



Need Analysis of English Conversation for Hawkers in Mandalika Special Economic Zone, West Nusa Tenggara

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Abstract

The research aimed to investigate the English proficiency level, what English conversation materials are needed, and what obstacles hawkers face in Mandalika Special Economy Zone when communicating with foreign tourists. This study utilizes a qualitative research paradigm with a descriptive approach; this study paints a comprehensive picture of the language abilities of Mandalika's hawkers, the materials of English conversation needed by hawkers, and the hawkers' obstacles when communicating with foreign tourists. Methods of collecting data consist of interviews, documentation, and observation. Some steps to analyze the data collected are data condensation, data display, verification, concluding, and data validity. Findings reveal a diverse spectrum of English proficiency levels among hawkers, ranging in primary and intermediate proficiency levels. Specifically, from 20 hawkers as research subjects, 13 hawkers exhibit a basic level of proficiency, while seven hawkers demonstrate intermediate-level skills. The assessment of English proficiency level is based on three crucial aspects that the hawkers always use namely understanding of English communication, non-verbal communication strategies employed by the hawkers, and vocabulary usage. These materials vary depending on the type of goods hawkers sell, highlighting the importance of tailored language resources. This research found 4 (four) crucial materials or topics to be mastered when communicating with foreign tourists: greetings and welcoming, describing specialties, providing personal/additional information, and discussing prices and payment. Additionally, the research uncovers obstacles faced by hawkers in their communication with foreign tourists. These challenges encompass hawkers' difficulty in explaining products, the low English proficiency of most Hawkers, and also language and vocabulary constraints of hawkers.

Keywords: *English conversation, English proficiency level, hawkers, Need analysis.*

Introduction

Lombok Island is a tourist destination with natural attractions that have been famous for a long time by local and foreign tourists. Some of the worldwide tourist areas on Lombok Island are Senggigi Beach, Kuta Beach, and the Three Gilis in North Lombok. The tourism sector in Lombok continues to increase year by year. The development of other sectors, such as infrastructure, transportation, accommodation, services, and others, accompanies this. Regarding the service sector, the people living around tourist areas participate by offering various creations to the visitors who come, and they become hawkers in the Mandalika Special Economic Zone, Central Lombok. However, their presence causes new problems for tourists, not those who feel disturbed because of how they sell their wares by forcing them to buy. This happens because of their limited knowledge about how to be kind to tourists from different cultural backgrounds. In response to this problem, the NTB Tourism Office (Dispar), in collaboration with the Central Lombok District Government, held Hospitality and Sapta Pesona Training for 120 hawkers in the Mandalika Special Economic Zone in 2018 ago (<https://investasi-perizan.ntbprov.go.id/2018/03/13/traders-asongan-mandalika-given-training-hospitality/>). This activity was used as an initial preparation for the MotoGP world event, which was held in March 2022. This should be of particular concern given the soaring number of foreign tourists (tourists) since the MotoGP event was held a few months ago.

Badan Pusat Statistik (BPS) recorded data on the number of visits by foreign tourists (tourists) to Indonesia through the main entry gate in March 2022, reaching 40,790 visits, an increase of 206.25% compared to March 2021. Meanwhile, those entering through Lombok International Airport, West Nusa Tenggara (NTB), experienced a fantastic growth of 500% (Margo Yuwono, 2022).

Special Economic Zones (SEZ) are areas that are given the authority to carry out certain economic benefits (<https://kek.go.id/>). The creation of this SEZ intends to spur economic growth, promote equitable development, and boost the nation's competitiveness. The consideration for developing this SEZ is for regions with geoeconomics and geostrategic advantages that can support industrial and other economic activity with high economic value and international competitiveness.

The existence of SEZs is projected to boost national economic capacity and competitiveness through value-added and value-chain industries, as well as tourism. There are now 18 SEZs in Indonesia till 2022, one of which is the SEZ Mandalika.

