

THE ROLE OF COURSE INSTITUTIONS IN EMPOWERING "KAMPUNG INGGRIS" VILLAGES THROUGH SERVICES BUSINESS

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ABSTRACT

This study intends to describe the function of the course institutions in empowering communities via roadster bicycle rental services. This study employs a qualitative research method based on case studies. This study utilized in-depth interviews, observation, and documentation studies to collect data. Techniques for data analysis consist of the steps of data management, data description, data classifications, data interpretation, data presentation, and conclusion drawing. Triangulation of the source method and triangulation of approaches are utilized in the process of validating the findings. The results of the study indicate that the course institutions play a crucial role in enhancing the local economy. Student mobility during taking the course in "Kampung Inggris" was high enough that the local community can be used to create economic opportunities. Economic opportunities are created by providing students with teaching courses with roadster bicycle rental services. The potential to boost the economy was utilized by a population for the first time in 1998. Since then, hundreds of roadster bicycle rental services have been formed, and some of them have even become family businesses in Tulungrejo village. Improving the economics of the Tulungrejo village community is inextricable from the role of the Mahesa Institute, which promotes the use of bicycles for student mobility during the "English Village" course.

Keywords: Empowerment Community, Kampung Inggris, Course Institute, Roadster bicycle.

INTRODUCTION

Intro r . _ Facing the current incredibly rapid developments, especially in preparation for the era of globalization and the AEC (Asean Economic Community), it is crucial and necessary for the Indonesian individuals to learn a language. English, as an international language designated by the United Nations, is one of the languages that Indonesians must master at this time. Due to the current significance of the English language, all classes of society are fighting for English classes in every area of the archipelago.

In recent years, numerous institutions have established courses and training led by English language experts in various places and cities. One of them may be found at Tulungrejo Village, Pare District, Kediri Province. According to (Moedzakir, 2010) the course is one of the non-formal education programs that is recognized for its independent management and legal protection of its existence. Additionally, the course as a PLS unit is a

type of community participation in the administration of education. Since 1976, the Pare subdistrict has been widely known as a center for English language study. In 1976, Mohammad Kalend established the English language course for the first time. Mohammad Kalend, also known as the Community with Mr. Kalend, is a Kutai Kertanegara student who has studied at Pondok Gontor Modern Islamic Boarding School in Ponorogo, East Java. Mr. Kalend established the Basic English Course (BEC) institution in 1977 with only six students.

Beginning with the expansion of educational institutions in Tulungrejo Village and Pelem Village after the first graduation, etc. Alumni students become inspired and interested in enrolling in English courses at open institutions. Tulungrejo and Pelem Villages are the Highlights of the Archipelago because, as the years have progressed, more and more English language courses and training institutions have emerged, making them the epicenters of the archipelago. more attention from various electronic media and newspapers has earned this village the nickname of "Kampung Inggris".

According to a preliminary study conducted by researchers, more than 150 courses and training institutes have been founded in "Kampung Inggris" to date, both by members of the local population and by immigrants. During the 43 years since the establishment of "Kampung Inggris," the economic, social, cultural, educational, and political spheres have grown at a rapid pace, awakening and understanding the opportunities for future development.

Tulungrejo and Pelem Villagers have been deeply impacted by the changes that have taken place in all aspects of life in Kampung Inggris, including social, educational, political, and cultural factors, as well as economics. Whether we are aware of it or not, the changes that occur to individuals and society in "Kampung Inggris" are directly tied to the environment's dynamics, which are dynamic and change across space and time.

The majority of the Pelem profession, which at first mostly worked as farmers in the community, was given up. Many people prefer to sell agricultural land for entrepreneurship because they consider "Kampung Inggris" as having future economic opportunities. Not just the locals, but even immigrants with large cash engage in several running a business. The position of the surrounding community in entrepreneurial endeavors appears to have been gradually altered by the surrounding communities.

The roadster bicycle rental service is one of the service businesses in Tulungrejo General Village that attracts interest. The majority of the locals have established bicycle rental services since they are considered simple and essential for English course participants in the village. As a mode of mobility, bicycles are in high demand among almost all English Village course students for their daily activities.

Course institutions as an internal program unit for Non-School Education (PLS) organized by the Community have gained widespread recognition in line with the development of "Kampung English" course institutions. This is in line with the notion that courses and training are held for people who need the provision of knowledge, skills, life skills, and attitudes in order to develop themselves, advance their careers, work, conduct independent business, and/or pursue further education.

