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The Concept of English Pattern Usage by Homestay Owners

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Abstract This study aimed to investigate the need for English patterns used by homestay owners in award-winning tourist villages recognized at national and ASEAN levels. It was grounded in Graves' (1996) need analysis theory to identify existing knowledge and practices of homestay owners and analyze areas requiring improvement in their English language usage from guest arrival to departure. Data were collected through a semi-structured interview, focus group discussions (FGD) and a questionnaire involving 20 homestay owners in Bali and East Java. The findings highlighted that homestay owners typically engage in four key stages during a guest's stay: arrival, familiarization, engagement, and departure. The study also emphasized the critical English language skills that need further development, including greetings, providing information, asking questions, offering help, giving invitations, telling numbers, and biding farewells.

Keywords: *English patterns, Concept, Need analysis, Homestay owners, Tourism*

1. Introduction

Homestays have gained global recognition as a crucial element in economically and culturally empowering local communities within the framework of the Community-Based Tourism (CBT) program (Abas et al., 2022; Regmi et al., 2023). In response, the Indonesian government, through the Ministry of Tourism and Creative Economy, has recently implemented strategies to improve the management standards, including facilitating the participation of tourist villages in prestigious regional competitions like the Association of Southeast Asian Nations (ASEAN) Tourism Award 2023-2025, with a focus on the International ASEAN Homestay Award category.

Unlike hotels, homestays are managed by the local community, where guests live with the homestay owner and interact with the local community (Janjua et al., 2021; Mekoth et al., 2023). Patwal et al. (2023) highlight that guests prefer homestays for their home-like atmosphere, personalized service, safety,

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authentic local experience, and affordability. However, many homestays face challenges with proper management, limiting their ability to contribute to sustainable tourism and threatening their long-term success (Fajri & Normayasari, 2023; Sari et al., 2024). A key reason for this is homestay owners' limited skills, particularly in entrepreneurship and English proficiency, which is often due to their low educational background and lack of formal training.

Numerous studies, including those by Pastini and Susianti (2023), Trianasari and Mukti (2024), and Ubaidillah (2024), have highlighted the importance of English proficiency for homestay owners in enhancing guest experiences and meeting their expectations. However, this study offers a novel approach by applying a framework for needs analysis according to Graves (1996) and the specific patterns of English usage from arrival to departure. By identifying these aspects, the study aimed to analyze the concept of English pattern usage by the homestay owners.

2. Theoretical Framework

Needs analysis aims to identify the existing skills of learners and determine the specific English for Specific Purposes (ESP) courses they need to address their gaps (Giannarou, 2021). It is crucial to recognize that researchers interpret the term 'need' in various ways. In needs analysis, 'needs' are typically defined as the competencies or knowledge learners should demonstrate upon completing their learning. According to Graves (1996), needs are also considered the learning objectives. Additionally, needs can include what learners aspire to achieve through the learning process and what they hope to gain. Graves highlights that need analysis involves assessing learners' current knowledge, their existing capabilities, and the areas where they require further development. In essence, needs analysis concerns collecting and interpreting data on learners' requirements.

Mackay and Mountford (1978) distinguish between two primary types of needs: academic and occupational. Academic needs continue to use English for advancing academic objectives, such as medical students requiring English to understand lectures or read medical literature. Occupational needs refer to the use of English in professional contexts, such as technicians needing English proficiency to work on projects conducted in English. Building on the distinction proposed by Mackay and Mountford (1978), several studies have explored English needs analysis in various fields, particularly in tourism, as evidenced by research from Erfiani et al. (2021) and Kusuma et al. (2023).

ESP is a pedagogical approach in which content and instructional methods are specifically produced to address learners' unique motivations and goals (Hutchinson & Waters, 1987). In the tourism sector, particularly within homestay and hotel services, the development of effective ESP courses hinges on a thorough needs analysis. This process helps identify learner needs, which Hutchinson and Waters (1987) categorize into three components: needs, wants, and gaps. Brindley (1989) emphasizes that needs analysis is essential for identifying the disparity between learners' knowledge they need to acquire, ensuring course content is aligned with both immediate language demands and the practical competencies required by the tourism industry.

Needs analysis is also a critical approach for determining the most appropriate syllabus and instructional materials. It is used by various professionals, including researchers, course designers, and educators, to design courses that effectively address learners' needs Brindley (1989). Mackay and Mountford (1978) describe it as a goal-oriented framework that focuses on learners' academic or professional requirements and the specific tasks they must carry out in their respective roles. In the context of English for Hotel and Tourism, needs analysis ensures that the course materials meet evolving industry standards, equipping learners with the language proficiency required for success in the workplace.

