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Exploring an Entrepreneurial Prospective of English Language to Promote Muaro Jambi Temple, Jambi Province, Indonesia

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Abstrak

Penelitian ini bertujuan untuk menggali potensi bahasa Inggris sebagai alat komunikasi bagi masyarakat lokal untuk belajar dalam mempromosikan candi Muaro Jambi sebagai tujuan wisata dunia dan memenuhi daya saing pariwisata nasional dan global. Penelitian dan Pengembangan dengan model ADDIE digunakan. Model ADDIE dianggap tepat karena model ini mencakup rangkaian kegiatan atau skema pengembangan yang sistematis dan terukur. Hasilnya mengungkapkan tiga skema prospektif bahasa Inggris yang dibutuhkan oleh masyarakat setempat untuk mendukung Candi Muaro Jambi. Mereka adalah pembicaraan harian tentang pelatihan bahasa Inggris untuk masyarakat lokal, pemanfaatan teknologi untuk publikasi dan promosi wisata, dan Instruksi pemandu wisata bahasa Inggris. Diharapkan hasil ini akan mempercepat pengembangan Candi Muaro Jambi untuk dipromosikan dengan baik dan selanjutnya disarankan untuk mengeksplorasi lebih banyak tentang pandangan lain agar Candi Muaro Jambi menjadi terkenal ke seluruh negara di dunia..

Kata kunci: Prospek bahasa inggris, wisata candi muaro jambi, prospek wirausaha, penelitian dan pengembangan, teknologi pendidikan, augmented reality

Abstract

This study aims to explore the potentiality of English language, as a tool of communication, for local communities to be learn in promoting Muaro Jambi temple as a tourist destination to the world and meet the national and global tourism competitiveness. Research and Development with ADDIE model is used. The ADDIE model is considered appropriate because this model includes a series of development of systematical and measurable activities or schemes. The result reveals three prospective schemes of English language needed by local people to endorse Candi Muaro Jambi. They are daily talk of English language training for local communities, technological utilization for tourist publication and promotion, and English tour guiding Instruction. It is expected these outcomes can accelerate the development of Candi Muaro Jambi to be well-promoted and it is further recommended to explore more about other outlooks of Candi Muaro Jambi to be famous to all over the countries around the world.

Keywords: English language prospective, muaro Jambi temple tourism, **entrepreneurial prospective**, **research and development**, educational technology, augmented reality

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1. INTRODUCTION

Cultural heritage is viewed as a collection of information that people follow throughout their lives and contribute to accumulating, developing, and enriching with new syntheses in order to maintain its continuity and pass it on to future generations. It serves as an example of the human condition in the face of life and serves as evidence of it (Cankaya 2006). With its portrayal of ideals that have endured from the past to the present, cultural heritage represents the qualities of a historical document. Studies stress the significance and necessity of preserving this heritage in order to maintain cultural continuity across history. The preservation of cultural heritage is a sign of civilization as well as a way to fortify societal bonds between people and encourage a respect for the habitational environment. A society can only be considered civilized to the extent that it preserves the artifacts of earlier

civilizations on the land it inhabits and gives them the opportunity to relive their former lives (Tapan 2014).

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Many of our cultural assets have already been lost, and they are currently not protected in a sufficient way including Muaro Jambi Temple which is seen as the largest Buddhist temple complex in Southeast Asia. Historically, the restoration of the archaeological remains of this Muaro Jambi Temple complex is the largest cultural tourism potential in Indonesia and Southeast Asia with an area of 3,981 hectares. As the Memorandum of Understanding for the Preservation of the Muaro Jambi National Cultural Heritage Area was signed between the central and regional governments in September 2021 to restore the Muaro Jambi Temple.

