

Speak-Co English Training for Prospective MSME in Selosari Village, Magetan

Tri Wahyuni Chasanatun, Sri Lestari ^{a)}

Elementary Teacher Education Study Program, Universitas PGRI Madiun, Madiun, Indonesia

^{a)}Corresponding Author: lestarisri@unipma.ac.id

Abstract

The training for Family Welfare Program (PKK) as potential Micro, Small Medium Enterprise (MSME) actors in Magetan is to equip women with English language competence, especially in transactional and introduction to vocabulary related to buying and selling food. Therefore, they can promote, buy, and sell products in English after participating. English language training, called Speaking-Conversation (Speak-Co) for MSMEs in Selosari Village, Magetan was carried out in August-September 2021. The training was related to introducing vocabulary, describing and promoting products, and practicing conversation about buying and selling products produced by MSMEs. The training began with providing information on language related to food, buying and selling, and s of English text about food descriptions. Then proceed with giving examples of reading English texts with the correct speech by the rules of English speech. The participants listened and imitated how to read the text correctly, practicing reading text by text. One by one, the training participants made presentations in English on describing and promoting their individual and buying and selling dialogues. During the training, participants were given examples, comments, suggestions, corrections of speech, grammar, intonation, and how to convey the material's content. After this training, MSME actors could master the related vocabulary and be confident in presenting their products, but the limitation was that 50% of them had difficulty communicating directly.

Keywords: *English workshop, MSME, Selosari, Family welfare program*

INTRODUCTION

Ministry of Cooperatives and Small and Medium Enterprises (2020) stated that there were MSME actors in Indonesia at the end of 2018; there were 64.19 million units. MSMEs contribute to the employment of around 97%, with this increasing development expected to positively contribute to efforts to overcome economic and social problems in Indonesia. One of the regions/regions that increase the number and quality of MSMEs is Magetan. A total of 125,256 MSME actors in Magetan still need to be given good training related to improving products, managing MSMEs, and other activities from the Cooperatives and Micro Enterprises Service.

One important thing to be prepared for is the English language skills of MSME actors because Magetan is also a tourist destination. English is a language that needs to be mastered by people today. All forms of information in communication tools and the majority of technology already use English. Many business people have started using English terms on the menus they serve. Some recruit workers who are not only good at making food or drinks, good looking but also can communicate well. Most MSME actors in villages still think that they only sell food, so they don't really care about how important it is to communicate well, especially speaking English. English has been something that seems neglected by some people. Expensive and challenging, this image is very attached to them. However, learning English is not as easy as reading and writing. It takes readiness of intention and also perseverance in the learning process. In addition, it is necessary to get used to being used every day, either by reading or talking to other people who also understand English. It is in line with Awang (2012) that the training is also vitally important, as it will increase the worth of both the staff and the establishment, particularly when dealing with foreign guests.

Selosari Village is one of the villages in Magetan city, one of the future programs is "Kampung Inggris" The local village head designed this "Kampung Inggris" program in 2020, it's just that it was constrained by the COVID 19 pandemic. Thus, speaking training needs to be carried out to MSME actors in Selosari Village, Magetan District, to support the "English Village"

program. MSME actors can practice starting from the introduction of buying and selling vocabulary, greetings, and also the practice of offering merchandise using English.

After the Community services program (Speak-Conversation) is completed, in the following year, intensive assistance and monitoring of the implementation of the use of English by MSME actors will be carried out so that trainers and participants can analyze the program performance for weaknesses to ensure the sustainability of the program in the future.

METHOD

The implementation of Speak&Conversation (SpeakCo) training for MSME actors in the Selosari village, Magetan sub-district, Magetan district, East Java, was carried out from August - September 2021. The number of participants who took part in this activity was 15 people. This training method includes vocabulary drilling, presentation practice promoting products, and buying and selling in English. The series of mentoring/training activities are:

1. Preparation

At the planning stage, the team divides the tasks for each member. These include: 1) Making virtual backgrounds for activities at google meet, 2) arranging SpeakCo pocket books, 3) drafting MoA, and 4) discussing time for workshop activities.