In the context of needs analysis for English in the tourism sector, the concept of "hospitality language" has received limited scholarly attention. Hospitality language is a critical aspect of English for Occupational Purposes (EOP), typically characterized by a formal tone that varies according to the degree of familiarity among participants. For example, formal events such as international conferences and wedding ceremonies require a more structured register than informal interactions among friends. The hospitality terms in English are diverse, reflecting variations across cultures. Consequently, proficiency in relevant English expressions for greetings, information requests, expressions of gratitude,

and farewells is essential for effective performance in roles such as receptionists and other guest-contact positions.

Creating a welcoming atmosphere is both an art and a crucial segment of success in the hospitality industry, now recognized as a standard practice in commercial settings. In our increasingly globalized world, hospitality language has become more standardized, encompassing universally understood functional aspects such as check-ins, check-outs, information requests, and miscellaneous inquiries. Blue and Harun (2003) identified four key stages of hospitality language: arrival, familiarization, engagement, and departure. In this context, Prihandoko et al. (2019) highlight that English proficiency significantly influences the quality of services delivered to tourists, influencing information accuracy, complaint resolution effectiveness, and the overall tourist experience.

This is particularly pertinent in the homestays context, a growing segment of the tourism sector that offers travelers an immersive, authentic local experience. However, many homestay owners encounter challenges related to English proficiency, which limits their ability to enhance guest experiences and meet their expectations. (Sari et al., 2024). Therefore, to analyze the concept of English usage among homestay owners, this study employed Graves' (1996) needs analysis framework, which assesses current knowledge, existing capabilities, and areas for development throughout the guests' stay, from arrival to departure, based on the four stages of hospitality language identified by Blue and Harun (2003).

3. Methodology

3.1. Participants

Data were collected through semi-structured interviews, focus group discussions (FGD), and questionnaires involving 20 homestay owners in Bali and East Java province. The respondents were chosen based on purposive sampling according to the village category that has homestays with high occupancy rates and continuity and are standardized according to the indicators of an advanced category Tourist Village. They had also won competitions at national and ASEAN levels. Undisan Tourism Village in Bangli Regency won the International ASEAN Homestay Award for 2023-2025. Additionally, the homestays in Bakas Tourism Village and Klungkung Regency have a high occupancy rate and are frequently visited by international guests. East Java province was purposively selected alongside Bali due to its proximity and accessibility by road and sea. The homestays in East Java are located in the Osing Cultural Tourism Village and the Tamansari Tourism Village at the foot of Mount Ijen. Both are considered advanced and have won the Tourism Village award from the Ministry of Tourism and Creative Economy.

The respondents were in Bali and East Java. In Bali, 5 homestay owners were selected from Undisan Tourism Village and 5 from Bakas Tourism Village. In East Java, 10 homestay owners were chosen from Osing Traditional Village and Taman Sari Tourism Village. Based on the age characteristics, 45% of respondents were 40-49, 20% were 50-59, and only 10% were over 60 years old. Besides, 25% were in the younger age groups of 20-29 and 30-39. Regarding education, the majority of homestay owners (45%) completed Senior High School, while 20% hold a Diploma or Bachelor's degree. Another 20% finished Junior High School, and 15% completed Elementary School.

3.2. Instruments

The questionnaire (see Appendix) utilized a 5-point Likert scale, as defined by Ary et al. (2010), ranging from 'strongly agree' to 'strongly disagree'. It consisted of 34 close-ended statements mapped to the four stages of the guest cycle: arrival, familiarization, engagement, and departure (Blue & Harun, 2003). The construct validity of the scale was substantiated by the confirmatory factor analysis using SPSS 25. The approach of the guest cycle aimed to identify the existing English language interactions and usage patterns employed by homestay owners when hosting guests and to pinpoint areas for improvement, in line with Graves' (1996) framework. In addition to employing audio and video recorders to collect the semi-structured interview data and FGD, the interview questions are formulated in Table 1. Besides, the researchers invited homestay owners and tourism and cultural officials from Bali and Banyuwangi to participate in the FGD. The researchers presented findings on the homestay owners' use of English

during guest interactions, from arrival to departure, aiming to reach a consensus on their current knowledge, practices, and areas needing improvement in each village.

