant from year to year from both local and foreign tourists. The non-spatial side of tourism development includes the provision of lodging facilities, gift shops, restaurants, regional arts, promotional media, and other aspects related to the development of tourism (Pajriah, 2018; Saufi et al., 2014; Sylvia, 2017). The spatial side of tourism development includes infrastructure, transportation, accommodations, and supporting facilities for tourist areas. While there is considerable potential for this area to be developed in order to raise regional income as well as the income of the rural communities nearby (Lasso & Dahles, 2018; Vitasurya, 2016; Wahyuningtyas et al., 2020). This condition is obviously the responsibility of stakeholders, local government and community leaders associated with the development of the Muaro Jambi Temple tourism area (Anra & Syarifuddin, 2019; Zulfanetti et al., 2021).

Since, there had been no studies related to the existence of a Cultural Conservation Area Management Agency of Muaro Jambi Temple. Thus the government takes seriousness in developing cultural heritage, especially in terms of its protection, development and utilization (Chassagne et al., 2007; Linggih & Sudarsana, 2020). In addition, the importance of synergy and coordination between the central and regional governments is necessary to make the Muaro Jambi Temple become sustainable, and can provide benefits for the benefit of the community, including in the context of education and the economy. Besides, there is a need for narratives from cultural experts and archaeologists who are equipped with the right curriculum for the benefit of cultural heritage tourism as a guide for tourists who will come to Muaro Jambi Temple (Chassagne et al., 2007; Meyer et al., 2007).

Numerous researches have been done on the factors that prevent effective conservation from occurring at the desired level. For instance, previous study relates it to social and economic distortions, poor urban planning decisions, a lack of public knowledge of this particular issue, a lack of inspection, and poor implementation decisions (Tapan, 2014). According to previous study our values are being destroyed because of issues like a lack of social awareness for the preservation of the historical and cultural environment, rapid urbanization, an increase in land value, improper zoning planning, inadequacy in the economy, a lack of resources to protect and restore the environment, a lack of education, and

the exploitation of specific areas for tourism (Pajriah, 2018). The necessity of education in terms of cultural heritage protection is the theme that is most consistently highlighted throughout all the research. (Islamoglu, 2018; Tzima et al., 2020; Zamroni et al., 2021).

This study aims to develop learning model to be implemented to promote a tourist destination of Candi muaro jambi as one of the cultural heritages. This study focused on some activities, mode and media in promoting Muaro Jambi Temple and further in the emphasis on educational technology. The goal of the current contribution is to investigate the useful applications of digital technology for carrying out educational and awareness-raising interventions in the sphere of cultural heritage (Politou et al., 2004; Van Leeuwen, 2015). Therefore, study into the strategy for marketing the Muaro Jambi temple as a religious tourist site is essential to maintaining tourism that respects authenticity and purity. Through this study it is hoped the finding might be the best alternative and resolution.

2. METHODS

The purpose of this study is to develop learning model to be implemented to promote a tourist destination of Candi muaro jambi as one of the cultural heritages in Jambi, therefore, Research and Development with ADDIE model is used. The ADDIE model is considered appropriate because this model includes a series of development of systematical and measurable activities or schemes.

This research uses the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). This model is in accordance with the ultimate goal, namely in the form of a learning model product . Each phase of the ADDIE model produces certain products that are tailored to the research objectives. The illustration of the flow of R & D research using the ADDIE model is show in Figure 1.
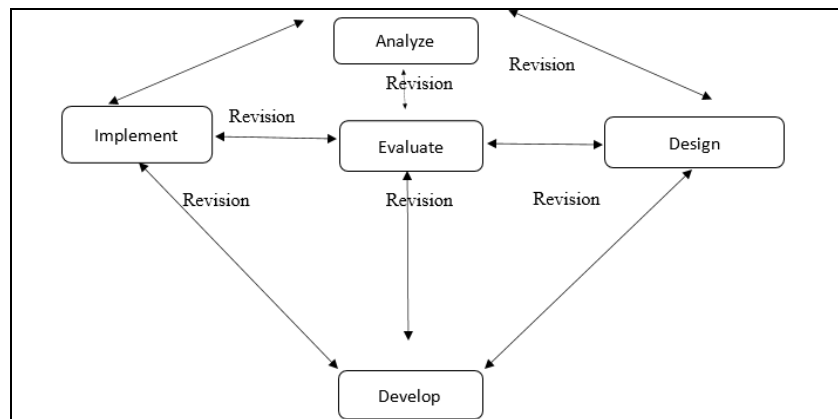

Figure 1. ADDIE Model

The R & D research steps are as follows, 1) Analysis Phase at this stage, our team will analyze the learning objectives to be achieved in the Village Development MBKM. 2.) Design Stage: At this stage, our team will start designing courses that can be converted to the English Language Education study program. 3.) Development Stage: At this stage we will produce a product in the form of a complete one semester learning kit which contains activities that must be completed by students of our study program who take part in activities in the village from the first week to the last week. 4.) Implementation Phase: At this stage the products that were produced in the previous stage were tested in the first batch of the program to build this village. 5.) Evaluation Stage: This is the final stage in the form of a thorough assessment of the learning model that has been implemented in one semester.