2. Program Material Preparation

Coordination with the Chairperson of the PKK Selosari Magetan Village
Before implementing the training, The team from the Community services of Universitas PGRI Madiun first asked permission from the head of the Selosari Magetan PKK village to hold this training activity. After that, the head of the Family Welfare Program of Magetan Village appointed a group of MSMEs in the Selosari village. The number of participants who participated in this training activity was 15 females.

3. Program implementation

After the SpeakCo training is carried out, it is hoped that MSME actors will know how to pronounce vocabulary, practice presentations to promote products, and buy and sell in English.

RESULTS AND DISCUSSION

Speak-Coversation (Speak-Co) English training for MSME actors has been carried out and is continuing in mentoring activities which are carried out every first week of every month. SpeakCo training activities have been carried out for eight meetings. The following is a series of training activities that the Community services team has carried out.

Socialization of the Program

The team carries out the socialization of the program. During the program socialization, the team explained the objectives of the training activities to be carried out. In the socialization of the program, the team explained things that needed to be prepared by the SpeakCo training participants, including the following: (1) the google meet application that must be installed on a cellphone or laptop, (2) discussing the timing of the training activities, (3) Presentation materials in each meeting, and (4) an agreement on the implementation of offline mentoring.

Implementation of Program

The training activity starts from August – September 2021. The number of participants who participate in this activity is 15 out of a quota of 20 people. The event began with a speech from the head of the Selosari village PKK, a presentation of material about the google meet, and schedule coordination.

The implementation of the SpeakCo training was carried out online due to the pandemic, which has not made it possible to meet face-to-face with training participants. Also, the head of Selosari village had not permitted to meet face-to-face with participants. The first material is the introduction of the google meet application.

The training activities were divided into several meetings, where each session was divided into two activities, namely learning vocabulary and mentoring speaking/conversation practices

according to the theme. This training activity has four themes: vocabulary, presentation practice promoting products and buying and selling in English.

Community Services activities, SpeakCo training for MSME actors in the Selosari Magetan village began with getting acquainted with google meet. Considering that not all participants can use/operate this application. Therefore, so that the delivery of materials and training activities can run smoothly, the trainers team needs to introduce what is on google meet, especially on/off camera and audio, as well as a chat box that can be used for questions and answers. For schedule coordination and training using Google Meet, it will be held on Sunday, August 8, 2021.

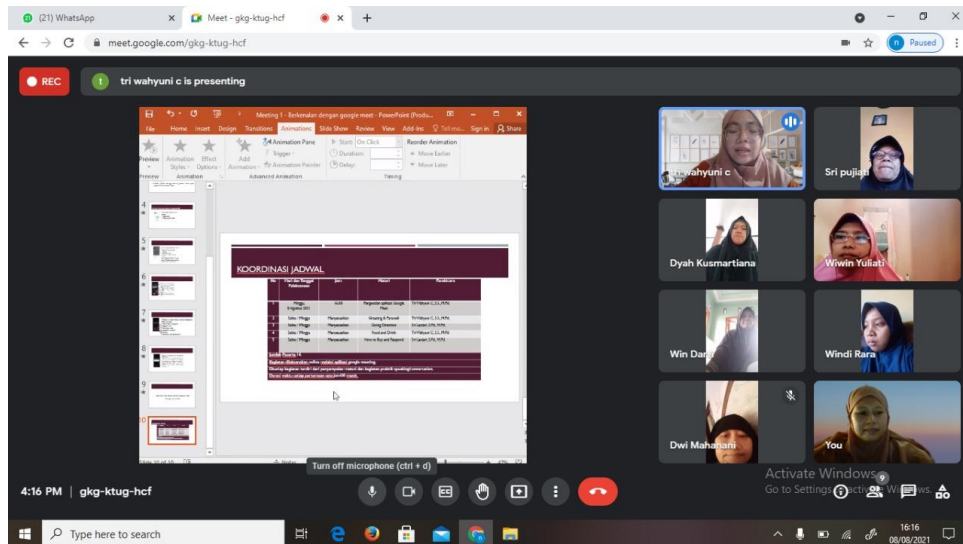


Figure 1. Schedule of coordination and introduction of the google meet app

After the schedule agreement, the next day began with the delivery of the second material, the obstacles faced had started to appear, namely because the activities were carried out during several meetings and also online, some participants did not join the google meet. In accordance with the agreed schedule, the first material discussed was vocabulary with the theme of greeting and farewell. In the greeting and farewell material, participants were trained how to greet by practicing listening (listening), understanding the meaning (meaning) and repeating (repeat). Similar to what has been done by Sinaga (2020) that the teacher asks participants to listen (listening), write down the meaning (thinking), and write (writing). This is done so that participants practice and still remember the conversation material.

