

## English for Marine Industry Training in PT 4S Marine, Sidoarjo

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### Abstract

Indonesia is a maritime and archipelagic country surrounded by seas. As a maritime country, Indonesia has relied on its natural resources from the seas for years. It is also rich in marine resources such as fish, seaweed, shells, and other seafood that become essential trade commodities. This situation makes speedboat as one of the essential things in processing marine resources. It then boosts the establishment of speedboat companies in Indonesia, one of which is PT 4S Marine, located in Sidoarjo. The company started its production in 2016. It produces speedboats, boat fiber, speedboat aluminum, marine equipment, and wooden boats. This company has already received many orders from around Indonesia, and this makes the documents needed are still written in Bahasa Indonesia. However, when the company buys equipment from other countries, it requires filling out some documents written in English. Therefore, the staff in the company needs to learn more about reading and writing documents in English. Besides, the staff also needs to master the communication skills in English. As they also need to communicate with the sellers from other countries. This reason then initiates the community service program held by PIKAT (Pemanfaatan IPTEKS Bagi Masyarakat) of UPN "Veteran" Jawa Timur. From the program that had been run for one month, the team had successfully identified the problems of the staff, especially in writing and speaking in English, and gave the staff training both online and offline. The program continues via the Whatsapp group. In the future, it is expected that the company staff can use English in written and spoken form more fluently so that the company can reach the international market and sell more products to other countries.

**Keywords:** Implementation; English For Marine Industry; Training; PT 4S Marine.

### I. Introduction

Indonesia is an archipelagic country that consists of thousands of islands. A vast sea area also surrounds this country. This situation made Indonesia called a maritime country. Therefore, many people also rely on their earnings from marine resources. In processing and cultivating the resources, people will need equipment to get the resources quickly, one of which is speedboat. As a maritime country, Indonesia has many companies that produce speedboats. One of them is PT 4S Marine. PT 4S Marine is a company that produces and manufactures speedboats. This company's office is located in Sidoarjo, East Java, Indonesia, one of the places in Indonesia which is also famous for its marine

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resources. The company was established in 2016 and has produced speedboats since then.

The company's product has been sold all around Indonesia. However, the company has not entered the international market, although it has several times bought some parts of the materials for boat production from foreign companies. In this case, the company has to deal with documents written in English, and there are many terms regarding the document that the company staff is challenging to understand. In addition, the company intends to broaden its products to the international market. Therefore, the company's staff needs English training, in this case, English for Marine, which is specified for writing English documents regarding the speedboat production and speaking skills in terms of how the staff should communicate in buying and selling conversation. It is then considered necessary to hold an English training, specified for English for Marine Industry.

The focus areas of this training are speaking and writing skill. Speaking skill is needed by the staff as they are doing transactions with companies from other countries while writing skill is required as they also need to write some documents related to the transactions in English. Therefore, some speaking activities were held to train the staff, including communication games and role-play. As stated by Arismayang, these methods are effective in improving students' speaking skills.<sup>1</sup> These activities are fun to do and stimulate students to speak without worrying too much about grammar. In addition, during role-play, students can practice conversation just like what they usually say in daily life communication. Students will also be asked to write some documents. The teachers feedback will then follow up the writing. During the activity, the teachers also ask the students to practice writing the documents in transactions and explain some tenses in enhancing writing skills. In collaborating these skills, the teachers ask the students to do some reading and speaking activities before moving into writing activities.

The training is also based on the understanding of English for Specific Purposes where the content of English is specified based on the study fields. This is because the terms are concrete, marine terms, which deal with types of documents and reading topics the

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<sup>1</sup> Friska Arismayang, "Improving Students' Speaking Skill through Communication Game, Recorded Role Play, and Peer Feedback," *Journal of ELT Research: The Academic Journal of Studies in English Language Teaching and Learning* 1, no. 2(2016).

learners will learn in this program. In this training, English is intended for Marine Industry.

