

IMPROVING MUNGGU VILLAGE'S HUMAN RESOURCE SUPPORT FOR TOURISM READINESS THROUGH "MUNGGU MIXER" PROGRAM

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ABSTRACT

Munggu Tourism Village in Mengwi District, Badung Regency, Bali has a variety of natural (beach) and cultural tourism potential. One of the obstacles faced is the uneven readiness of human resources in this tourist village in serving tourists and producing creative products supporting tourism. The students of Thematic Community Service Program of Dhyana Pura University conducted Munggu Mixer activities aimed at increasing the capacity of traders at Munggu Beach in serving guests with hospitality standards and in English, increasing understanding and practice of sanitary hygiene of tourism actors in Munggu. From several activities carried out, it was found that there was an increase in the percentage of understanding of Munggu Village tourism supporting human resources in English communication, Hygiene and sanitation, and business digitalization.

Key Words: Munggu village, English language training, hospitality training, tourism human resources, tourism village

1. Introduction

English has an increasingly vital international role in this era of globalization. Based on the list of the largest rankings based on English proficiency in the world's largest countries and regions in 2021 by the EF English Proficiency Index, Indonesia became the 79th country out of 113 countries in the world and the 13th position out of 23 countries in Asia. At this time Indonesia has the level of English proficiency of the Indonesian people below the average value of English proficiency in the Asian region. Geographically, Bali, which is included in the Nusa Tenggara region, has an English proficiency point of 456 and Denpasar as the capital of Bali has an English proficiency point of 480.

Bali is a tourism area so the use of English in Bali is very important for tourists. There are 155 tourist villages in Bali as tourist destinations. According to Arjana (2015:17) and Lastara (1997:5) what is meant by tourist destination is an area (region / area) that tourist targets (objects and tourist attractions) that are determined by the local government. Determination of an area/region/area to become a tourist destination is based on various considerations such as geographical location, available facilities, available transportation networks and available transportation networks and possibility of integrated product development.

One of the tourist villages in Bali is Munggu Village. Located in Mengwi District, Badung Regency, Bali Province. The various tourist attractions offered by Munggu Tourism Village are full of cultural, historical, local wisdom and natural beauty that are packaged and presented through sports tourism activities. Munggu Village has a tourism awareness group known as POKDARWIS which is engaged in advancing tourism in Munggu Village which was formed based on the decision of the Munggu Village Perbekel Number 13 of 2017 dated March 9, 2017 concerning the formation of the Munggu Tourism Village management. The group has the duty and function to plan, implement and be accountable for the management of Munggu Tourism Village activities in accordance with the potential of Munggu Village so that the development and management of Munggu Tourism Village can be planned and carried out properly, smoothly and professionally. In the Thematic Community Service Program of Dhyana Pura University observation found that there are "POKDARWIS" members who have not mastered English, applied hygiene sanitation standard in service, and digitalized their product. Therefore, the student of Thematic Community Service of Dhyana Pura offered a solution that called "Munggu Mixer" program.

Munggu mixer activity is an activity carried out with tourism actors at Munggu Beach, such as traders and ticket guards. This Munggu mixer activity was carried out in three meetings, where the material discussed at each meeting was English Literacy Education in Hospitality tourism by Munggu Beach tourism actors. This activity was carried out on week 4, Monday, June 05, 2023. Food Hygiene and Sanitation Education to Munggu Beach tourism actors. This activity was carried out in week 5, Monday, June 12, 2023, Collaboration with the field of tourism and entrepreneurship in design training using the "Canva" application. This activity was carried out in week 6, Monday, June 19, 2023.

2. Method

The method used in implementing in the "Munggu Mixer" program is using the Observation method which is carried out by conducting a survey of the situation of traders on Munggu beach.

Initial observations were held to obtain field data regarding the conditions of traders and POKDARWIS. Next, using the Interview method. The interview itself was conducted to find out the things that are obstacles for traders on Munggu beach considering that according to the theme, this Thematic Community Service program focuses on the soft skills of traders on Munggu beach.