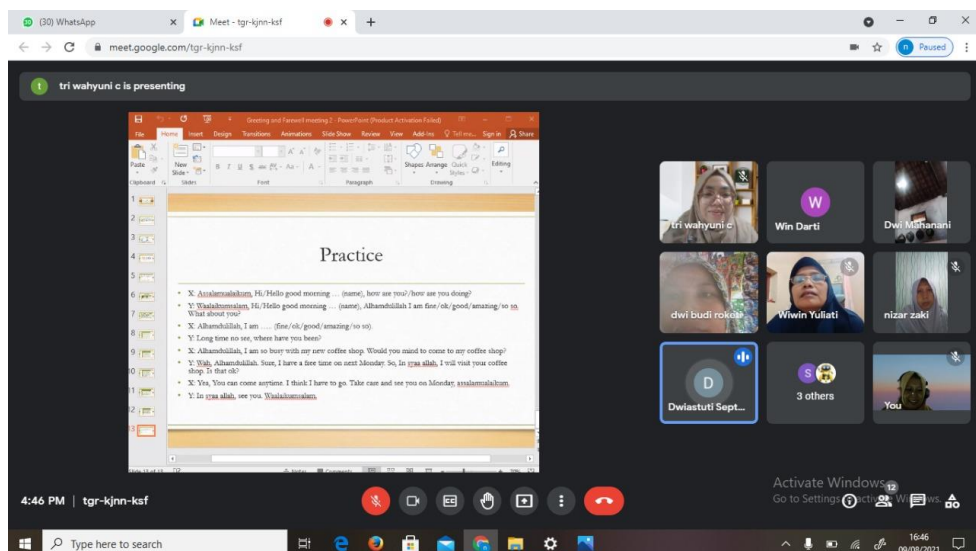


Figure 2. Greeting dan Farewell

The training activities held on Monday, August 9, 2021, 16.00 – 17.00. the activity began with a discussion about vocabulary/vocabulary then continues with conversational practice. The second training activity is still being carried out online using the Google Meet application. The theme for the PKM training activities on the third day was giving direction and public places. This activity will be held on Tuesday, August 10, 2021.