Table 1
The Interview Build on Questionnaire Statements

Stages	The Statement Listed for Semi-Structured Interview
Arrival	It covered how they provided a warm welcome and greet guests, verified guest identities, guided guests in filling out the logbook, and escorted them to their rooms. Additionally, it addressed how they introduced the homestay's facilities and rules, assisted with luggage, and engaged in conversations about the guests' journeys to the homestay.
Familiarization	It asked how they introduced the surrounding area, explained the homestay's limitations, and provided information about nearby restaurants. Additionally, it questioned how they engaged in small talk about dining experiences, informed guests about laundry and taxi services, exchanged information about local culture and customs, and explained the village's traditional building structures. It also inquired how they explained the homestay's facilities, outlined activities both inside and outside the homestay, and introduced their staff to guests.
Engagement	It asked how they invited guests to tour local attractions around the village and offered activities that guests could do with their families. It also inquired how they allowed guests to use the family kitchen and invited them to participate in fun village activities. Additionally, it asked how they hosted a farewell dinner before departure, asked guests to share their experiences, handled guest complaints, and offered tour packages to guests.
Departure	It asked how they prepared the bill for guests at check-out, said farewell, and informed them about taxi services to the airport. It also inquired how they asked guests to take pictures, requested reviews or ratings for the homestay, and helped carry guests' luggage from their rooms to the vehicle.

3.3. Procedure

3.3.1. Data Collection

The study employed three stages to collect data: (1) a semi-structured interview in which it took approximately 20 minutes to respond; (2) the questionnaire administration, which followed up the results of the semi-structured interview analysis and it was intended to seek further clarification; (3) FGD were conducted with all homestay owners for one and a half hours.

3.3.2. *Data Analysis*

The data were analyzed descriptively and qualitatively to determine the respondents' preferred options. At the same time, the findings of the questionnaire were used to support the qualitative data. The interview and FGD data were analyzed according to Miles and Huberman's (1992) approach, which includes data reduction, data presentation, and conclusion drawing or verification. In the data reduction phase, interview and FGD audio recordings were transcribed based on the four stages of the guest cycle theory by Blue and Harun (2003), and irrelevant or redundant content was removed. The remaining data was then regularly coded and categorized based on key themes related to the language used by homestay owners. During the data presentation phase, the refined data was organized into explicit formats, such as tables, charts, or structured summaries, to identify patterns and communication strategies. Finally, in the conclusion phase, the organized data was analyzed to extract key findings on the language interactions between homestay owners and their guests. The research finding, grounded in Graves' (1996) need analysis framework, examined English concepts and usage patterns in four villages. These findings were verified against the original data to ensure accuracy, consistency, and scientific rigor, resulting in a reliable analysis of language use in this context.

4. Results

The homestay owners participated in interviews and completed questionnaires. This analysis assessed homestay owners' current knowledge and practices while identifying key areas for improvement to enhance the quality of service provided during guests' stay.

4.1. The Current Knowledge and Practices

The current knowledge and practices involve identifying and interpreting information about how homestay owners interact with international guests.

4.1.1. Arrival

The homestay owners recognized that the arrival stage was the initial point of interaction with their guests. At this stage, specific key English phrases are necessary to aid communication. Although their English proficiency may be limited, these homestay owners used different methods to communicate, including gestures and Google Translate. The representative result of the interview with homestay owners in the arrival stage is detailed below.

Homestay Owner 1

> "*Ya, kalau cuman sekedar welcome saja saya bisa, tapi kalau yang lainnya itu saya biasanya suruh tamunya untuk bicara di hp saya, apa namanya yang google itu, google translate. Tapi kalau tanya nama paling your name? nah seperti itu saja biasanya*".

The respondent described their approach to using English when interacting with guests upon their arrival. He is comfortable with simple greetings but faces challenges with more complex conversations. Consequently, he relied on Google Translate to allow guests to speak directly on their phones. For basic questions like asking a guest's name, the respondent used very simple English phrases, such as 'your name?' indicating a limited proficiency in the language but a willingness to find ways to communicate effectively.

Homestay Owner 2

> *"Bapak biasa terima tamu bisa dengan bahasa Indonesia bahasa campuran lah ya kode-kode, kalau saya minta bawakan tasnya ke kamar, dia tidak mau, "oh no no", begitu katanya karena Bapak sudah tua. Kalau antarkan ke kamarnya Bapak bilang "please you look at you want to know, ok very good*".