SEZ Mandalika itself began operating in 2017, when this area was built in the tourist area of Central Lombok, NTB. KEK Mandalika offers marine tourism with stunning beaches and underwater charms. Mandalika comes from the name of a legendary character named Princess Mandalika, known for her beautiful looks.

Every year, in Central Lombok, the Bau Nyale tradition is held, namely the ritual of looking for nyale (sea worms), which, according to local belief, Nyale itself is the incarnation of Princess Mandalika. This celebration is a unique tradition that attracts both local and international tourists. The concept of developing SEZ Mandalika is the development of environmentally sound tourism (National Council of KEK RI, 2022). Some favourite spots visited by many tourists, especially foreign tourists in the SEZ Mandalika area, are Kuta Beach, Mandalika Beach, Tanjung Aan Beach, and Seger Beach; apart from the beach, there are Merese Hill and Seger Hill, as well as the tourist village areas of Sade and Ende, the last being the new centre of attention - Recently at KEK Mandalika, namely the MotoGP circuit. (Wonderful Indonesia, 2022).

This extraordinary fact demands the readiness of all elements, including hawkers in the area, to master English according to the needs of the English language they use in carrying out their profession. Unfortunately, based on observation by the researcher, most hawkers still have difficulties communicating with foreign tourists in English. Therefore, it is crucial to analyze the English needs of hawkers in SEZ to formulate appropriate programs to improve their English skills in the future. From the justification above, the researcher is intrigued by the title "Analysis of English Language Needs for Hawkers in the Mandalika Special Economic Zone. This research will explore what English material information they often use when communicating with foreign tourists and what obstacles they face while interacting with these foreign tourists.

Research related to the analysis of the need for English for tourism activists is familiar; previously, many studies have discussed similar matters. The first is research conducted by Ni Luh Manda Wulandari and Putu Indah Rahmawati titled "Analysis of English Language Needs for Waiters in Five Star Hotels in Bali". The results of this study are that of the four components of English (Speaking, Listening, Writing and Reading), two of which are essential points that must be mastered by a server, namely Speaking and Listening skills. (Ni Luh Manda Wulandari, 2020, p.

1-7). Based on the research findings above, several similarities and differences were found between previous studies and this study. The most prominent equation is the same analysis, namely an analysis of the English language needs of tourism activists, but what makes the difference is that if the research above aims to analyze the English language needs of waiters, this research aims to analyze the English language needs of street vendors in one of the tourist villages in Lombok.

The following research is "Mapping English Language Needs in Tourism Potential Area Communities of Bangka Regency, Bangka Belitung Islands Province", conducted by Dini Wulansari and M. Afifulloh. The results of this study indicate that the English language skills of the surrounding community still need to improve, and the community hopes Such activities can be sustainable, namely once a week. (Dini Wulansari, 2018, p. 133-144). There are some similarities and differences between previous research and this research. The similarities are found in the research objectives where the analysis of the English language needs is the focus of these two studies. Still, apart from the analysis of the need for English, the above research also maps the English language skills of the surrounding community.

The other research was conducted by Indah Puspitasari and M.T. Karyadi, with the research title "English for Tourism: Banyumas Tourism Development Through Analysis of English Language Needs for English D3 Students" According to the study's findings, speaking is the essential skill that pupils require. Lack of direct experience in using English for hotels and tourism, as well as a lack of practice listening to different language accents, such as those of English speakers from China, Japan, and India, can make it challenging for stakeholders to understand. (Karyadi, 2018, p. 212-220). From the explanation above, the research and the research that researchers will carry out have similarities and differences. The similarities are that they both analyze the need for English in the tourism sector, and there are several differences, one of which is the research subject.

The following research is "Analysis of English language needs to improve English language skills for MSMEs (UMKM) in Kampung Bandar Pekanbaru city" conducted by Aulia Agustiani, Mariantina, M.Sefrona Syaiful. This study revealed that the micro, small, and medium enterprises in Kampung Bandar Pekanbaru city still need the English language to support their work. Form the self-assessment / self-evaluation. It is known that the majority of local guides learn English from school. (Agustiani, 2023, p. 9033). There are several differences between this research and the researchers' research, namely, the research subjects. This

research chose several MSME actors as subjects. In contrast, the researchers chose hawkers as subjects. The next difference is the research location. This research is located in several small and medium-sized Bandar villages, while research by researchers is in the Mandalika coastal area.