In English for Specific Purposes (ESP), the contents are justified with the needs of students based on their study fields.<sup>2</sup> Basturkmen stated that ESP fulfills the specific needs of students. It is different from General English (GE), where students are merely given general topics of English.<sup>3</sup> In addition, she also explained that the teaching of ESP is inseparable from English Language Teaching (ELT). In addition, in ESP, the topics are narrowed down and more specific. Furthermore, in teaching ESP, teachers will teach English in specific fields or topics, where students are not familiar with or only have little knowledge of it (p.7). In addition, Leong and Ahmadi asserted, speaking helps students retain vocabulary and grammar and makes them better at writing.<sup>4</sup>

Regarding the English for Specific Purposes, there are some differences from English for General Purposes, especially in its contents. As its name, English for Specific Purposes focuses on teaching English in specific fields. However, there are still similarities in terms of teaching with that of General English, as stated by Netikšienė.<sup>5</sup> In this Community Service Program, the field that becomes the focus is Marine Industry. In ESP, the content is intended for professional purposes. Therefore, the target is to make the learners can use English in their career fields. Basturkmen, also asserted that in the ESP context, the purposes and teaching of English have to be adjusted with the specific fields discourses and needs. As Hutchinson and Waters stated in ESP, there are some considerations why English lesson is given.<sup>6</sup> Is it for study, work, and training, a combination of these, or other purposes? In this case, the ESP is designed for the marine industry, which means for work.

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<sup>2</sup> Leong Lai Mei, & Ahmadi Seyedeh Masoumeh "An Analysis of Factors Influencing Learners' English Speaking Skill," *International Journal of Research in English Education* 2, no. 1(2017):34-41.

<sup>3</sup> Helen Basturkmen, *Developing Courses in English for Specific Purposes* (Basingstoke: Palgrave Macmillan, 2010).

<sup>4</sup> Leong Lai Mei, & Ahmadi Seyedeh Masoumeh "An Analysis of Factors Influencing Learners' English Speaking Skill," *International Journal of Research in English Education* 2, no. 1(2017):34-41

<sup>5</sup> Nijolė Netikšienė, "Teaching English for Specific Purposes," *Santaella*. 14 (2006): 1822-4318.

<sup>6</sup> Tom Hutchinson, Alan Waters, *English for Specific Purposes: A Learning Centred Approach* (Cambridge: Cambridge University Press, 1987).

Teaching ESP requires need analysis. Ratminingsih, Suardana, and Martin, stated that need analysis needs to be conducted in constructing or developing the ESP curriculum.<sup>7</sup> In this activity, a need analysis was also conducted. In ESP, all four English skills are taught; Listening, Reading, Speaking, and Writing. All these four skills will be compiled in course materials of ESP, in textbooks, or other forms of course materials. In Indonesia, some institutions offer ESP courses as part of their universities or institutions subjects. However, some course materials are still in the form of General English. Therefore, the materials also need to be developed and upgraded, most notably to cover all four skills and focus on specific topics or fields. In this study, the ESP module that is written is focused on English for Marine Industry. Therefore, it contains Marine-related terms in English. In Indonesia, there are still few English for Marine Industry books, and they need to be revised or improved.

In some vocational schools, English for Specific courses is offered and given. English for Marine or Maritime course is also given to those vocational schools with maritime or marine concentration. Therefore, there have already been some books of English for the Marine or Maritime Industry. The content of the book is about the terms used in the maritime or marine industry and the skills that are taught that compile all the four skills; reading, listening, speaking, and writing. As stated by Ahmmed the teacher should also consider the students proficiency level.<sup>8</sup> As this course is taught for professionals who have already acquired basic level proficiency of English, and the learners are suggested to master certain levels of English proficiency, the vocabulary taught is also in specific ways. Romanova (2011, as cited in Ahmmed, 2018) explained that the stages of vocabulary teaching in the English for Maritime module are divided into three types; core vocabulary, semi-technical vocabulary, and technical vocabulary. Core vocabulary contains the vocabulary that is used in the general language. Semi-technical vocabulary has higher occurrences in technical discourses and discussions. However, it is still used in general language, and technical vocabulary is the vocabulary that is used in maritime discussions and texts. Considering the previous studies and beliefs about English for Marine or Maritime Industry, the team of the Community Service Program then compiles the module, based on the following characteristics;