Moreover, the results of analysis in the field found that the management of this area has not been optimal as a tourist area in both spatial and non-spatial terms, despite being one of the most popular cultural tourism destinations in Jambi Province, particularly Muaro Jambi Regency, where the increase in visitors is not as significant from year to year from both local and foreign tourists. The non-spatial side of tourism development includes the provision of lodging facilities, gift shops, restaurants, regional arts, promotional media, and other aspects related to the development of tourism. The spatial side of tourism development includes infrastructure, transportation, accommodations, and supporting facilities for tourist areas. While there is considerable potential for this area to be developed in order to raise regional income as well as the income of the rural communities nearby. This condition is obviously the responsibility of stakeholders, local government and community leaders associated with the development of the Muaro Jambi Temple tourism area. (Zulfanetti, Z., Heriberta, H., & Umiyati; 2021).

Since, there had been no studies related to the existence of a Cultural Conservation Area Management Agency of Muaro Jambi Temple, thus the government takes a seriousness in developing cultural heritage, especially in terms of its protection, development and utilization. In addition, the importance of synergy and coordination between the central and regional governments is necessary to make the Muaro Jambi Temple become sustainable, and can provide benefits for the benefit of the community, including in the context of education and the economy. Besides, there is a need for narratives from cultural experts and archaeologists who are equipped with the right curriculum for the benefit of cultural heritage tourism as a guide for tourists who will come to Muaro Jambi Temple," (Kompas, 2022)

Numerous researches have been done on the factors that prevent effective conservation from occurring at the desired level. For instance, Tapan (2014) relates it to social and economic distortions, poor urban planning decisions, a lack of public knowledge of this particular issue, a lack of inspection, and poor implementation decisions. According to Tunçer (2017), our values are being destroyed because of issues like a lack of social awareness for the preservation of the historical and cultural environment, rapid urbanization, an increase in land value, improper zoning planning, inadequacy in the economy, a lack of resources to protect and restore the environment, a lack of education, and the exploitation of specific areas for tourism. The necessity of education in terms of cultural heritage protection is the theme that is most consistently highlighted throughout all the research. İSLAMOĞLU, Ö. (2018)

6 Culture is passed down through education, which is accomplished by passing down preservation practices from one generation to the next. Education and social transformation may be significantly impacted by cultures. Culture is the social evolution of any social character. The primary purpose of education is to pass on cultural heritage to future generations. Mathews, S. M., & Savarimuthu, A. (2020). One of the solutions provided is by involving some multimodalities such as sight, sound, print, images, video, music, and so on, that produce meaning in any given message as a bridge between education and the promotion of cultural heritage into one (Kress and van Leeuwen, 1996; Van Leeuwen, T, 2015 Van Leeuwen, T.(2021). This study focused on some activities, mode and media in promoting Muaro Jambi Temple and further in the emphasis on educational technology. The goal of the current contribution is to investigate the useful applications of digital technology for carrying out educational and awareness-raising interventions in the sphere of cultural heritage. It is an effort to emphasize the importance of bringing Educational Technology's tools and methods into contact with Cultural Heritage Education, two sectors that have not yet significantly interacted. In contrast, by adopting a methodological perspective, the paper investigates the pedagogical impact that may result from utilizing the potential of both technological tools and the related new educational models and approaches in the field of cultural heritage education. 3

The paper aims to move beyond the notion that technology is a priceless means of offering closer/better view and easier access to cultural heritage artifacts. Although ICT are increasingly used in this field (Veltman, K.H;2005) for producing large archives of materials (Politou, E.A., Pavlidis, G.P., Chamzas, C; 2004 and Meyer, É., Grussenmeyer, P., Perrin, J.P., Durand, A., Drap, P.A; 2007), for supporting scientific research, and for encouraging the maintenance/preservation of cultural heritage artifacts (Chassagne, P., Bou-Saïd, E., Ceccotti, A., Jullien, J.F., Togni, M; 2007) and Townsend, J., Cappitelli, F., Toniolo, L; 2007), it seems that the use of ICT has not yet sufficiently affected the education system. In fact, ICT are now recognized as suitable tools for renewing and enhancing education, even in the complex and multifaceted sector of Cultural Heritage (Branchesi, L;2006). That is to say, ICT are still viewed as instruments for seeing cultural heritage artifacts rather than as ways to educate oneself about them. From this viewpoint, "Educational Technology," The field of cultural heritage education, which deals with the definition of models and methods for creating efficient learning actions with the aid of ICT, has not yet been in close contact with it. Ott, M., & Pozzi, F. (2008).

