

PKM Regional Development Based on Language Literacy in Supporting Edutourism in Sapen English Village

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ABSTRACT

Yogyakarta Special Region is one of the favorite tourist destinations to revisit in Indonesia. DI Yogyakarta (DIY), apart from being known as a tourist city, is also known as an education city. So currently many visitors come to travel or to gain knowledge. Currently educational tourism (Educational Tourism) is very popular in DI Yogyakarta because it supports the sustainability of the city's own vision and mission. Currently, the village that has started pioneering area-based educational tourism villages is Sapen village in Gondokusuman, DIY, which is known as Sapen English Village. Judging from the position of the region and existing potential, Sapen English Village is said to have great potential for sustainable development. This is based on the number of boarding houses (boarding houses) that have existed for a long time and are increasingly developing. Sapen Village is also surrounded by several large universities in DIY. In the community service that was carried out in 2022 in the Sapen English Village, the UNY PkM team provided assistance to the initiators and movers of the Sapen England Village regarding business management brainstorming with the initiators and movers in Puncak Becici, Dlingo Bantul. From the results of the follow-up, the initiators and movers of Sapen English Village were able to map the job descriptions of each member of their organization and also map the needs related to the business. In 2022, the community service team has also provided assistance in creating English modules for business as an initial pilot in supporting Edutourism in Sapen English Village. However, there are still many follow-up steps in developing Sapen English Village as an educational tourism area. From the results of follow-up interviews with the initiators and movers, as well as observations in the community, several obstacles were found, namely 1) the residents' English language skills are still very minimal, which is one of the basic assets of being an English village; 2) only around 21% of residents have sufficient skills in spoken English; the rest is still below the standard to support an English village. Therefore, it is very important for the community to master English on an ongoing basis to support the successful realization of Sapen English Village as a region-based educational tourism area. So that through the Community Service Program Regional Development Scheme together with 3 teams with expertise in community development, English and entrepreneurship along with 5 students in English Literature, it is hoped that they will be able to improve their mastery of English in the Sapen English Village environment and also be able to improve business management. .

Kata Kunci: Area Development; Edutourism; English village