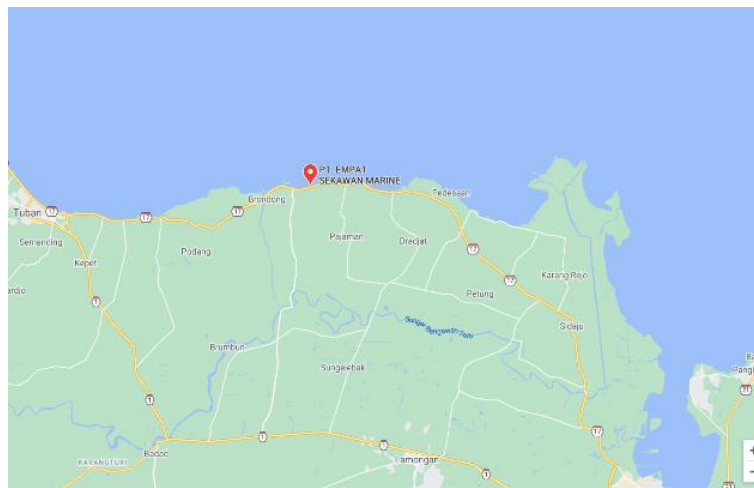
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<sup>7</sup> Ni Made Ratminingsih, Made Suardana, & Anak Agung Ngurah Yudha Martin. "English for Tour Guide: A Need Analysis of a Contextual-Based Language Teaching," *SHS Web of Confernces* (2018)

<sup>8</sup> Raju Ahmmed, "The Approaches of Teaching and Learning Maritime English: Some Factors to Consider,"

1. The Module of English for Marine Industry consists of 12 units
2. The skills compiled in the book are; reading, writing, and speaking

However, due to various existing factors, teaching English in Indonesia is experiencing obstacles. Not all workers in all fields can use English well and fluently, as experienced by PT 4S Marine employees who still need English language training for international marketing interests. Meanwhile, it is targeted that the training participants who are employees of partner companies will receive material that focuses on two English skills, namely speaking and writing. The same thing also happens in partner companies, where English is needed for marketing the products of partner companies in international markets. So that the specific English training in the marine industry is felt to be very necessary for partner companies, in the curriculum, the training module will also emphasize English for Business where terms and business English can be learned there.



Picture 1. The Location PT 4S Marine

Company Name	PT. 4S Marine
Company Address	Kandangsemangkon, Kec. Paciran, Kabupaten Lamongan, Jawa Timur 62264
Marketing Office	Delta Mandala Sidoarjo
Number of Experts	2 marine engineers 1 general shipping 1 naval architects

Several components will also be prepared by the Community Service Team, including need analysis, assessment of level, syllabus, course objectives, time, learner expectations, and evaluation of progress as disclosed by Fitria (2019, p. 148), regarding the elements that prepared to teach English for a particular field, or English for Specific Purposes.<sup>9</sup> PT 4S Marine is a privately owned company engaged in the marine industry, namely ship interior design services, ship consultants, ship production, and marine equipment distributors. The company was founded in 2016. The marketing office of PT. 4S Marine is located at Perum Delta Mandala Semabung, Sidoarjo.

In terms of export and import activities, companies need official documents in English. However, in this case, partners have limitations, namely the absence of human resources in this field. So partners need training, assistance, and modules in terms of making official English documents. In addition, in order to expand its wings, partners do marketing to foreign parties. Therefore, it will be essential to mastery of English, both spoken and written.

This community service activity is expected to help create financial industry business players in the marine industry to develop more widely to create wider employment opportunities. In addition to creating jobs, creative economy industry players are expected to introduce shipping technology products created by the young generation.

## II. Method

This community service activity targets are employees of PT 4S Marine Sidoarjo, who are responsible for marketing and managing sales and marketing documents for goods. The method of implementing the service is carried out in four stages, namely as follows:

### 1. Preparation and Debriefing

At this stage, the community service team of five people prepares everything related to the field survey to find out the latest conditions in the field located at PT 4S Marine located at Perum Delta Mandala Semabung, Sidoarjo. Then also look for problems and obstacles faced by companies related to marketing and document management in English. A placement test or basic English proficiency test will also be conducted to determine the extent of the participants' English

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<sup>9</sup> Tiara Nur Fitria, "Business English as a Part of Teaching English for Specific Purposes (ESP) to Economic Students. *Jurnal Education and Economics* 2, no. 2(2019): 143 - 152

proficiency. Placement tests will be conducted by giving participants a written test and an oral test or interview in Indonesian and English. If the participant has time and can do a placement test, the placement test schedule will be adjusted to the participant's schedule.

The supervisor of the placement test is a member of a team consisting of two members of the Community service Members and three students. Before going into the field and identifying problems that occur, students receive a briefing in using English for international transactions or international marketing in Marine industry.

## 2. Implementation

After all the preparations and debriefing are completed, then the implementation of the service will be carried out. This stage consists of several details, namely as follows. Training participants will be given training once a week for three months, so the total meeting is 12 meetings. Each meeting is scheduled to discuss different materials or modules related to the use of English for international marketing. The time allocated for one meeting is approximately 1.5 hours, held every Saturday or weekend not to disturb the training participants' working hours. Submission of material will be carried out by the chairman and members of the Community Service Program. At the end of each session, there will be a consultation session with the presenters.

