



## Guidance in Developing Tourism Communication Skills and Character Building for The Mosque Youth Association

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**Abstract:** This community service aims to help the mosque youth association, which consisted of 20 people as the participants, develop English proficiency in tourism communication and character building. The service method included observation, lectures, participatory approaches, the application of technology, and innovation. The evaluation of this service was done by monitoring and analyzing activity progress and achievements and written tests and practicing tests of communication skills and character building, given that the team compared the pre-test and the post-test. From the evaluation at the end of the community services by using post test, showed that almost 90% of the mosque youth participants improved their capability in tourism communication as well as character building. The results of this community service activity could improve the mosque youth's ability to use English and prepare them to interact with the global community.

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## Introduction

In the current digital era of Industry 4.0, technological advancements have occurred rapidly in many areas, particularly in accessing up-to-date information. However, behind the ease and progress of technology, problems arise, accompanied by negative effects on the general public. Technological advancements also influence social changes (Nabed, 2015). Young people often imitate negative aspects of Western culture, including alcohol consumption, promiscuity, and discrimination. Additionally, if juvenile delinquency continues unchecked, public trust in youth will decline. Due to the increasing number of juvenile delinquency cases in Indonesia, society negatively views teenagers in their local communities (Sartika, 2019). This leads to a lack of trust in young people, even in the Kedaleman village, Rogojampi sub-district, Banyuwangi district, Province of East Java.

The Banyuwangi district has great and diverse tourism potential, including natural, cultural, spiritual, and historical attractions, supported by various natural tourism sites such as Plengkung Beach (G-Land), Red Island Beach, Ijen Crater, Sukamade Beach, Kalibendo Plantation, and more. Additionally, Banyuwangi has several cultural heritage sites that can be developed into tourist destinations. Because of this, the Banyuwangi district government places great hope in young people to manage and develop the region's limitless tourism potential. In cultural tourism, the younger generation needs to understand strong local wisdom and build solid character to preserve the local culture (Yandri, 2018). One of the



main goals of community empowerment programs is to focus on youth (Kharismawati, 2022), whose nature and needs are heavily influenced by their environment.

Developing strong character can result in high-quality, morally upright young people who can participate in village governance and optimize the role of the mosque as a place of worship and a center for community empowerment. This should be paired with good English communication skills in the tourism sector. The Al Haromain mosque youth organization aims to unite and promote the younger generation, allowing them to engage in more positive, manageable activities, preventing social problems like juvenile delinquency, and actively promoting local tourism potential with strong communication skills in the tourism sector.

The Al Haromain mosque youth organization in Kedaleman village faces several challenges related to insufficient English skills, particularly in basic competency in communication skills, and requires character reinforcement in ethics, morality, and politeness in tourism communication. The organization struggles with basic English proficiency, lagging behind other mosque youth groups. Their limited English-speaking skills pose a barrier to interacting with the global community and mastering communication technology. Additionally, the mosque youth have limited reading and writing skills and lack understanding of polite local wisdom and English, hindering their ability to develop themselves and interact with society.

This means that the mosque youth will have limited interaction with the global community due to their lack of English proficiency, which restricts their participation in international activities and interactions with others (Sumedi, 2023). They also face difficulties using communication technology due to their limited English skills, which hampers their ability to master technology and interact globally (Prasetyo, 2023). Thus, this community service aims to help the mosque youth association, which consisted of 20 people as the participants, develop English proficiency in tourism communication and character building.

## **Method**

The service method included observation, lectures, participatory approaches, the application of technology, and innovation. The flow of the service was presented with explanations of each step.

### *Step 1: Target survey area*

The community service team from Banyuwangi State Polytechnic and Mandalika University of Education conducted a survey to ensure the area was suitable and appropriate for the service program implementation.

### *Step 2: Field Observation*

The community service team conducted interviews and gathered data from the youth association of Al-Haromain mosque to better understand the problems faced by the youth in the mosque community.

### *Step 3: Training Material Preparation*

The training materials were prepared based on the needs of the partners. The materials were designed to help partners understand tourism English and serve as a long-term reference.

### *Step 4: Activity Planning*

The planning was done collaboratively with the youth association of Al-Haromain mosque to determine a schedule that fits the community's needs.

### *Step 5: Program Socialization*



The program was introduced to the youth association members to explain the activities and objectives. Activities I-IV involved introducing basic English communication, strengthening character based on local wisdom, and following up with members of the youth association in Kedaleman village.