The Muaro Jambi Temple Complex is the largest temple complex on the island of Sumatra, and it is one of the nation's strategic areas for tourism. However, religious tourism hasn't been promoted to its full potential because it's still a sensitive topic and there isn't enough empirical data to use as a foundation for its growth. Furthermore, the area's tourist growth is still in its early phases, which means that a number of development-related problems are found, most of which are brought on by a lack of serious attention by local government. Therefore, study into the strategy for marketing the Muaro Jambi temple as a religious tourist site is essential to maintaining tourism that respects authenticity and purity. Through this study, it might answer a big question "How those English Language Program might enhance the development of Candi Muaro Jambi and local wisdom and socio-cultural characteristics of the community at Muaro Jambi ? It is hoped the finding might be the best alternative and resolution.

Tourism Community Empowerment

Awareness and ability to explore, maintain, and improve the welfare of the community itself (Maryani & Nainggolan, 2019). The process of community empowerment in relation to the development of tourism can be done in various ways, such as empowering

the community which emphasizes the process of giving or transferring some of the strength, power or ability to the community.

The establishment of a tourism is also an effort to empower the community to maintain and develop tourism in the area as well as to improve the position and role of the community as an important subject in tourism development. In line with this, tourism is formed to empower the community to be acted as direct actors to increase a readiness and concern in addressing tourism potential or tourist attraction. It brings the opportunities and readiness to capture the benefits to be developed from tourism activities to improve welfare. Furthermore, the function of empowering the tourism is to directly educate the public on awareness of the potential for tourism in tourist destinations and as an element of partnership for both the provincial government and local government (district/city) in an effort to realize and develop tourism in the region.

The Tourism Development of Candi Muaro Jambi

One of the villages that has now become a tourist destination is Muara Jambi. This village is interesting to study because of its rural history. The residents of Muara Jambi Village are able to drive the tourism sector which replaces the agrarian style of their village in the previous period. They raise the potential of the existing village as a tourism icon in the future so that various types of tourism appear, all of which are based on local culture, ranging from religious tourism, historical tourism, cultural tourism, culinary tourism, and nature tourism. All the traditional characteristics and traits that exist in Muaro Jambi Village ranging from traditions, customs, to culture are used as strengths to highlight the tourism sector.

Based on a local culture, In 2017 Muaro Jambi Regency began to turn into a tourism destination. It one of the world's tourist destinations which is generally open to local and national tourists. As a result of that, the local residents are centered and dependent on the tourism sector. This is very interesting to see further about Muaro Jambi Village as a tourist attraction.

Technological Utilization in Promoting Candi Muaro Jambi

By taking the advantage of technological development nowadays, Candi Muaro Jambi can be exposed both locally and internationally. The application of Augmented Reality (AR) is one way to send information to all over the world about Candi Muaro Jambi as interesting place to visit. This application is one of technological devices that combine two or three dimensional virtual objects into a real three-dimensional environment. More interestingly, the Augmented Reality (AR) can bring up holographic characters that blend with the real world. It is also seen as a medium to share information quickly and easily that can increase the flow of information in all aspect of life, including in the tourism sector.

Furthermore. The Augmented reality application contains various functions, either for interaction or display. In line with this, Ward (2012) argues that augmented reality can be used to display museum maps showing different works, this allows visitors to follow the map of the location and this system combines the real world and computer graphics. Husni and Rokhmat (2008) also notes that the purpose of Augmented Reality is to add real-world understanding and information since it takes the real world as a basis and combines several technologies by adding contextual data, so that one's understanding becomes clearer. Augmented Reality technology is also one of the breakthroughs used recently in the field of tourism.