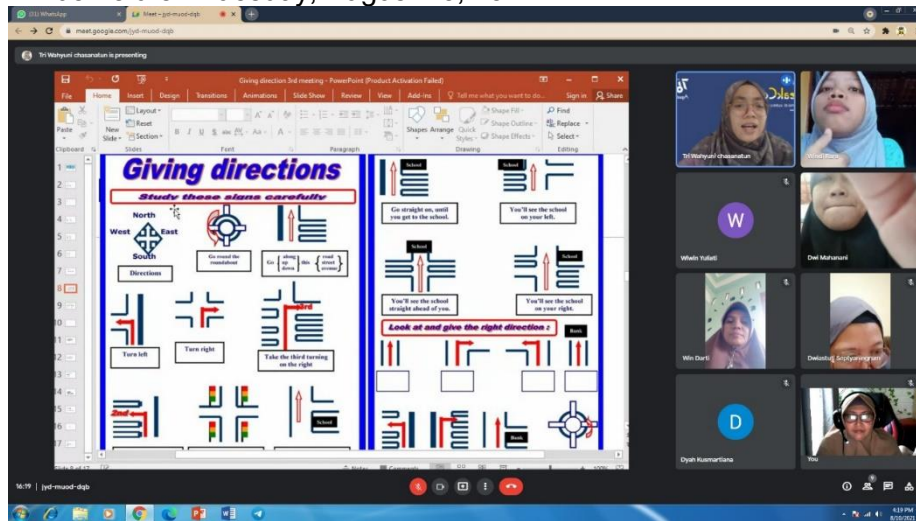


Figure 3. Giving Direction

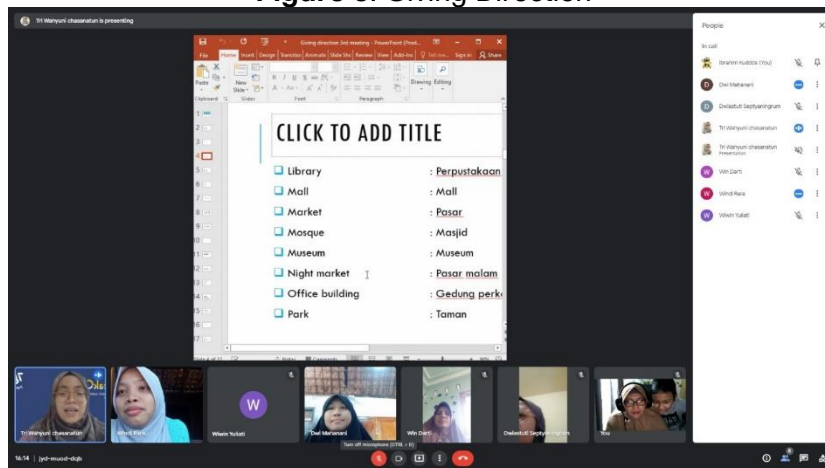


Figure 4. Public Places

The next meeting was to discuss food and drink material. On this theme, the team and the participants agreed to continue to hold training, but it was discussed in the WA group. The theme for this fourth meeting is vocabulary and conversational practice with the theme of food and drink.



Figure 5. Food and Drink discussion

The presenters for this theme, have recorded the material to be delivered first, then uploaded it on the speaker's youtube and distributed the explanation video link on the WA group. Material link https://youtu.be/7jg_RDjhWjk. Not only material links, practical activities are also being carried out. That is by asking participants to practice the conversation that has been provided by the presenter which is then reported in the form of a voice recorder. Where practical activities for this theme must be carried out with the customer/participant's family.

At the mentoring stage, the TIM has not directly carried out activities at the MSME location, but it is scheduled for offline meetings. This activity was held on September 4, 2021. On this occasion, the Selosari village facilitated the trainers to hold an outdoor training event. Namely, located at the PPKM Post / Substation. The material presented at this meeting was How to buy and Respond. In this mentoring activity, it was focused on the participants' speaking ability to mention prices, as well as conversation practices about how to buy and give response, identify the price and bargain process of products.



Figure 6. Offline training theme How to buy and Respond



Figure 7. Offline training theme How to buy and Respond

Similar with online activities, offline activities in the SpeakCo training also began with strengthening material on vocabulary and then continue with conversation activities. From this series of activities, the chairman of the PKK in the Selosari village, wants this activity to be a routine activity for MSME actors which can be carried out every Saturday in the first week of each month.

As a continuation of the material, trainers continued to deliver in the material on September 18, 2021, which was carried out online using the google meet application. The theme discussed at the meeting was traditional food



Figure 8. Traditional food topic

The SpeakCo training for MSME actors in Selosari village, especially in RT.03/RW.01 Selosari Magetan, produced several good impacts, including: (1) MSME actors who initially could not operate and knew what the Google Meet application was, after this training they can already operate and also know this application; (2) from the material presented, MSME actors, the majority of whom are mothers, are able to recall what they have learned in school or college, namely vocabulary/vocabulary in English; (3) before the training, MSME actors still had difficulty pronouncing or in other words they were still lacking in pronunciation practice, but after this training they were approximately 50% able to pronounce word for word well; (3) in addition to improving IT and English skills, the confidence of these MSMEs has also improved. This is evidenced in every activity of reading/drilling vocabulary and also practice of conversation/conversation, they have always confidently tried to be the first in every activity. Roestiyah (2001) said that in training process, it is better to use the appropriate method to achieve maximum training results.