#### *Step 6: Mentoring*

The methods for delivering basic English skills for tourism communication to the youth association of Al-Haromain mosque are as follows:

- 1) Initial Mentoring with Lecture and Technology Application Methods  
In this initial stage, the team introduced English communication strategies in tourism, focusing on proper etiquette and expressions used in polite communication.
- 2) Intermediate Mentoring with Participatory Methods  
At this stage, the partners were guided to further develop and refine their communication skills.
- 3) Final Mentoring with Innovation Methods  
In the final stage, the goal was to enhance polite and engaging English communication skills, particularly in the tourism context, improving the youth association's understanding of tourism communication competencies.

#### *Step 7: Monitoring and Evaluation*

The ongoing activities were monitored for progress and evaluated for success. A follow-up was conducted with the youth association members after the program ended. Some activities conducted include:

- 1) English communication training: Lecturers from the tourism department of Banyuwangi State Polytechnic and Mandalika Education University held community service with the Al Haromain Mosque Youth Association in Kebalenan village, Rogojampi sub-district. This activity focused on using simple expressions on tourism communication skill, with storytelling methods considered effective in improving communication skills.
- 2) Developing an understanding of polite local wisdom and English: The mosque youth empowerment program in Kedaleman village, Rogojampi sub-district, Banyuwangi district, showed an increase in new knowledge for the mosque youth and improved their English communication skills.
- 3) Developing interaction skills: Mosque youth empowerment activities were also carried out through character education training and English language training based on tourism communication. These activities aimed to help the youth develop themselves through training and apply the programs designed.
- 4) Using technology: Mosque youth empowerment activities were also conducted online using Zoom, aiming to enhance the mosque youth's English skills and prepare them to interact with the global community. Thus, mosque youth empowerment activities focused on developing tourism communication skills hopefully can help to improve the youth's English proficiency and prepare them to interact with the global community.

#### *Step 8: Partner Contribution*

The participation of partners is essential to the program's success. Partners contribute by participating in discussions and training sessions and providing feedback to improve the program quality.



### *Evaluation Program*

The evaluation program measures its success and looks for ways to enhance it in the future. The data was analyzed by monitoring activity progress and achievements and also from the test, written test, and practiced test of communication skill and character building, which given that the team compared the result of the pre-test and the post-test. The correct answer and fluency in practicing showed that the youth succeeded in understanding communication skills and character building.

### **Result and Discussion**

The initial stage of mentoring included introductions, methods, strategies, and techniques for effective English communication in tourism. The PKM (Community Service Program) team introduced the objectives of the activity and the importance of mastering English in the tourism industry. The mosque youth were able to develop basic English skills that can be used in various communication situations, especially those related to tourism, while fostering positive traits relevant to the tourism industry, such as confidence, friendliness, and a strong work ethic, which will greatly assist in interacting with tourists. The younger generation needs to understand strong local wisdom and build solid character to preserve the local culture (Yandri, 2018). One of the main goals of community empowerment programs is to focus on youth (Kharismawati, 2022), whose nature and needs are heavily influenced by their environment.

#### **Empowering Mosque Youth**

The mosque youth were encouraged to become tourism ambassadors in their communities with proficient English communication skills, contributing to promoting local tourism potential. By introducing the activity's objectives and explaining the importance of English proficiency, the PKM team hoped that the mosque youth would understand the significant impact it has on their personal development and their contribution to the local community, particularly in the field of tourism.



**Figure 1. Training in Communication Skill and Character Building Improvement**

The Service Community team introduced the basic concepts of English usage, such as greetings, self-introductions, and common phrases often used in tourism. They also explained simple grammar rules and important basic vocabulary. Role-playing scenarios were conducted, simulating typical tourism-related conversations, such as providing information about popular tourist destinations, responding politely and courteously to tourists' questions, giving directions to tourist sites, accommodations, and roads, and using appropriate body language and facial expressions to support more effective communication. This activity



provided a strong foundation for mosque youth to communicate in English, particularly in tourism, and develop the necessary character for the tourism industry.