## 3. Evaluation

After the training, participants underwent training for approximately three months or 12 meetings. The chairperson and members of the Community Service team then evaluated to see how far the training members had progressed and whether, in practice, the trainees encountered obstacles or difficulties. During this period, it is also hoped that the training participants will be able to provide feedback and input to make improvements for the Community Service team to make improvements in the future if there is a similar program. Monitoring progress by the community Service Program team is also expected to be carried out at this stage to ensure that the training produces results and benefits the trainees.

The standard for the success of this training program is if the training participants can use English correctly and adequately and with standards for the benefits of the company's international marketing so that the company's products can be marketed more widely in the international arena. In addition, this program can also be considered a success if the participants can get used to using English for marketing purposes, and it is hoped that the trainees will later transfer the skills gained during this training program. One of the targeted outputs of this program, modules, is expected to be widely used by employees and training participants.

### III. Results

The Community Service Program for the Utilization of Science and Technology for the Community (PIKAT) of UPN "Veteran" Jawa Timur with "English for Marine Industry" has been successfully implemented. This activity was led by a lecturer in Law Faculty of Law UPN "Veteran" Jawa Timur, Dwi Wahyuningtyas, S.Pd., M.A. and Naajihah Mafruudloh, S.Pd., M.Pd. a lecturer in the Hospital Administration Science study program, Universitas Muhammadiyah Lamongan, plus three students from the Law Studies program, Faculty of Law, UPN "Veteran" Jawa Timur, namely Rima Nur Pitasari, Metrya Damayanti, and Lusia Ervia Oktaviarika. This community service activity also collaborates with one of the speedboat manufacturers in Sidoarjo, PT. 4S Marines. The activity lasted for approximately one month, and there were several delays due to the implementation of the Community Activity Restriction (PPKM) in line with the soaring Covid-19 cases in Indonesia. Activities are divided into two types: offline (offline) and online (online). The online activity took place at the Neo Waru Hotel Sidoarjo.

The community service team has also designed the "English for Marine Industry" learning module to support these community service activities, which consists of 12 chapters or units. Each unit is designed to accommodate three skills in English; reading, writing, and speaking. During the training activities, the participants were also asked to practice what they had learned in front of the class. The event took place from 09.00 WIB to 15.00 WIB. Overall, the event went smoothly, even though some members were unable to attend. The material was delivered by the community service team, Dwi Wahyuningtyas, S.Pd., MA, Naajihah Mafruudloh, S.Pd., M.Pd., and a guest speaker, Nisrin Adelina Darayani, S.Pd., M.Pd, and assisted by three students who are members of the community service team. The material compiled in the training module is based on the needs of the



participants in this training program to the community, ranging from public speaking to writing, buying, and selling documents in English.

Meanwhile, online community service activities also ran smoothly, although they were delayed for several weeks due to several participants and community service team are currently in self-isolation, so the activities only took place at the end of July. The activity takes place from 09.00 WIB to 12.00 WIB. Participants also participated in the activity with enthusiasm. Meanwhile, this community service activity is not the end of the PIKAT English for Marine Industry program series. However, it is hoped that from this activity, the participants and the community service team will still coordinate with the participants if, at any time, the participants get clients from abroad and need help in understanding and writing the required documents in English. Meanwhile, the documentation of this activity has been published in online news, YouTube content, and committee notes. In addition, it is also expected to be able to produce articles that will later be published in community service journals and included in the International Seminar Research Month (ISRM), and a community service journal.

#### *A. Planning For The Next Stage*

The plan for the next stage is to carry out monitoring and evaluation, where the PIKAT community service team will monitor and evaluate related companies if the related company receives an order for goods or buys goods from abroad so that it deals with English-language documents in a marine context. The WhatsApp group is also still activated because it anticipates that at any time, a team member from PT 4S Marine will consult about documents in English. The team also monitors if there are other difficulties related to English in the relevant company documents. So far, the company's response has been very positive. Both directors and other company staff are very cooperative, active, and always communicate via WhatsApp with the community service team. Overall, the training participants, who are also directors and staff of PT 4S Marine, have good English skills, so they are very communicative and can interact with members of the community service team who also act as presenters. All participants are willing to practice conversation in English in front of the class. Problems in the use of English by the training members can also be conveyed to the presenters. The training participants also thought that this exercise was beneficial for companies because PT 4S Marine plans

to purchase goods from foreign companies. It is projected that the company will buy goods from abroad, so it will deal with various documents such as certificates of origin, shipper's letter of instruction, bill of lading, dangerous goods form, and other supporting documents.