Furthermore, the method for implementing Thematic Community Service Program in Munggu Village is carried out by providing assistance and training carried out directly by students participating in Thematic Community Service Program at Dhyana Pura University in Munggu Village during Thematic Community Service Program activities.

That approach is done in implementing Thematic Community Service (or known as KKNT), namely by contributing directly to them in the field by assisting in the implementation of the learning process, mingling with them such as providing English language education, sanitation and hygiene education in selling, "Canva" training.

3. Results and Discussion

The Munggu Mixer program consists of three programs: English language training, hospitality to tourism actors, implementation of education hygiene and sanitation for traders and business digitalization training. This program has been running well and helped POKDARWIS members in developing the tourism in Munggu Village. In this program there were more discussions between traders and Thematic Community Service students in the fields of education and social culture.

1) English for hospitality training

It is very important for traders in Munggu Beach as tourism actors to learn English. Nosirova (2023) states that English has a very important role today, including global communication, education and academic opportunities, career advancement, access to information and technology, cultural exchange and understanding, personal development, and travel and tourism. Based on the observation that showed the lack of mastery of English by the traders, an English language training program was formed as one of the trainings in the Munggu Mixer program.

This activity was carried out quite well and in accordance with the plans that had been made. English training in hospitality given to traders on Munggu Beach. This activity aims to improve and train tourism actors' English so that it can make it easier to communicate with foreign tourists. At first, many traders only knew how to pronounce and the meaning of "good morning", "good afternoon" and "good evening", but didn't know yet when (what time) to use each of them.

Apart from that, traders previously communicated with tourists using gestures and explained prices using a calculator, but after this activity the traders have improved, traders can now say prices using English, are starting to know how to greet and ask tourists to stop by their wares using English and already know and learn the names of the menus commonly sold at Munggu Beach in English.

In the English training, traders are given a guide containing English and Indonesian vocabulary which can be used to help traders remember the English vocabulary they have learned in the training.



Figure 1. English guide book for traders of Munggu Beach

Table 1. Results Pretest and Posttest Munggu Mixer English Training

NO	QUESTION	PERCENTAGE AGREE	
		Pretest	Posttest
1	Is English an important language for you as a tourism actor at Munggu Beach?	96,7%	100%
2	Can you use English when welcoming foreign tourists who visit?	77, 2%	96,7%
3	Can you use English when providing price information for the products you sell to foreign tourists?	80,4%	93,5%
4	Can you use English when it comes to saying the name of your product in English?	77,2%	100%
5	Can you use English when offering products or inviting people to stop by your	73,9%	96,7%

merchandise?

There is an increase in the English knowledge and skills of traders on Munggu Beach in welcoming foreign tourists who visit after being given English language training. This can be seen in the results of the percentage of agreement pretest and posttest which increases with each question. In the question "Is English an important language for you as a tourism actor at Munggu Beach?" there was an increase of 3.3% in the question "Can you use English when welcoming foreign tourists who visit?" there was an increase of 19.5%, in the third question "Are you able to use English when providing price information for the products you sell to foreign tourists?" there was an increase of 13.1%, in the fourth question "Are you able to use English when saying the name of your product in English?" there was an increase of 22.8% and in the last question "Are you able to use English when offering products or inviting people to stop by your merchandise?" there was also an increase of 22.8%.

2) Hygiene and Sanitation Education

Travelers' enjoyment of their trip and likelihood to return to a particular attraction can be influenced by the hygienic conditions of tourist locations (Tooy, Wuaten, & Umboh, 2019). The absence of trash cans and toilets, unpleasant odors, dispersed trash, and other signs of poor sanitation hygiene in tourist locations can all make visitors unhappy and even lead to the spread of diseases (Bagiastra, Mahsun, & Damayanti, 2022). Tourism management must take sanitary cleanliness into account as a critical component.

Therefore, the hygiene and sanitation program was created to made discussions and training between Thematic Community Service Program



Figure 2. Hygiene and Sanitation guide book for traders of Munggu Beach

students and Munggu beach traders regarding implementation hygiene and sanitation, especially when handling food, what needs to be considered in maintaining personal hygiene and sanitation of both the environment and food. In this training session, traders were also given a guide book to ensure the understanding of Hygiene and sanitation.