### **Creating Memorable Vocabulary**

In the basic English training, lecturers and students from Banyuwangi State Polytechnic and Mandalika University of Education created unique and memorable expressions, linking new vocabulary with something familiar. For example, connecting the word "homestay" with "tourists' home" helped with memorization. Vocabulary was grouped by themes to be studied, such as "transportation," "accommodation," and "directions." This made it easier for the mosque youth to remember and use these words in the right context.

The mosque youth practiced using new vocabulary in sentences under the guidance of lecturers and students. They constructed sentences with newly learned words, helping them to use the vocabulary in relevant contexts and make it easier to remember. The mosque youth also applied repetition techniques, frequently revisiting newly learned vocabulary to reinforce their memory and pronunciation. The team also trained mosque youth to use simple English expressions in their daily lives. They practiced using the learned vocabulary in everyday conversations. The youth group frequently practiced with each other, making it easier to remember the more they practiced. They also listened to and mimicked native English speakers through videos, TikTok, or films, imitating how expressions were pronounced.



**Figure 2. Active Participation of Mosque Youth**

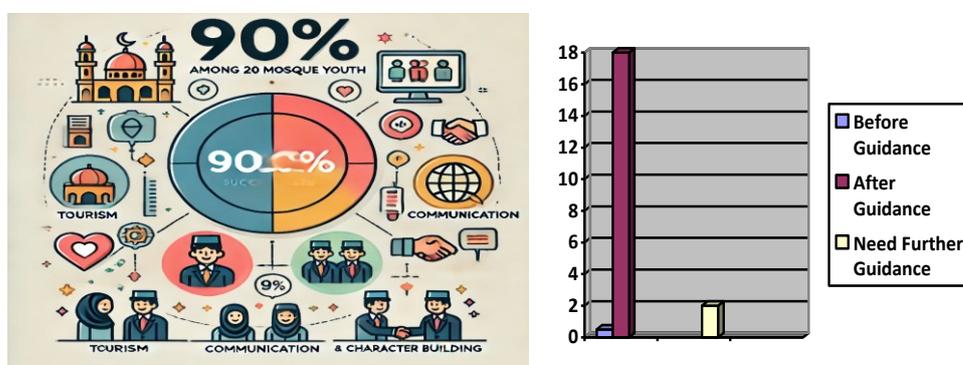
At the intermediate stage, the Community Service team encouraged mosque youth to use simple and straightforward sentences that were easy to understand and avoid overly complicated or complex words or phrases. The Community Service team also trained them in politeness and friendliness. The youth practiced simulations with each other in scenarios where tourists might have difficulty understanding or communicating. They were trained to repeat information politely and provide additional explanations in a way that was easy to grasp. The youth also practiced giving directions, ensuring that the tourists understood before moving on. By applying these tips and tricks, the mosque youth would be more prepared and confident in communicating in English, especially in a tourism context, ensuring a positive experience for tourists.

The Community Service team guided the mosque youth using role-playing techniques or conversation simulations with visual aids, such as pictures of tourist destinations in Banyuwangi. The mosque youth practiced vocabulary in relevant contexts. The PKM team also played short videos or animations that showed situations where vocabulary and expressions were used in daily communication. This helped the youth see the actual context of how these words were used. Through this visualization method, it was expected that the mosque youth's understanding of English vocabulary and expressions used in tourism would significantly improve.



**Figure 3. All Participants Feel Satisfied with the Program**

The final stage of mentoring aimed to help the mosque youth master the final level of basic communication skills in English with politeness, friendliness, and attractiveness. The goal was to enhance their understanding of tourism communication competencies.



From the figure above, we can see that out of 20 mosque youths, 90%, or 18 youths, successfully improved their communication skills and character building, as evidenced by the final communication skills written test and practiced test, the others youths that is 2 youths still need further guidance indeed from the team. Everybody feel happy and thankful with the team as the guidance of tourism communication and the character building.

### Conclusion

The program successfully increased the capability of 90%, or 18 youths, in communication skills and character building, as evidenced by the final communication skills written test and practiced test, the other youths that is 2 youths still need further guidance from the team. The results of this community service activity can help improve the mosque youth's ability to use English and prepare them to interact with the global community.

### Recommendation

Similar programs should become the concern of village government and policy maker especially focus on skills or competencies needed by the youth. Communication skills in the tourism sector should be further developed, especially given Banyuwangi's rich cultural and natural tourism potential. Thus, the youths play an essential role in the future of the nation, and equipping them with positive skills and strong character will help shape a generation that aligns with national aspirations.

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