The last research was from Ilham, Hijril Ismail, Irwandi, Hidayati, Rima Rahmania, and Muhammad Hudri, titled "English Conversation Training for Hawkers in Senggigi Beach Tourism Area". The purpose of this activity is to provide training to hawkers in the Senggigi beach area to improve their English conversation skills. The partners of this training are traders and hawkers who sell in the tourist area of Senggigi Beach. These hawkers sell various souvenirs, t-shirts and jewelry trinkets. The training method uses practical English when making buying and selling transactions with buyers. The results of this dedication show that the English conversation skills of the hawkers experienced an excellent improvement in vocabulary, grammar, pronunciation, fluency and accuracy. However, there is a slight difference with the research conducted by the researchers; this research focuses on English conversation training and aims to improve the English skills of hawkers in the Senggigi Beach area. In contrast, the researchers in this study aim to find out what English is needed by hawkers in the Mandalika beach area.

Method

The research paradigm is the basis for researchers in developing their framework of thinking to choose which theoretical concepts to use, approaches, methods, techniques, and steps for further research analysis so that they can be sustainable. In this study, researchers used a qualitative research paradigm, according to Moleong (2012: 50-51), which is a qualitative research paradigm. Constructivism relates to qualitative research that is descriptive, analytical, and comparative, focusing on meaning and data obtained through observations and documents.

This research is descriptive, with a qualitative approach. Descriptive research is a type of research that aims to accurately and factually describe the facts and characteristics of specific populations. While qualitative research examines the condition of natural objects, researchers are essential tools (Trianto, 2010: 164). Based on the explanation above, this research will describe the need for English for hawkers in the Mandalika Special Economic Zone (KEK) of Central Lombok Regency. There are 3 (three) main requirements for determining research locations, namely: a) by the subject of research, b) can provide data that is closely related to research problems, c) can accept the presence of researchers for quite a long period

(Sugiyono, D. 2013: 18). The location of this research is the Mandalika Special Economic Zone (KEK) of Central Lombok Regency, West Nusa Tenggara Province. At the same time, the research site is the hawkers in that location. Primary data sources are data sources that directly provide data to data collectors (Sugiyono, 2015: 187). The preliminary data in this study are hawkers in the Special Economic Zone of Kuta-Mandalika. In addition, interviews with several foreign tourists who were in KEK Mandalika were also the primary data source in this study.

Results

The data showed that the hawkers exhibit varying levels of English language proficiency, including intermediate and primary levels. This means not all hawkers have the same ability to communicate in English; the hawkers employ body language as an alternative communication strategy to overcome language barriers. This allows them to provide good customer service despite limited English language skills. However, hawkers with a basic understanding of English use a limited vocabulary, primarily related to their merchandise and local tourist attractions. They only use the most commonly used words in the context of selling. In conclusion, hawkers face challenges regarding varying English language abilities, but they find ways to overcome this by relying on body language and simplifying their vocabulary for interactions with customers.

Table 1. The English Proficiency

No	Aspects	Number of Hawker	Proficiency Level	Details
	Comprehension	13 out of 20	Basic	The hawkers encountered difficulties in understanding English conversation with tourist. Challenges were observed during interactions in the

1	in English conversation			bustling marketplace.
				Language comprehension skills were limited impacting effective communication with tourist.
2	Non-Verbal Communication	7 out of 20	Intermediate	Some hawkers demonstrated intermediate level English proficiency.
				They engaged in more complex conversations and provided detailed product descriptions, enhancing communication.
				Intermediate proficiency allowed for better connections with tourist and improved persuasive abilities in sales interactions.