Table 2. Results of Pretest and Posttest Munggu Mixer Education of Hygiene and Sanitation

NO	STATEMENT	PERCENTAGE AGREE	
		Pretest	Posttest
1	I need to provide good service	85,4%	89,6%
2	I pay attention to guest comfort when shopping at my stall	92,7%	94,8%
3	I need to know what hygiene and sanitation are	89,6%	90,6%

4	I am aware of the importance of implementing hygiene and sanitation in my shop.	90,6%	92,7%
5	I must pay attention to and maintain the cleanliness of the environment around my shop and the cleanliness of my shop	89,6%	93,7%
6	I have to wash my hands before touching food.	90,6%	92,7%
7	The equipment I use to process food must be clean.	89,6%	91,6%
8	Throw away rubbish in the right place.	90,6%	90,6%
9	Organize the food being sold neatly and cleanly so that guests are interested in buying the food I sell	91,6%	93,7%
10	Cover your mouth when sneezing or coughing	88,5%	92,7%

There is an increase in the percentage of education results hygiene and sanitation for traders on Munggu beach after being given education regarding implementation hygiene and sanitation. This can be seen in the results of the percentage of agreement pretest and posttest which increases with each statement. There was an increase in the percentage of agreement results of 2.1% to 4.2%.

3) Business Digitalization Training

Business digitalization or digital marketing is a trend that has been widely practiced in business by micro, small, and medium enterprises. One way to support digital marketing is to utilize social media and content marketing (Haryanto, Pebriyanto, & Banjarmasin, 2020). Social Media Marketing is an effort to market products through social media platforms, as explained by (Arrigo, 2018). Meanwhile, Content Marketing is a marketing strategy that involves creating and distributing relevant content, such as photos, videos, articles, and others, to attract consumer attention (Seyyedamiri & Tajrobehkar, 2021). From the definition of these two forms of promotion, it can be conclude that graphic design skills are needed to create content that can attract consumer interest.

Therefore, this business digitalization training conducted to trains digitalization for the businesses of traders on Munggu Beach. With business digitalization training, traders are starting to know how to use "Canva" to create menus, so these menus can then be used directly for their merchandise. Apart from that, with this training, traders can be more open to applications that can make running a business easier. This activity is a collaborative work program with students of Tourism and Entrepreneurship group.

Table 3. Results Pretest and Posttest Munggu Mixer Business Digitalization Training

NO	STATEMENT	PERCENTAGE AGREE	
		Pretest	Posttest
1	As a trader, it is important to know how to digitalize your business	96,4%	100%
2	As a trader, I need to digitalize my shop business	90,4%	86,9%
3	The menu influences the attraction and interest of tourists in shopping	96,4%	98,8%

4	Canva is an application that can make menu creation easier	92,8%	92,8%
5	Menus can make it easier to offer products sold to tourists	96,4%	96,4%

There is an increase in the percentage of agreed results pretest and posttest in the statement "As a trader, is it important to know how to digitize your business?" as much as 3.6%, but there was a decrease in the percentage results agreeing with the statement "As a trader, I need to digitize my shop business" as much as 3.5%, in the third question "The menu influences the attraction and interest of tourists in shopping " there was an increase of 2.4%, and in the fourth and fifth statements, the percentage results agreed between pretest and posttest remains the same, there is no increase or decrease.

4. Conclusion

The aim of this work program is aimed at providing training and education to tourism actors at Munggu Beach. Increase Skill English in hospitality traders on Munggu Beach and educate them on its importance hygiene and sanitation for tourism actors at Munggu Beach. This work program has been running well for three meetings with approximately 24 participants. There has been an increase in the knowledge and skills of tourism actors at Munggu Beach after being given training and education, which can be seen from the increase in pretest and posttest results that have been completed by tourism actors who took part. Munggu Mixer activities held at Munggu Beach.

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