Obviously, one of the educational pathways outside of school is organized by the community. Its maintenance is highly adaptable to the needs of the community, advances in science and technology, and the demands of the business/industry world, making the role

course extremely vital in the world of education for preparing high-quality human resources. (National Education System Act of 2003, number 20). The inner course as a means of enhancing knowledge and skills is not restricted by the age of its participants. From youngsters to adolescents to adults. The adult learning process differs from that of children since people primarily learn according to their own needs. According to Rimanoczy (2004) in (Moedzakir, 2010) the learning process of adults is always reliant on experience as a source of knowledge for resolving or anticipating obtained difficulties. With various forms of life challenges encountered, humans are necessary to be grownups in order to learn solutions from previous experiences with the goal of improving and leveling out their lives.

The mutualistic synergy between roadster bicycle rental service businesses and educational institutions cannot be separated in this environment. Established and expanding institutions will undoubtedly influence the growth of the bicycle rental service company in terms of customer acquisition. "Empowerment" or what is commonly referred to as "Community Empowerment" is beginning to be pushed as a certain means of eliminating poverty. In order to reduce poverty in Indonesia, it is obligatory to empower individuals through a process of supplying strength or reinforcement.

Not only that, but (Theresia, 2014) also highlighted that Public Empowerment in this instance is viewed as a phase in which the public or members of the public become conscious of their demands. On the basis of this need, students are encouraged to learn to make decisions and exercise self-control in order to enhance their abilities in all aspects and regions. In addition, Slamet stressed in (Anwas, 2013) that true empowerment is a technique that enables people to create and enhance themselves based on their own awareness. Capable in this context refers to having sufficient strength, knowledge, motivation, opportunity, the ability to recognize and take advantage of those opportunities, enthusiasm, and the capacity to collaborate.

METHOD

The function of the course institutions in empowering the "Kampung Inggris" village community through the Roadster bicycle rental service is investigated using a qualitative case study research method. According to (Creswell, 2012), "qualitative research is a study approach that is conducted in natural settings, acts as a researcher as a data collection instrument, uses inductive analysis, and focuses on meaning according to the participant's perspective." In addition, qualitative research is a study that employs numerous data collection procedures and multiple data sources, selects data in the form of words and images, employs expressive and persuasive narrative reporting patterns, and is grounded in certain methodological traditions.

The owner of the bicycle rental business is the primary source of data and the owner of the Maharishi Institute course is the secondary source of data. In the selection of research informants, the selection of informants is based on numerous eligibility characteristics. The selection of informants was based on the following criteria: (1) the roadster bicycle rental service business had functioned for more than seven years; (2) the roadster bicycle rental service business already has a rental branch; and (3) the roadster bicycle rental service business is managed by family members.

This study employed the following methods of data collection (1) in-depth interviews; (2) observation or observations; and (3) documentation study. This study employs a spiral data analysis technique as a continual reflection of the data for its data analysis. This is consistent with Creswell's view in (Moedzakir 2010:19) In qualitative research, spiral analysis is a frequent data analysis technique. Researchers engage in a procedure that goes dynamically from one circle to the next when conducting data analysis; no linear process has been defined. The process in question involves (1) managing data that produce units or files, (2) reading and making production notes based on cross-questioning and reflection, (3) describing, classifying, and interpreting what generates context, category, and comparison, and (4) presenting and visualizing what generates matrices, tree diagrams, or propositions.

RESULTS AND DISCUSSION

Profession Community in "Desa Inggris"

The villagers of Tulungrejo Village, who formerly worked as farmers, are representative of the village's diversity. The majority of the working population as farmers are gradually transforming into a society that enjoys engaging in running a business. In accordance with the opinion (Hemanto, 2001), a farmer is any individual who engages in a business to fulfill some or all of his needs in the agricultural sector, which encompasses the business fields of agriculture, livestock, and fisheries.

Since the formation of the English village course institute, the community appeared to be competing to develop a business in order to support the expanding physiological needs of course participants. Beginning with the establishment of a boarding or lodging company, lontong ces stalls, and coffee shops, they have been executed by. In addition to the ongoing development initiatives, there was a desire to operate the roadster bicycle rental at that time. A learning community is a collection of individuals who have similar interests and objectives, (Landa, Shantini, & Ardiwinata, 2021) .

In addition to satisfying the physiological demands of the course participants, the roadster rental owner at that time recognized numerous prospects for economic growth that would increase his welfare. According to Selamat in (Anwas, 2013) the emphasis is on the fact that empowerment is a method that enables individuals to grow and better themselves based on their own awareness. Collaboration among non-formal education programs empowers simultaneously communities and other stakeholders (Willems, 2015).

On the other side, there were a lot of unemployed people before the establishment of the English village, which was renowned for its English language courses. Some individuals conduct their activities only at home, without contributing to the economy in order to better their own or their family's financial situations. Agricultural development and environmental protection, forest resource development, water resource development, capacity building, community development, and charity programs (Zikargae, Woldearegay, & Skjerdal, 2022).