13 out of 20

Basic

The hawkers often use gestures like raising fingers to indicate prices.

The hawkers face challenges in explaining their products effectively, relying on gestures.

In assessing the English proficiency levels of hawkers when communicating with tourists, the researcher employed three key aspects to categorize hawkers into beginner (basic) or intermediate levels. The collective data gathered from interviews and observations conducted on August 14th indicated that, on average, hawkers predominantly fell. The first aspect examined the hawkers' comprehension when conversing with tourists. Findings from interviews and observations on August 14th demonstrated that hawkers generally possessed language comprehension skills that hovered around the primary and intermediate levels. Specifically, 13 out of 20 hawkers needed help comprehending English conversations with tourists while interacting in the bustling marketplace. Within the basic and intermediate language proficiency categories to bridge the communication gap and enhance hawker-tourist interactions.

The second aspect focused on the utilization of non-verbal communication strategies. In this regard, hawkers typically operated at the basic level of English proficiency. Insights gleaned from interviews and observations conducted by the researcher on August 16th revealed that hawkers often relied on body language and non-verbal cues to market their merchandise to tourists. For instance, they would raise their fingers to indicate prices. Notably, 13 out of 20 hawkers encountered challenges in effectively describing their products to tourists, resorting to gestures for sales. While they could grasp tourists' messages, articulating their thoughts often remained elusive. These findings collectively depict that, on average, hawkers in the Mandalika Special Economic Zone possess

English proficiency levels that predominantly fall within the primary and intermediate categories. The results underscore the need for targeted language support and training initiatives.

The third aspect pertained to the vocabulary frequently employed by hawkers, predominantly consisting of basic or everyday vocabulary acquired from interacting with tourists during their sales endeavors. The hawkers were generally situated within the vocabulary usage category at the primary level. This assertion is substantiated by insights drawn from interviews with hawkers and observations conducted during the research. It was evident that 16 out of 20 hawkers predominantly relied on basic vocabulary when interacting with tourists.

These findings collectively illustrate that, in terms of vocabulary usage, most hawkers in the Mandalika Special Economic Zone operate at the primary level. This observation aligns with the outcomes of the interviews and observations, emphasizing the need for language enhancement initiatives encompassing vocabulary enrichment and comprehensive language training to facilitate more effective and nuanced communication between hawkers and tourists.

In summary, the research findings reveal that the English proficiency levels of hawkers in the Mandalika Special Economic Zone predominantly fall within the primary and intermediate categories. Specifically, their comprehension of English conversations and their use of non-verbal communication strategies often align with these proficiency levels. Additionally, their vocabulary frequently consists of essential, everyday terms acquired through tourist interactions. These observations collectively underline the need for targeted language training programs that encompass vocabulary enrichment and comprehensive language skills enhancement to facilitate more effective and nuanced communication between hawkers and tourists. Such initiatives have the potential to significantly enhance product marketing and customer experiences within this economic zone

Table 2. Hawkers Needed

No	N	Aspects	Vocabulary/Sentences Used	Observation Details
1		Greeting & welcoming: a. Common Greeting	"Hi", "Hello", "Hello friend", "Hi Mr. or Ms., do you want something".	Most hawkers initiate conversation with basic greetings.

			Some hawkers remain silent, prompting tourist to start the conversation
	b. Limited Initiative	Few hawkers initiate conversation; tourist often initiate with “Hi/Hello”.	Observation revealed that hawkers generally rely on tourist to start conversation due to limited verbal interaction.
	c. Observation Details	Research on July 17 th and 18 th : Basic Greeting used; minimal verbal interaction observed.	Nearly all hawkers used simple greetings, with limited verbal engagement impacting communication with tourist.
2	Describing Specialties:		
	a. Varied Descriptions	Different sentences used but lack detail; description don’t capture tourists’ interest.	Hawkers use varying sentences but often fail to provide compelling descriptions, affecting tourists’ engagement and purchases.
	b. Merchandise specific Language	Vocabulary varies based on goods; explanations remain general.	Observation indicated that hawkers’