2. METHODS

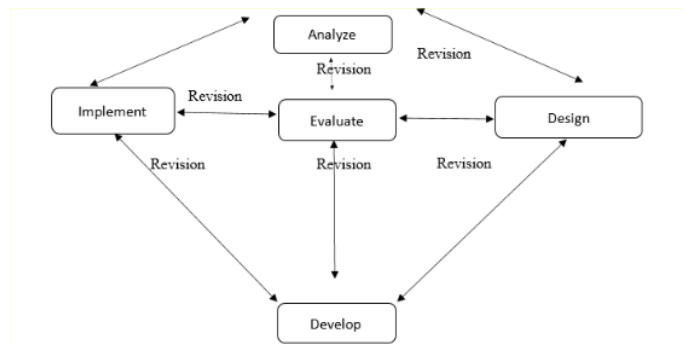
Research Design

The purpose of this study is to develop learning model to be implemented to promote a tourist destination of Candi muaro jambi as one of the cultural heritage in Jambi. Therefore, Research and Development with ADDIE model is used. The ADDIE model is considered appropriate because this model includes a series of development of systematical and measurable activities or schemes.

Research Procedures

This research uses the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). This model is in accordance with the ultimate goal, namely in the form of a learning model product. Each phase of the ADDIE model produces certain products that are tailored to the research objectives. The following diagram illustrates the flow of R & D research using the ADDIE model:

Diagram 3.1. ADDIE model



(Kilbane & Milman, 2014)

The R & D research steps are as follows:

1. Analysis Phase: At this stage, our team will analyze the learning objectives to be achieved in the Village Development MBKM. This objective will become the basis for the preparation of the course and its learning outcomes and the number of credits that will be charged for each course. This analysis was carried out after obtaining information in the form of documents about the potential of the villages we would target. The analysis is also based on data in the form of interviews with the village head, village officials, and several local villagers.
2. Design Stage: At this stage, our team will start designing courses that can be converted to the English Language Education study program. We will also design what activities our students might be able to carry out in the field later whose weight is equivalent to the courses that have been adjusted. This includes the number of learning hours in a week as well as the form of achievement that must be completed by students. This design is a field learning design for students who take part in this program.
3. Development Stage: At this stage we will produce a product in the form of a complete one semester learning kit which contains activities that must be completed by students of our study program who take part in activities in the village from the first week to the last week. The product will be used as a guide in implementing the learning model to build a village.

4. Implementation Phase: At this stage the products that were produced in the previous stage were tested in the first batch of the program to build this village. The trial was carried out by evaluating student work during the program and identifying deficiencies in the product being tested. The results will be analyzed and then corrected so that the product in the form of this learning model can be better.

5. Evaluation Stage: This is the final stage in the form of a thorough assessment of the learning model that has been implemented in one semester. Opinions and suggestions from various parties will be input to make this product more applicable. The parties involved included village officials, program participant students and field assistant lecturers.

Research Site and Participant

This research involved several related parties, namely the local community where the program was implemented, 5 semester 5 students of the English Language Education Study Program, and also several lecturers who had taught courses related to this village development program. While the place of research is the village of Muaro Jambi Temple. Kec Maro Sebo. Muaro Jambi Regency.

Research Instruments

There are three main research instruments, the fifth semester course documents of the English Study Program, field survey and interview.

Data Analysis

Data obtained from the results of document analysis, FGD (Focus Group Discussion), expert validation, and group trials. First, data from FGDs and document analysis are used for analysing the needs of the preparation of the Module and Pocket Book. Second, the data from the validation and test results group trials are used to revise the modules and pocket book. In general, data were analysed based on qualitative methods, which are compiled based on appropriate themes to describe the general trend

3. RESULTS AND DISCUSSION

Results

The activity was firstly carried out by conducting field observations to recognize the environment in Candi Muaro Jambi and talk casually with local community, visitors and the Head of Village (Kepala Dusun). It aims to gather more initial information for need analysis to identify and design a model of MBKM schemes.