This research involved the local communities where this program was implemented, five students and five English Lecturers of the English Study Program Universitas Jambi. While the Muaro Jambi Temple village Maro Kec Sebo. Muaro Jambi Regency serves as the site of reserach.

There are three main research instruments, the fifth semester course documents of the English Study Program, field survey and interview. Results of document analysis, focus group discussions, expert validation, and group trials were used to compile the data. First, the needs for the creation of the Module and Pocket Book were assessed using data from FGDs and document analysis. Second, the modules and pocket book were revised using the information from the validation and test results group trials. Data were analysed using qualitative techniques, which were then compiled based on pertinent themes to describe the general trend.

3. RESULTS AND DISCUSSION

Results

The activity was firstly carried out by conducting field observations to recognize the environment in Candi Muaro Jambi and talk casually with local community, visitors and the Head of Village (Kepala Dusun). It aims to gather more initial information for need analysis to identify and design a model of MBKM schemes.

English Training for Daily Talk and Communication

In general, this English language training is conducted to assist local communities to improve their English language skills. This is necessary to introduce their local cultural heritage nationally and internationally. This training was attended by 14 participants with different occupational backgrounds and was carried out for three meetings with intensive training methods by students of the English study program who joined the MBKM activities.

The training was carried out at the village hall which lasted about 120 minutes per meeting. From this English Language Training activity, the team and students succeeded in making the output of the activity in the form of a teaching module which is useful to promote Candi Muaro Jambi and. More interestingly, this module will be uploaded on the website so that it can be widely accessed and printed in the form of a book that can be used as an additional reference on preserving the cultural heritage of the Candi Muaro Jambi.

English Training for Tour Guide

From the results of interview with the local people around candi Muaro jambi, it was found that they find difficulties in providing services to local and foreign visitors. To respond this, it is urgently needed to conduct tour guide training for the local community by using English. In this activity, Researchers and team decided to design activities that might help them to improve their skill of English for tour guide. To help them, it is also designed a Pocket Book which consists of 9 topic presented during the training; (nice to meet you, welcoming tourist, introduction to yourself and others, describing the site and items, showing direction, telling rules, price, offering, selling, and bargaining, saying farwell). The material in this pocket book also contains a barcode (Bar Code) that can be used as a guide for them if they want to learn it independently.

Furthermore, the pocket book contains several aspects such as, examples of sentences or phrases for tour guide when they interact with foreign tourists. Casual conversations when they serve foreign tourists. Barcode (bar code) located in each sample conversation in the pocket book. This barcode is provided to make it easier for participants to practice

pronunciation in English. Participants can scan the barcode (bar code) and will be directed to a learning video in the form of a conversation uploaded to website of English Study program.

The pocket book also contains material that is relevant to the research issue such as welcoming tourist (how to welcome and part with tourists using English), Introduction yourself and other (how to introduce yourself and people around you using English), describing the site and items (how to explain surrounding objects such as the history of the temple and how to explain goods and services using English), showing direction (how to show directions using English), telling rules (how to explain the rules that apply around the temple using English). From the results of this activity, the team and students succeeded in making the output of the activity in the form of a Travel Guide Pocket Book, which is expected to be useful for training participants and other communities. This pocket book was printed and also distributed to the trainees.

The Application of Augmented Reality

The design of the Augmented Reality video begins with a discussion with the experts to identify the theme of the video designed as a tourism promotion product to attract local and foreign tourists. The target of making the promotional video for the tourism is Candi Muaro Jambi located in Maro Sebo, which is one of the cultural tourism destinations in Jambi Province.

Before designing the video, teams were introduced regarding how to operate, shooting techniques, editing, video promotion, and how to prepare a good and correct story board. The video contains about humans, nature, and historical sites in Muaro Jambi Temple. The following is a series of story boards that have been designed together during the FGD process is show in Table 1.

Table 1. Story Boards Designed Together during the FGD Process

Opening Screen	Video Content
Betel nut statue video – Drone	Video of Muaro Jambi Temple with voice over about the history and other functions of the Muaro Jambi temple
Governor's Office Videos – Drones	Video Cultural Activities with voice over which tells what cultural activities are often held at the Muaro Jambi temple every year
Keris Monument Video – Drone	Video Visitors/bike rides, picnics, and more. Transition with voice over video
Video Batang Hari Drone River with Voice over which tells the length of the river	Community Activities in the Muaro Jambi Temple area that tell the source
Gentala Arasi Focus Video, Tanggo Rajo (Ancol)	of their lives and focus on the community who work as administrators
Short video of life in Tanggo Rajo, fishermen, motorcycle taxis and surrounding areas who make the Batang Hari River as a source of human life	of the Muaro Jambi temple and food and souvenir traders around.