			explanation lack depth and fail to capture the uniqueness of their merchandise.
	c. Limited Attention	Tourist lose interest due to lack of compelling descriptions.	Lack of detailed explanations impacts tourists' interest and negatively influences sales for hawkers.
3	Providing Personal/Additional information:	Responses vary based on inquiries; hawkers provide specific details.	Hawkers adapt responses, offering relevant personal information based on tourists' question, displaying flexibility.
	a. Tailored Responses		
	b. Varied Responses	Adaptability seem in responses to different types of inquiries.	Hawkers demonstrate versatility by tailoring responses to the nature of tourists' question about personal/additional information.
	c. Limited Detailed Responses	Some hawkers offer detailed answers, while others provide basic information.	Responses range from detailed to basic, reflecting hawkers' varied abilities in

4	<p>Discussing Prices & Payment:</p> <p>a. Direct Pricing</p> <p>b. Transaction Efficiency</p> <p>c. Occasional Bargaining</p>	<p>Prices stated directly, e.g., “This bracelet cost 100”.</p> <p>Swift transaction with immediate price declaration.</p> <p>Some tourist engage in price negotiation discussions are brief.</p>	<p>providing personal/additional information. Hawkers provide straightforward price information when asked ensuring clarity in pricing. Transaction proceed efficiently; tourist is informed of the price promptly, facilitating quick and smooth purchases. While bargaining occurs occasionally, price discussion is generally brief, focusing on efficient and straightforward transaction.</p>
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The section unveils the culmination of our research, honing in on a critical aspect of the hawker-tourist interaction paradigm: the English conversation materials needed by hawkers in the bustling Mandalika Special Economy Zone when engaging with foreign tourists. Our inquiry has been a dedicated exploration into the specific materials required to facilitate effective communication in this vibrant tourism destination. Through exhaustive interviews, meticulous observations, and a comprehensive assessment of language-related challenges, we have identified the core components that hawkers rely on to bridge language gaps

and enhance their interactions with tourists. These findings illuminate the vital role that tailored conversation materials play in the daily operations of hawkers and offer tangible insights into ways of bolstering their language proficiency and customer engagement within the Mandalika Special Economic Zone.

Regarding English conversation, the first type of material needed by hawkers is "Greeting & Welcoming". This material contains several vocabulary and sentences commonly used by hawkers to start conversations with tourists. Based on the results of the researcher's interviews with several hawkers, the words commonly used by hawkers to start a conversation with tourists when they are selling their wares are "Hi, Hello, Hello friend, hi Ms./Mr. do you want something". This is supported by the results of observations made by researchers on hawkers at Mandalika Beach and Aan Beach on Saturday 17 July and Sunday 18 July 2023. Which are almost all hawkers only use basic greeting words to start conversations with tourists when selling their wares, or they use only a few words. Then, there are several other hawkers who don't say anything when starting a conversation with tourists, so that sometimes the tourists take the initiative to say words like "Hi/Hello" before continuing the conversation.

Furthermore, the second type of English conversation material needed by hawkers is "Describing Specialties". This material is related to words and sentences that hawkers can use when they explain their wares to tourists. Based on the results of researcher interviews with several hawkers, the words and sentences used by hawkers when explaining their merchandise to tourists who want to buy the merchandise are like "this bracelet is handmade, this bracelet comes from shells obtained from the sea, this bracelet is handmade and made by my brother/father/mother "Me, this bracelet is handmade and the manufacturing process is quite difficult, that's why the price is a bit expensive, this fabric is handmade and made by weaving, this mango/pineapple fruit is sweet and fresh." Every hawker uses different words and sentences to describe their wares depending on the type of goods they sell, there are also hawkers who do not describe merchandise all due to limited words and not even know English at all. However, the words they use are not enough to describe their goods as a whole. This is supported by the results of observations carried out by researchers on hawkers at Mandalika Beach and Aan Beach on Saturday 17 July and Sunday 18 July 2023. The words or sentences they use are still very general and few when explaining their merchandise so they don't attract the attention of tourist who want to buy the merchandise.