This is in line with Makrifah, et al (2020) that English training for Family Welfare Program members can be carried out with simple training such as vocabulary, phrases, and sentences used in daily life. As a follow-up effort to the SpeakCo training activities, the Team also distributed evaluation forms given to participants. With the following results:

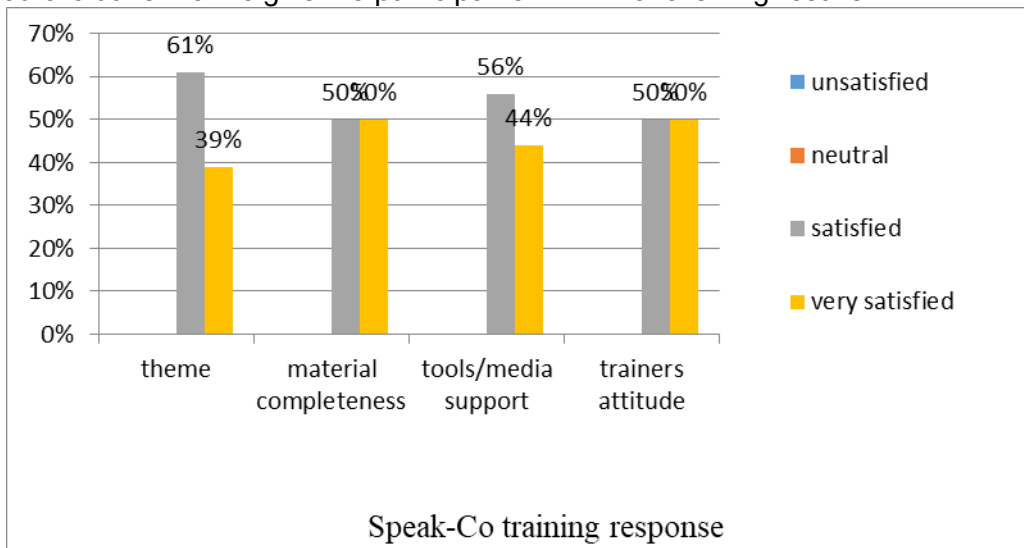


Figure 1. Participants' response

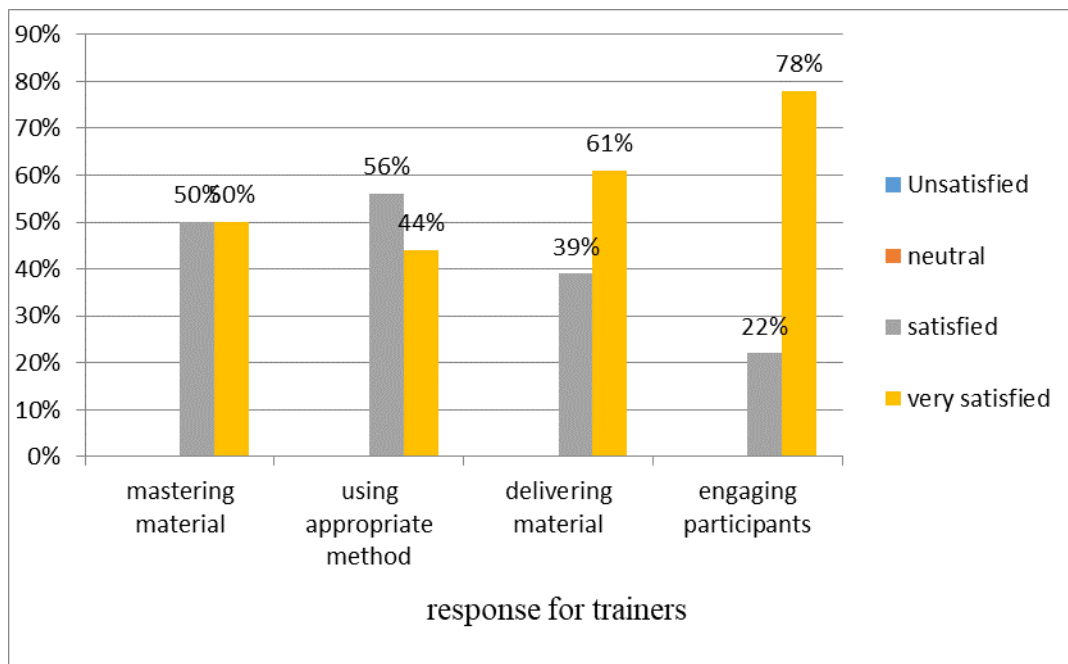


Figure 2. Response for trainers

Based on the results of filling out the questionnaire above, it can be concluded that the SpeakCO training participants wrote positive comments in the questionnaire. The following are positive comments if conclusions are drawn:

1. This training benefits prospective MSME actors and adds insight into the description and promotion of food and beverage products.
2. The material delivered by the trainer is very interactive, and the assistance is quite good.