The respondent explained how they used a combination of Indonesian and simple English to interact with guests upon their arrival at the homestay. He often relied on gestures and basic phrases, adapting to the situation as needed. The respondent also notes that guests sometimes refuse help out of concern for the respondent's age. When showing guests around the room, the respondent used simple English phrases to encourage them to explore and understand the space. This reflects the respondent's practical approach to communication despite limited English proficiency.

Homestay Owner 3

> *"Nggih, body language lebih banyak, kadang-kadang tamu kecil atau tamu orang tua gitu, kan tidak bisa Bahasa Inggris Bu, Bahasa Prancis kadang kadang tidak connect otak saya. Jadi, lebih sering saya pakai body language".*

The respondent explained that she frequently uses body language to communicate with guests, especially when the guests are either very young or elderly and don't speak English. If the guests spoke French, the respondents found it even harder to understand. Hence, the respondents primarily relied on nonverbal communication to interact effectively with these guests.

Homestay Owner 4

> *"Biasanya cuma "Good Afternoon sir", setelah itu saya antar ke ruangan biar tidak banyak. Sir I can bring your bag? Terus penjelasann tentang keran air itu yang simple-simple saja sih yang penting bisa dia mengerti. For example, this toilet and water shower. Soalnya saya bukan basic nya di sekolah. Pernah tamu saya dari Cina juga tidak bisa Bahasa Inggris jadi menggunakan google translate, apalagi kalau tulisan Bahasa Inggris, wah saya tidak mengerti karena saya bukan lulusan formal soalnya".*

The respondent described an approach to communicating with guests by using basic English phrases and providing simple explanations about the standard facilities in the room. The respondents acknowledged their limited formal education in English, which influences their straightforward communication style. The respondents also mentioned using Google Translate to help guests who don't speak English and express difficulty with written English due to their lack of formal training. This approach reflected their practical adaptation to language barriers. The result of the interview supported by the questionnaire data is presented below.

Figure 1

The Perception of Arrival

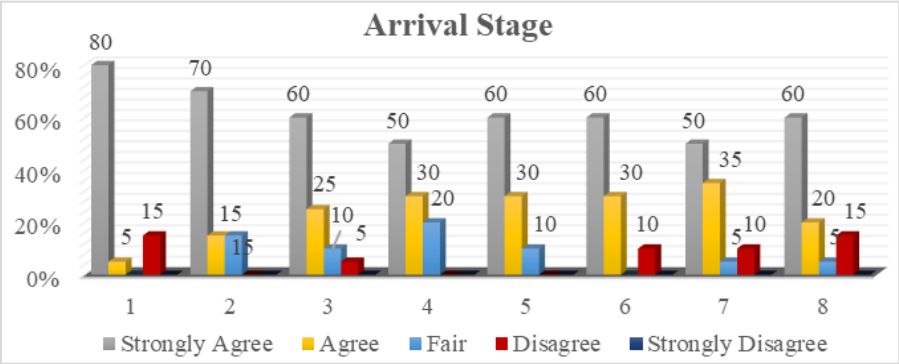


Figure 1 shows that most homestay owners interact with guests during the arrival stage. According to the first questionnaire, 85% (17 respondents) greet guests upon arrival, while 15% (3 respondents) report limited interaction due to guests being accompanied by guides or drivers. After the greeting, 85% make a brief Q&A to collect identity details for administrative purposes, with 85% requesting documents such as visas or passports. Following this, 80% escort guests to their rooms, and 90% (18 respondents) introduce in-room facilities. Additionally, 80% (16 respondents) assist with luggage, 85% discuss guests' journeys, and 80% provide transportation services from locations such as train stations or airports.

4.1.2. Familiarization

In the familiarization stage, respondents introduced guests around, shared local culture, and informed them of any homestay limitations. They provided details about nearby restaurants, laundry services, and taxi options while casually asking about guests' dining experiences. Respondents also explained the traditional village house architecture, highlighted homestay facilities and activities, and introduced the staff and their roles, helping guests feel informed and comfortable during their stay.