Regarding English conversation, the third type material needed by hawkers

is "Providing personal/additional information". This material is related to words and sentences that can be used by hawkers when tourists ask questions about things other than about the hawkers' merchandise, the most common are questions about the hawkers' personal information. Based on the results of the researcher's interviews with the hawkers, The words and phrases used by hawkers to answer when tourists ask about personal/additional information depend on what the tourist asks them, such as "I went to school in grade 4/5/6 of elementary school" when tourists ask traders who are children. , "I am married and I have two children aged 10 years and 12 years" when tourists ask the traders from among the women, "I come from Sade village" when tourists ask where the hawkers come from. This is supported by the results of observations carried out by researchers on hawkers at Mandalika Beach and Aan Beach on Saturday 17 July and Sunday 18 July 2023. There are a few of the hawkers who have been interviewed who can answer questions from tourists about personal/additional information. Whereas some hawkers who can answer questions usually answer with sober words they know.

Therefore, the last type of English conversation material needed by hawkers is "Discussing prices and payment". This material is related to words and sentences that hawkers can use when discussing the price of their merchandise that hawkers will buy. Based on the results of the researcher's interviews with the hawkers, words and sentences used by hawkers when discussing with tourists regarding the price of goods that tourists will buy, such as "this bracelet/cloth/fruit costs 100/60/350". This is supported by the results of observations carried out by researchers on hawkers at Mandalika Beach and Aan Beach on Saturday 17 July and Sunday 18 July 2023. The hawkers and tourists do not have much conversation when discussing prices and buying goods. When a tourist wants to buy merchandise, they usually immediately ask the price. Next, the hawkers will immediately tell you the price of their merchandise. After that the tourists will immediately buy merchandise according to the price set by the hawkers, but there are also some tourists who bid on the price of goods before buying.

Table 3. Challenges Faced by Hawkers

No	Aspects	Challenges Faced by	Details
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		Hawkers	
1	Difficulty in Explaining Products:		
	a. Communication Challenges	Hawkers struggle with initiating conversation and providing clear product descriptions.	Many hawkers, such as hawkers A and G, face difficulties in communication and providing detailed product descriptions.
	b. Constraints in Product Explanation	Limited ability to provide comprehensive product description affects hawkers' persuasiveness in influencing tourist to make purchases.	This limitation not only hampers effective communication but also impacts their ability to persuade tourist to buy.
	c. English Language proficiency levels	Varied English comprehension levels, ranging from basic to intermediate.	Hawkers' English language comprehension ranges from intermediate to basic skill, affecting their ability to communicate effectively.
2	Language Vocabulary Constraints:		
	a. Varied Language Proficiency Levels	Hawkers have intermediate to basic English language comprehension.	Hawkers with intermediate skills can provide detailed product description, while those with basic

		skills struggle to explain product information comprehension.
b. Impact on Sales	Language constraints and vocabulary limitation affect sales in the highly competitive environment of Mandalika.	Disparities in language skill and vocabulary constraints present challenges in conveying the uniqueness of products, potentially affecting their sales performance in the highly competitive tourism setting of Mandalika.

The section unveils the crucial findings regarding the challenges and obstacles encountered by hawkers in the Mandalika Special Economic Zone when engaging in communication with foreign tourists. Our research delved deep into the multifaceted landscape of hawker-tourist interactions, aiming to identify the hurdles that hinder effective communication and impact their ability to provide excellent service. Through extensive interviews and meticulous observations, we have illuminated the various obstacles that these dedicated entrepreneurs encounter daily. These findings shed light on the intricate dynamics of cross-cultural communication and point toward vital areas for improvement. They offer valuable insights into the experiences of hawkers and present opportunities for enhancing their skills, services, and, ultimately, their economic prospects within this vibrant tourism destination.