It is in line with the results of community service by Agustina et al. (2019) that providing training to participants had positively impacted their enthusiastic response because they needed the material. Also, Nithitwaraphakun, (2018) stated that the growth of English for OTOP

entrepreneurs based on their needs for English skills can increase their English ability, self-confidence, and motivation, as a whole.

The advice the Speakco trainees gave is almost entirely exact, namely timing. The time given is not enough to master all the tutorials given. So, it is hoped that this training will continue again. Additionally, the internet connection that is still inadequate is an obstacle in this training.

CONCLUSIONS AND RECOMMENDATIONS

The MSME actors actively participate in training activities and apply what they have obtained when carrying out buying and selling transactions, greeting, showing directions, and mentioning the names of foods and spices. The Selosari Village provided a place and some assistance/training needs. The series of mentoring/training activities are as follows: (1) Strengthening of English material, (2) Training on pronunciation and conversation (practice), and continued (3) Discussion and reflection on activities.

English language training for MSMEs in Selosari Village, Magetan was carried out in August-September 2021. The training was provided in the form of vocabulary introduction exercises, pronunciation, describing and promoting products, and informal activities about buying and selling products produced by MSMEs. The training begins with information on vocabulary related to food, buying and selling, and examples of English text about food descriptions. Then proceed with giving examples of reading English texts with the correct speech by the rules of English speech. The participants listened and imitated how to read the text correctly, practicing reading text by text. One by one, the training participants made presentations on describing and promoting their products individually and buying and selling dialogues in English. During the training, participants were given examples, comments, suggestions, speech corrections, grammar, intonation, and how to convey the material's content. After this training was carried out, MSME actors could master the related vocabulary and be confident in presenting their products, but it was still difficult to communicate directly.

ACKNOWLEDGMENTS

We express our gratitude to Allah Subhanahu Wa Ta'ala, because for the facilities provided so that this Community Service can run smoothly. This community service can be carried out well with the support financial support or grant from LPPM Universitas PGRI Madiun in 2021.

REFERENCES

- Aziz, Y. A., Awang, K. W., & Zaiton, S. (2012). Challenges faced by micro, small, and medium lodgings in Kelantan, Malaysia. *International Journal of Economics and Management*, 6(1), 167-190.
- Agustina, E., Rohmah, A., & Kuspiyah, H. R. (2019). Pendampingan Bimbingan Belajar Bahasa Inggris dan Bakti Sosial di Yayasan Pendidikan dan Sosial Roudlotut Thullab. *Jurnal Indonesia Mengabdi*, 1(1), 1-5.
- Makrifah, I. A., Rofi'ah, S., & Widiarini, W. (2020). Pelatihan Berbahasa Inggris bagi Ibu-Ibu PKK Desa Gaprang Kecamatan Kanigoro Blitar sebagai Strategi Pendampingan Anak Berbahasa Inggris Sejak Dini. *Jurnal Pengabdian dan Pemberdayaan Nusantara (JPPNu)*, 2(2), 130-134.
- Nithitwaraphakun, K. (2018). Development of English Training Course for One Tambon (Village) One Product (OTOP) Entrepreneurs. *Research Journal Phranakhon Rajabhat: Social Sciences and Humanity*, 13(1), 56-70.
- Roestiyah NK., (2001). Strategi Belajar Mengajar, Jakarta: Rineka Cipta
- Sinaga, J. B. (2020). Pendampingan pengenalan bahasa inggris yang menyenangkan (fun learning) kepada anak usia dini dengan menggunakan model pembelajaran Itw (listening, thinking, writing) di kampung cunting. *Minda Baharu*, 4(1), 1-10.