The finding reveals three major schemes as followed:

1. English Training for Daily Talk and Communication

In general, this English language training is conducted to assist local communities to improve their English language skills. This is necessary to introduce their local cultural heritage nationally and internationally. This training was attended by 14 participants with different occupational backgrounds and was carried out for three meetings with intensive training methods by students of the English study program who joined the MBKM activities.

The training was carried out at the village hall which lasted about 120 minutes per meeting. From this English Language Training activity, the team and students succeeded in making the output of the activity in the form of a teaching module which is useful to promote Candi Muaro Jambi and. More interestingly, this module will be uploaded on the website so that it can be widely accessed and printed in the form of a

book that can be used as an additional reference on preserving the cultural heritage of the Candi Muaro Jambi.

2. English Training for Tour Guide

From the results of interview with the local people around candi Muaro Jambi, it was found that they find difficulties in providing services to local and foreign visitors. To respond this, it is urgently needed to conduct tour guide training for the local community by using English. In this activity, Researchers and team decided to design activities that might help them to improve their skill of English for tour guide. To help them, it is also designed a Pocket Book which consists of 9 topic presented during the training ; (nice to meet you, welcoming tourist, introduction to yourself and others, describing the site and items, showing direction, telling rules, price, offering, selling, and bargaining, saying farwell). The material in this pocket book also contains a barcode (Bar Code) that can be used as a guide for them if they want to learn it independently.

Furthermore, the pocket book contains several aspects such as:

- Examples of sentences or phrases for tour guide when they interact with foreign tourists.
- Casual conversations when they serve foreign tourists.
- Barcode (bar code) located in each sample conversation in the pocket book. This barcode is provided to make it easier for participants to practice pronunciation in English. Participants can scan the barcode (bar code) and will be directed to a learning video in the form of a conversation uploaded to website of English Study program.

The pocket book also contains material that is relevant to the research issue such as welcoming tourist (how to welcome and part with tourists using English), Introduction yourself and other (how to introduce yourself and people around you using English), describing the site and items (how to explain surrounding objects such as the history of the temple and how to explain goods and services using English), showing direction (how to show directions using English), telling rules (how to explain the rules that apply around the temple using English). From the results of this activity, the team and students succeeded in making the output of the activity in the form of a Travel Guide Pocket Book, which is expected to be useful for training participants and other communities. This pocket book was printed and also distributed to the trainees.

3. The Application of Augmented Reality

The design of the Augmented Reality video begins with a discussion with the experts to identify the theme of the video designed as a tourism promotion product to attract local and foreign tourists. The target of making the promotional video for the tourism is Candi Muaro Jambi located in Maro Sebo, which is one of the cultural tourism destinations in Jambi Province.

Before designing the video, teams were introduced regarding how to operate, shooting techniques, editing, video promotion, and how to prepare a good and correct story board.

The video contains about humans, nature, and historical sites in Muaro Jambi Temple. The following is a series of story boards that have been designed together during the FGD process:

- Opening Screen, consists of
Betel nut statue video – Drone

Governor's Office Videos – Drones

Keris Monument Video – Drone

Video Batang Hari Drone River with Voice over which tells the length of the river

Gentala Arasi Focus Video, Tanggo Rajo (Ancol)

Short video of life in Tanggo Rajo, fishermen, motorcycle taxis and surrounding areas who make the Batang Hari River as a source of human life

- Video Content

Video of Muaro Jambi Temple with voice over about the history and other functions of the Muaro Jambi temple

Video Cultural Activities with voice over which tells what cultural activities are often held at the Muaro Jambi temple every year

Video Visitors/bike rides, picnics, and more. Transition with voice over video Community Activities in the Muaro Jambi Temple area that tell the source of their lives and focus on the community who work as administrators of the Muaro Jambi temple and food and souvenir traders around.

The output of this activity is a promotional video for Candi Muaro Jambi uploaded on several social media platforms such as YouTube, Instagram, and the Website. It is expected to provoke local and foreign tourists to visit as well as attract tourists' attention to the cultural site of Candi Muaro Jambi. Furthermore, students of MBKM are also given the opportunity to do best practice on nature shooting skills. This activity takes place in the Kayu Aro Tourism area, Kerinci Regency that lasts for 3 days which takes nature photography conducted at several tourist sites by students as well as making tourism promotional videos through natural cultural reserves.