Regarding Difficulty in Explaining Products in terms of OBSTACLES FACED BY

HAWKERS, showed Hawkers in the Mandalika Special Economic Zone encounter significant challenges when it comes to explaining their products to foreign tourists. Based on the data obtained from the interviews, there are challenges primarily attributed to their educational backgrounds. It was supported when the researcher did the observation in Mandalika and Aan Beach. Many hawkers such as hawkers A, G, and others struggle with initiating conversations with tourists and elaborating on their merchandise and frequently encounter difficulties in providing clear and detailed product descriptions. This limitation not only hinders effective communication but also impacts their ability to persuade tourists to make purchases. In the Mandalika Special Economic Zone, a diverse range of English comprehension levels is evident among the hawkers, as indicated by data gathered through interviews and observations. This variation in English proficiency often manifests as intermediate or basic skills. The researcher's on-site observations in Mandalika and Aan Beach further supported these findings. Some hawkers exhibit intermediate-level English proficiency, affording them the confidence to engage in more complex conversations and provide detailed product descriptions, enhancing their ability to connect with tourists effectively. Conversely, hawkers with basic English skills encounter challenges in articulating information about their products comprehensively. This disparity in English proficiency not only affects the clarity of communication but also has a direct bearing on their capacity to persuade tourists and, consequently, their sales opportunities in this tourist zone.

Regarding Language and Vocabulary Constraints of Hawkers in the Mandalika Special Economic Zone face notable constraints related to language and vocabulary. Interviews and on-site observations in Mandalika and Aan Beach underscore the presence of these constraints. Hawkers' language capabilities exhibit a considerable range, primarily falling into two categories: intermediate and basic proficiency levels. Hawkers with intermediate-level English proficiency tend to navigate conversations more confidently and provide detailed descriptions of their products. In contrast, those with basic English skills often struggle to articulate comprehensive information about their merchandise. This limitation not only impacts the effectiveness of their communication but also influences their ability to present product details persuasively. The disparities in language skills and vocabulary constraints present challenges in conveying the uniqueness of their offerings, potentially affecting their sales performance in the highly competitive tourism setting of Mandalika.

Discussion

The findings of this study reveal a spectrum of English proficiency levels among hawkers, encompassing intermediate and basic levels. Based on the results of the three aspects, the hawkers are at the basic and intermediate levels, namely there are 13 hawkers at the basic level based on the three aspects in finding and 7 hawkers are at the intermediate level, as discerned from interview data and observations conducted in both Mandalika and Aan Beach. These findings align with established language proficiency theories that classify individuals based on their language competence (Brown, 2007). The identified proficiency levels reflect the complexity of language acquisition within a specific context and underscore the importance of tailored communication strategies.

The variations in nonverbal communication strategies among hawkers further emphasize their adaptability in overcoming language barriers. The utilization of body language to enhance customer interactions echoes Gudykunst's theory of anxiety and uncertainty reduction, wherein individuals employ nonverbal cues to establish rapport and minimize communication apprehension (Gudykunst, 2003). This observation in Aan Beach aligns with studies on cross-cultural communication that emphasize the pivotal role of nonverbal cues in fostering understanding (Knapp & Hall, 2010).

Regarding vocabulary usage, hawkers with basic English proficiency are observed to employ a more limited vocabulary, focusing on merchandise-related terms. This phenomenon corresponds to the Comprehensible Output Hypothesis, posited by Swain (1985), which emphasizes the role of simplified language production in language learning. The observed simplification aligns with pedagogical practices that advocate for adjusting vocabulary complexity to ensure effective communication (Nation, 2006). This approach resonates with the findings from Mandalika Beach, where hawkers with lower proficiency adapt their vocabulary to facilitate clear and accessible customer interactions. In conclusion, this study highlights the multifaceted nature of English proficiency among hawkers, influencing their communication strategies and vocabulary usage. The integration of nonverbal cues and simplified language production showcases their resourcefulness in mitigating language barriers. These findings underscore the significance of context-specific communication approaches and provide insights for potential interventions to enhance hawker-customer interactions.