Meanwhile, the participants are familiar with the document. It is just that so far, the participants have accessed it in Indonesian because the marketing of speedboat products produced by the company is still limited to domestic markets. Thus, the participants were not used to the documents in English.



Picture 2. Conversation Practice by the Participants

Participants can also always access the material provided because each participant is also facilitated with modules. In addition, the outputs of the activities are also published both in online news and to other mass media such as YouTube. For further activities, it is also planned that there will be further virtual meetings and consultations via WhatsApp, Zoom, or Google Meet if participants receive speedboat orders from abroad or make purchases from abroad. The participants may also require assistance in understanding or making the relevant purchase documents. Therefore, it can be concluded that PIKAT community service activities will always be sustainable and will not end here. In the future, similar programs may be expanded in some scopes by collaborating with other companies or community groups. Of course, English language training will be adapted to the field of each company or community. In the future, the community service team will

also involve students as part of the community service team to introduce students to the community and other groups that need to get similar services.

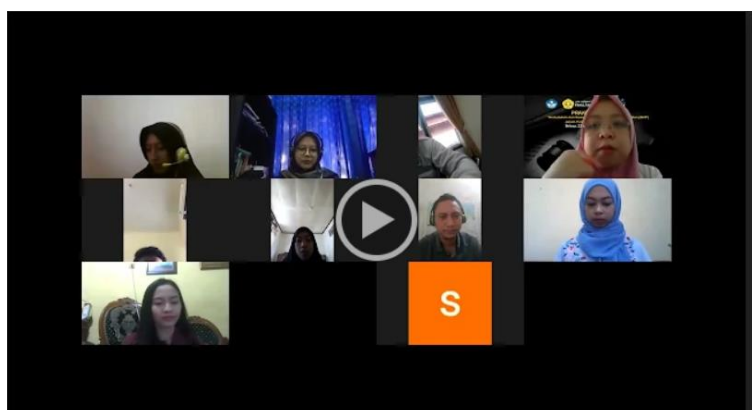


Picture 3. Material Presentation by Miss Icha

For the outputs from this community service program, it is hoped that in the future, not only modules will be produced, but also books with ISBN. That is why it is necessary to improve the content and quality of the modules used in this community service program, including suggestions from module users and the PIKAT program community service-training participants. The materials for the training program also vary, which is mainly projected for writing and speaking skills. In these two abilities, the participants often find it difficult, especially in interacting with sellers of speedboat equipment from abroad and writing documents in English. In addition, the topics in the module are also planned to be more varied in the future. Apart from covering public speaking, transactions, and writing sales and purchase documents in English, other topics will also be included, such as how to participate in exhibitions and speedboat promotions abroad, and so on.



Picture 4. Photo Session with the Community Service Team and Participants



Picture 5. Online (Zoom) Session

#### IV. Conclusion

The conclusions from the PIKAT community service program can be explained in this session. A partner company, namely PT 4S Marine, is a company engaged in producing speedboats that have so far been marketed only domestically or nationally. The company is plagued by several obstacles and problems in marketing its products abroad, one of which is English in sales documents, where most of the company's staff are still not accustomed to understanding sales documents in English. The same thing also happens when the company purchases goods from foreign manufacturers. So, in this case, English training for the marine industry is needed.

The PIKAT English for Marine Industry community service team believes that the marine industry or marine industry in Indonesia has a perfect opportunity and a very bright future, considering that Indonesia is a maritime country with an ocean area that is wider than the land area. In addition, the sea potential in Indonesia is enormous, so a speedboat industry is also needed where this industry will also be profitable for fishers and other professions which depend on their daily income from the marine sector. Overall, the training participants, consisting of directors and staff from PT 4S Marine, have a pretty good primary English language, where the participants can use basic English, especially for daily conversation. So, participants can take part in training activities very well and responsively. This training program also produces an English for Marine Industry module, which was compiled by the PIKAT community service team, and it is hoped that in the future, this module can be developed into English for Marine Industry book, which a wider audience and circles will undoubtedly use. As a result, similar activities that will be implemented can be improved, and related parties can feel more benefits.

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