In the meantime, the roadster bicycle rental service is conducted in response to a request from a guest of a boarding house or inn. Since there is a demand for it, then this chance is utilized as optimally as feasible to initiate the slow growth of the owned roadster rental business. Begin by purchasing five roadster bicycles for rent, then gradually increase the number of wholesale bicycles purchased. Families and communities promote the

educational activities, experiences, and progress of children by using their combined social capital ((Crozier & Davies, 2006).

The Role of the Mahesa Course Institution in Empowering the Tulungrejo Village Community

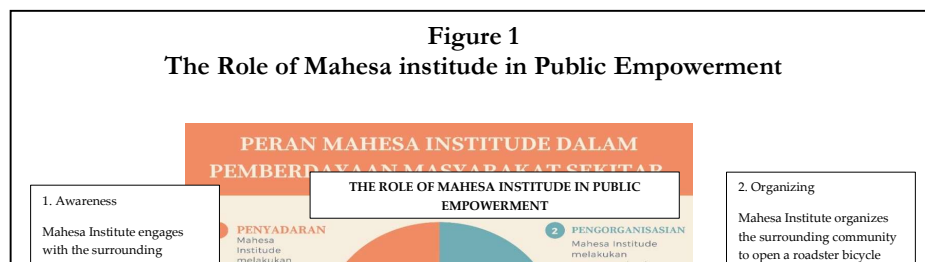
The support, motivation, and encouragement given by the Mahesa Institute have become an important thing in the development of bicycle rental in Tulungrejo Village. It all starts with a personal and humanistic approach to each roadster rental owner with the goal of delivering motivation.

The motivation and approach adopted resulted in the network's active participation. With the network established, Mahesa Institute can support the growth of commercial operations for owners of vacation rentals by finding clients. This is consistent with the notion (Sudjana, 1993) that "the method is based on the belief that everyone carries the potential or capacity to develop." The ability must be recognized and then developed (actualized) so that it can contribute to the individual's personal development. The involvement of internal motivational processes, such as the fundamental desires for competence, autonomy, and relatedness, has been the subject of a substantial amount of research (Barron, 2006).

The Mahesa institution provides support by recommending or directing prospective new course participants to exclusively register for onthel roadster bicycle rental at a selection of preferred locations. On the other side, prospective roadster bicycle renters from the Mahesa Institute are also assisted in the ordering process, as the Mahesa Office Institute will make a telephone reservation in advance. This is done because participants might anticipate running out of bicycles owned by the bicycle rental owner during the peak season. The orientation of the development of intrinsic and extrinsic motivation is the perceived possibility (or anticipation) of achieving work-related goals as learning motives (Krapp, 2005).

A roadster bicycle rental service business that has been growing for a while has had a positive impact on the economic growth of the neighborhood, particularly families. As it grows, more participants from throughout the archipelago and even the world will contribute data. It is immediately affected by the necessity for course participants to rent bicycles for their daily activities. Initially, a solitary effort was made; but, as the demand for bicycles and bicycle rentals has increased, additional manpower has been required. According to research findings, one of the benefits for roadster rental owners is that they hire additional family members.

The bicycle rental company owned by roadster bicycle places a priority on the work of family members, specifically their own children. The informant's biological son has been able to create his own bicycle rental as a branch of the bicycle rental company until the present day.



Other landlords of the roadster bicycle informants, on the other hand, prefer to include you biologically in becoming a worker. Initially, biological children were involved in managing the roadster bicycle rental branch, but because it was not yet formed, the informant involved you more. You are a biological informant who is involved in managing the rental of roadster bicycle branches which are located close to each other b

CONCLUSION

Based on research findings and discussion, prior to the establishment of course institutions in Tulungrejo Village, Pare District, Kediri Regency, the economic condition of the community was relatively low. Then, as a result of the establishment of a course institution in Tulungrejo Village, Pare District, Kediri Regency, the community's occupation progressively shifted to include bicycle rental businesses, food stalls, and others. The process of changing professions was carried out as a result of a large number of course participants. In the process of establishing a roadster bicycle rental service, the Mahesa institution as a whole must be developed. This participation is the result of a cooperative connection developed to acquire clients.

The Mahesa Agency is the driving force behind the Community Organizing Group's ability to launch an on-demand bicycle rental business. The organizational process was accomplished by recommending a number of on-demand bicycle rental services in the vicinity of the course institute. This process has been ongoing till the Tulungrejo village community's roadster bicycle rental service business has branched out and becomes a family enterprise.

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