The findings indicate that most hawkers use basic greeting words to initiate

conversations with tourists, although they often use only a limited vocabulary. This aligns with the concept of "greeting strategies" in cross-cultural communication. Greeting is often the first step in establishing rapport and can vary significantly across cultures. The use of even a few words in the local language can create a positive impression (Gudykunst & Kim, 2003). While for "Describing Specialties" the hawkers employ various words and sentences to describe their merchandise, depending on the type of goods they sell. Some hawkers may not describe their products due to limited language skills. This relates to the principle of "adaptation in communication." Effective communication involves adapting language and communication style to suit the audience (Gudykunst & Kim, 2003). Hawkers' ability to adapt to tourists' language needs impacts their sales.

Therefore regarding "Providing Personal/Additional Information", according to the findings reveals that hawkers encounter questions about personal information from tourists, and some hawkers can answer these questions with limited vocabulary. This highlights the importance of "information-seeking communication." Tourists often seek additional information about products, services, and the people behind them. Effective information provision can enhance the overall experience (Meadow et al., 2007). Then findings reveal that pricing discussions are typically straightforward, with tourists often immediately asking for prices, and hawkers responding accordingly. This aligns with the concept of "transactional communication." In transactional interactions, communication is focused on achieving specific goals, such as completing a purchase. Clarity and efficiency are essential in such exchanges (Dainton & Zelley, 2015).

These findings highlight the importance of tailored language training and materials for hawkers in the Mandalika Special Economic Zone. Providing them with communication materials that align with their specific needs, such as greetings, product descriptions, and price negotiations, can enhance their interactions with foreign tourists and contribute to a positive experience.

The hawkers in the Mandalika Special Economic Zone encounter significant challenges when explaining their products to foreign tourists. These challenges are attributed to their educational backgrounds, which impact their ability to initiate conversations, provide clear product descriptions, and persuade tourists to make purchases. This aligns with the concept of "language proficiency as a barrier to effective communication." Limited language proficiency, often tied to educational background, can indeed hinder clear and persuasive communication (Gudykunst & Kim, 2003).

There is a wide range of English proficiency levels among hawkers, from

intermediate to basic skills. The varying proficiency levels impact their confidence in engaging in complex conversations and providing detailed product descriptions. This finding relates to the concept of "language proficiency diversity," emphasizing that not all individuals possess the same level of language skills. Such diversity can influence the effectiveness of communication in diverse contexts (Gudykunst & Kim, 2003).

How hawkers with intermediate-level English skills can engage confidently in conversations and describe their products in detail, while those with basic skills face constraints in articulating product information. This finding underscores the significance of "vocabulary proficiency" in effective communication. Limited vocabulary can indeed restrict the ability to convey product details persuasively, which is critical in the competitive tourism industry (Gudykunst & Kim, 2003).

In summary, the findings highlight the challenges hawkers face in terms of language proficiency, variability in English skills, and vocabulary constraints when communicating with foreign tourists. These challenges align with communication theories that emphasize the impact of language proficiency, diversity, and vocabulary on effective communication. Addressing these obstacles through targeted language training and support systems can help improve hawker-tourist interactions in the Mandalika Special Economic Zone.

Conclusion

In this comprehensive investigation titled "Analysis of English Needs for Hawkers in Mandalika Special Economic Zone, Central Lombok - West Nusa Tenggara," we delved into the English language requirements of hawkers operating in this prominent tourism hub. The study discerned that hawkers predominantly possess basic to intermediate English proficiency levels, impacting their ability to effectively communicate with foreign tourists. It became evident that tailored English conversation materials, including vocabulary enrichment, cultural awareness, and practical communication strategies, are paramount for bridging language barriers and enhancing the overall visitor experience. Furthermore, numerous obstacles, such as language barriers and reliance on non-verbal communication, were unveiled, emphasizing the urgency of interventions to empower hawkers with improved language skills and communication strategies.

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