

CHAPTER 1. INTRODUCTION

1.1 Background

English plays a vital role as the medium of communication in various fields because it can connect people around the world in this era. In the tourism industry, English has become one of the most valuable skills to master for providing excellent services, including handling complaints and requests. Nguyen and Truong (2025) stated that the applied disciplines, such as hospitality and tourism, depend not only on technical expertise but also on the ability to communicate effectively across languages and cultures. Thus, mastering English communication skills is important for hospitality practitioners and tourism workers in non-English-speaking countries, including Indonesia (Rasika & Sharma, 2019).

Indonesia is one of the world's most visited countries because of its rich history, architecture, and culture (Dávid et al., 2024). The number of foreign tourist visits to Indonesia through all entrances in November 2025 was 1,199,007, comprising 1,017,341 visits (84.85%) through Immigration registration and 181,666 visits (15.15%) through Mobile Positioning Data recording at border entrances (Ministry of Tourism and Creative Economy, 2025). The data showed that Indonesia is one of the world's largest tourism destinations. Despite being one of the most visited countries for vacation, Indonesia faces a barrier to the proficiency of English as a foreign language. It ranked 80th in English proficiency, with an average score of 471, and recorded the lowest score in speaking, at 447 (EF EPI, 2025). Given Indonesians' relatively low English proficiency, it is essential to assess the English proficiency of hospitality practitioners and tourism workers in Indonesia, especially those working in areas most visited by foreign tourists, such as Bali and Java.

Jember, a region in East Java, is frequently visited by foreign tourists for its world-class annual event, the Jember Fashion Carnaval (JFC). However, JFC is not the only attraction that makes Jember well-known worldwide. The city is also recognized globally for its learning community, which is committed to cultural heritage and community empowerment. The community is located in Ledokombo

Village and is therefore popular as Kampung Wisata Belajar Tanoker.

Kampung Wisata Belajar Tanoker is located on Jalan Bungur No. 73 Timur Simpang Tiga Desa Ledokombo, Kec. Ledokombo, Jember - Jawa Timur 68196. Tanoker, which means “cocoon” in the Madurese language, symbolizes transformation. As a cocoon metamorphoses into a beautiful butterfly, Tanoker aims to be a place for the people of Ledokombo Village to grow and develop. Starting as a small learning community to help villagers become productive, Kampung Wisata Belajar Tanoker has become an international tourism destination offering an educational village. It has gained some foreign visitors from several countries, such as Australia, Algeria, Taiwan, Germany, and Morocco. The highest visit is when it comes to their annual event named “Festival Egrang”, which is one of their selling points that makes Kampung Wisata Belajar Tanoker famous.

Kampung Wisata Belajar Tanoker emerges as a potential tourism destination in Jember. Based on the achievement, the writer is interested in boosting the potential of Kampung Wisata Belajar Tanoker. Therefore, the writer conducted a preliminary study through an interview with the founder of Kampung Wisata Belajar Tanoker on 13th January 2026. In the interview, the founder revealed that in addition to “Festival Egrang”, Kampung Wisata Belajar Tanoker is also developing a new program called a cooking class. In this program, the founder explained that he would like to make an innovation related to traditional delicacies in Ledokombo, such as *Teh Telang*, *Kue Lapis*, and *Nasi Biru*. He further mentioned that the cooking class had previously been attended by international tourists from Australia and Algeria. However, the culinary staff experienced difficulties explaining the cooking process and interacting with the participants in English. The writer realized there was a gap for improvement. To address this, the writer proposed a final project by producing a pocketbook as a self-learning medium to learn English speaking. This pocketbook is addressed to the culinary staff who are in charge of the cooking class program at Tanoker. The pocketbook will be a bilingual (Indonesian-English) guide designed as self-learning material for cooking classes. Furthermore, the pocketbook will offer a structured, practical breakdown of cooking topics and provide cooking vocabulary. The pocketbook will benefit the culinary staff at

Kampung Wisata Belajar Tanoker, who handle cooking classes, by improving their English-speaking skills. In the future, it will increase the selling point of Kampung Wisata Belajar Tanoker as a potential international tourism destination.

Ami and Susantini (2012, as cited in Salyani et al. 2018) stated that a pocketbook is a small book that is easy to carry and can fit in a pocket. The advantage of a pocketbook is its portability and practicality for self-learning, which can be used in one's spare time to improve speaking ability (Abdullah et al., 2021). The pocketbook also includes a comprehensive guide that makes the topic easier for the culinary staff to understand, with short, to-the-point examples.

1.2 Objective

The purpose of this final project is to create a pocketbook as a self-learning medium for the culinary staff of Kampung Wisata Belajar Tanoker to improve their English-speaking skills and to deliver vocabulary mainly used in cooking.

1.3 Significances

1.3.1 For the Writer

The writer can improve his writing and translation skills by creating a bilingual pocketbook in English and Indonesian. The writer also can train his design skills for making the pocketbook.

1.3.2 For Kampung Wisata Belajar Tanoker

The pocketbook will be useful to boost interaction with foreigners during cooking class and as a reference for future cooking classes. Additionally, it will serve as a durable reference to standardize lesson content and support planning for future classes.

1.3.3 For the Culinary Staff of Kampung Wisata Belajar Tanoker

The pocketbook can be a useful medium for self-learning to prepare the cooking class. The culinary staff can study the pocketbook before the cooking class sessions to prepare themselves. In addition, the culinary staff can use as a quick

on-site reference during classes, enabling staff to handle the cooking class smoothly.

1.3.4 For the Students of the English Study Program

This pocketbook can be used as a reference for students who will be conducting similar final projects. The writer's report provides concrete examples of project scope, research documentation, and implementation steps that English Study Program students can follow.