Discussion

Development initiatives are necessary for successful tourism promotion. Development in the tourist sector is therefore seen as being a crucial part of the sector. One example of how the government exhibits its efforts to maximize tourism growth by serving as a facilitator of tourism policy is the creation of a National Tourist Strategic Area as a type of tourism development initiatives in areas deemed promising and practicable for development.

The Muaro Jambi Temple Complex is the largest temple complex on the island of Sumatra, and it is one of the nation's strategic areas for tourism. However, religious tourism hasn't been promoted to its full potential because it's still a sensitive topic and there isn't enough empirical data to use as a foundation for its growth. Therefore, study into the strategy for marketing the Muaro Jambi temple as a religious tourist site is essential to maintaining tourism that respects authenticity and purity.

Numerous experts have investigated the development of the Muaro Jambi Temple. The growth plan for the Muaro Jambi Temple is highlighted in Ophelia, Suryasih's (2019) article as religious tourism. The findings indicate that tourist development in this region is still in its early stages, and as a result, issues with numerous development-related issues are discovered, the majority of which are brought on by a lack of stakeholder synergy. Therefore, it is anticipated of all parties involved to strengthen their synergy and cooperation for the sake of the development of religious tourism at the Muaro Jambi temple.

Along these lines, Andra and Syarifudin (2020) assert that the Muaro Jambi District Government has arranged for the Cultural Heritage Conservation Management Group's performance at the Muaro Jambi temple complex to be recognized legally. The Muaro Jambi temple complex is used as a premier tourist destination that must be protected and preserved

by all citizens, particularly the Muaro Sebo District society of Muaro Jambi Regency. They also mention that there was a lack of understanding among the local population on the need to maintain and care for these temple sites as a barrier to effectively regulating the use of this temple complex. Therefore, maintaining and raising community awareness of the need to protect this temple site requires considerable work.

This study examines some theories for how the Muaro Jambi Temple might emerge through diverse scientific endeavors as part of an institutional attempt to provide accountable contributions. In particular, it has also been deemed essential to employ technology to promote the Muaro Jambi Temple. Moreover, this study may help Muaro Jambi's regional development advance more quickly, contribute significantly to the village's preservation and tourism potential, and enhance the standard of living for Muaro Jambi's residents

4. CONCLUSION

Some multimodalities applied in some activities used in promoting Muaro Jambi temple as tourist destination. They were the daily talk of English language training for local communities, technological utilization for tourist publication and promotion, and English tour guiding Instruction. With the aid of multimodality, inventory of the actions, materials, and artifacts individuals communicate with can be created, as well as lists of the semiotic resources, organizing ideas, and cultural allusions that each mode makes available to people at certain times and locations. In specifically the design of ICT (Augmented reality) provides some benefits in promoting Muaro Jambi Temple as one of the culutral heritage in Indonesia. One technique to spread the word about Candi Muaro Jambi as an interesting place to visit is through the use of augmented reality (RA). This research activity is a real action as a form of concern for the preservation of cultural heritage. In addition, the development of tourist villages through various scientific activities is one form of Institutional effort in making an accountable contribution to promote this area. In this case students as activity drivers must be encouraged to be more proactive in promoting activities through various forms of scientific activity. Through this study, it is expected to bring more benefit for many parties. For Muaro Jambi Village, this research can be an effort to accelerate the development of regional potential. For lecturers, this research provides a great opportunity to enhance creativity in solving problems and fulfilling the tri dharma of research. Furthermore, through this research, the development of Muaro Jambi village specifically in Candi Muaro Jambi area is expected to be realized in real terms through various kinds of scientific activities. It is hoped that this activity can make a significant positive contribution to the preservation of the village and tourism potential as well as to improve the quality of life of the people of Muaro Jambi village.

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