The output of this activity is a promotional video for Candi Muaro Jambi uploaded on several social media platforms such as YouTube, Instagram, and the Website. It is expected to provoke local and foreign tourists to visit as well as attract tourists' attention to the cultural site of Candi Muaro Jambi. Furthermore, students of MBKM are also given the opportunity to do best practice on nature shooting skills. This activity takes place in the Kayu Aro Tourism area, Kerinci Regency that lasts for 3 days which takes nature photography

conducted at several tourist sites by students as well as making tourism promotional videos through natural cultural reserves.

Discussion

Development initiatives are necessary for successful tourism promotion. Development in the tourist sector is therefore seen as being a crucial part of the sector. One example of how the government exhibits its efforts to maximize tourism growth by serving as a facilitator of tourism policy is the creation of a national tourist strategic area as a type of tourism development initiatives in areas deemed promising and practicable for development (Ruhanen, 2013; Sukmana et al., 2018).

Some multimodalities applied in some activities used in promoting Muaro Jambi temple as tourist destination. They were the daily talk of English language training for local communities, technological utilization for tourist publication and promotion, and English tour guiding Instruction. With the aid of multimodality, inventory of the actions, materials, and artifacts individuals communicate with can be created, as well as lists of the semiotic resources, organizing ideas, and cultural allusions that each mode makes available to people at certain times and locations. In specifically the design of ICT (Augmented reality) provides some benefits in promoting Muaro Jambi Temple as one of the culutral heritage in Indonesia. One technique to spread the word about Candi Muaro Jambi as an interesting place to visit is through the use of augmented reality (RA).

The Muaro Jambi Temple Complex is the largest temple complex on the island of Sumatra, and it is one of the nation's strategic areas for tourism. However, religious tourism hasn't been promoted to its full potential because it's still a sensitive topic and there isn't enough empirical data to use as a foundation for its growth. Therefore, study into the strategy for marketing the Muaro Jambi temple as a religious tourist site is essential to maintaining tourism that respects authenticity and purity. Numerous experts have investigated the development of the Muaro Jambi Temple. The growth plan for the Muaro Jambi Temple is highlighted in previous study. The findings indicate that tourist development in this region is still in its early stages, and as a result, issues with numerous development-related issues are discovered, the majority of which are brought on by a lack of stakeholder synergy (Firsty & Suryasih, 2019). Therefore, it is anticipated of all parties involved to strengthen their synergy and cooperation for the sake of the development of religious tourism at the Muaro Jambi temple.

Along these lines assert that the Muaro Jambi District Government has arranged for the Cultural Heritage Conservation Management Group's performance at the Muaro Jambi temple complex to be recognized legally (Anra & Syarifuddin, 2019). The Muaro Jambi temple complex is used as a premier tourist destination that must be protected and preserved by all citizens, particularly the Muaro Sebo District society of Muaro Jambi Regency. The study also mention that there was a lack of understanding among the local population on the need to maintain and care for these temple sites as a barrier to effectively regulating the use of this temple complex. Therefore, maintaining and raising community awareness of the need to protect this temple site requires considerable work.

This study examines some theories for how the Muaro Jambi Temple might emerge through diverse scientific endeavors as part of an institutional attempt to provide accountable contributions. In particular, it has also been deemed essential to employ technology to promote the Muaro Jambi Temple. Moreover, the implication of this study for Muaro Jambi Village, this research can be an effort to accelerate the development of regional potential. For lecturers, this research provides a great opportunity to enhance creativity in solving problems and fulfilling the tri dharma of research. Furthermore, through this research, the development of Muaro Jambi village specifically in Candi Muaro Jambi area is expected to be realized in

real terms through various kinds of scientific activities. However, this study has limitations, one of which is related to the generalization of the research results. The research results only apply to the specific context of the Muaro Jambi Temple case study. Therefore, it cannot be generalized to other contexts without further case studies. It is hoped that other researchers can conduct similar research in the context of cultural heritage conservation.

4. CONCLUSION

This research activity is a real action as a form of concern for the preservation of cultural heritage. In addition, the development of tourist villages through various scientific activities is one form of Institutional effort in making an accountable contribution to promote this area. In this case students as activity drivers must be encouraged to be more proactive in promoting activities through various forms of scientific activity. Through this study, it is expected to bring more benefit for many parties. It is hoped that this activity can make a significant positive contribution to the preservation of the village and tourism potential as well as to improve the quality of life of the people of Muaro Jambi village.

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