Homestay Owner 1

> *"Kami jelaskan aja fasilitasnya, seperti breakfast, water heater, WIFI dan opsionalnya pemandangan sawah. In this room, it included breakfast, water heater, WIFI and you can also explore mountains and local activity. If you interest, you can do tracking". Kalau laundry tidak ada kan jadi kekurangan kita dan selalu kita bilang "no Aircon (AC) karena nanti malam udaranya sejuk, is cold here at night. Kalau transportation, tamu yang dari agent sudah disediakan, sudah dari agentnya. Kalau tamu mandiri, biasanya kita cariin, biasanya mereka pakai Grab".*

The respondent outlined the facilities offered, including breakfast, a water heater, and Wi-Fi. The respondent also highlighted that the guests can also enjoy views of rice fields, explore the mountains, and participate in local activities such as trekking. The absence of laundry services was noted as a limitation, and it was highlighted that there is no AC because the nights are cool. For transportation, arrangements made by agents are provided, while independent travelers typically use Grab. Despite having limited English proficiency, the owner made significant efforts to communicate the amenities and services available to guests.

Homestay Owner 2

> *"Biasanya kami bertanya, kalau dia dinnernya disini, ya dibawakan kesini, kalau hanya breakfast, kami carikan dan infokan warungnya, Pokoknya kalau paketnya makan di luar, ya di luar Pak. Kami juga jelaskan bahwa ada beberapa kamar di rumah di Bali yang tidak memiliki kamar mandi di dalam sesuai adat kita. Kebetulan di timur ini ada laundry juga, jadi kami jelaskan kalau ada yang mau, kami terima dan kami antarkan. If you need laundry, I can help you and I will give you bill, ya. Kalau masalah budaya dan struktur rumahnya itu biasanya guidenya sudah menjelaskan, misal ini bali adat dan lain lain. Soalnya saya tidak terlalu bisa Pak bahasanya."*

The respondents outlined their approach to managing guest meals and amenities. Dinner is provided at the homestay if requested, while for breakfast-only guests, recommendations and information about nearby dining options are given. The respondent also explained that some traditional Balinese houses have rooms without bathrooms inside due to cultural norms and noted that guides usually cover cultural aspects and details about the house structure, as the respondent's language proficiency is limited. Besides, a nearby laundry service is available, and the respondent will assist with laundry needs and provide a bill.

Homestay Owner 3

> *"Iya saya jelaskan, 'If you have laundry, you can put it within a sack and I will bring it to laundry service and in the afternoon at 5 o'clock, I will pick up and bring it to you'. Saya juga jelaskan struktur rumah dan buaya Bali tapi sedikit, sambil minum teh atau kopi, 'enjoy your tea please and after that I will explain what is in our house, this is Family Temple, extension to our ancestor, because we do a lot praying, first praying to the God and to our ancestors. Kalau untuk makanan kami sediahkan makan bersama biasanya kalau dia mau, tapi saya juga jelaskan restoran dekat-dekat sini biar dia nggak bosan. Kebetulan kami juga punya cooking class jadi saya jelaskan waktu dan makanan yang mau dia masak. Kadang ke pasar untuk beli sayur biar dia jalan ke sana. Kalau suami saya yang biasa ajak tamunya keliling desa tapi kami beritahu dulu kalau diam au nanti hari apa begitu."*

The respondent explained their approach to managing laundry and providing information about the homestay. They informed guests that if they had laundry, they should put it in a sack, and the respondents would take it to the laundry service, picking it up at 5 p.m. They also described the house structure and Balinese culture while guests enjoyed tea or coffee, noting that they would explain the features of the house afterwards. They mentioned that the house building includes the Family Temple from their ancestors, where they pray first to God and then to their ancestors. Food is provided at the homestay for communal dining, but they also recommend nearby restaurants to offer variety. Additionally, they offer a cooking class, detailing the schedule and the dishes to be prepared, and sometimes organize trips to the market for fresh vegetables. The respondent also noted that her husband usually takes guests on village tours, with the schedule communicated to guests in advance.

Homestay Owner 4

> *"Iya, emang terkadang lupa, kadang juga ada satu kamar itu water heaternya itu beda sendiri seperti kebalik, jadi wajib saya infokan sambil ketawa, pasti. Untuk informasi yang tidak sempat dijelaskan sebelumnya itu maslah makanan Pak, 'for example, Dinner starts in 6.30 PM'. Mereka-kan juga nanya dimana nanti makanannya, saya jawab 'In this table, and for how many person'. Saya tidak bisa pak jelasin struktur rumah Jawa karena ribet ngomongnya, tapi saya jelasin kalau kehidupan kita begini, ada farmer, guru, disini ada juga kebun kopi, kebun pisang. Ada sapi dan kambing, saya bawa ke kandang mas untuk dikenalkan ke tamu. Saya juga ada Pohon Cacao, itu kan bahan untuk bicara ke tamu."*

In describing the familiarization process, the respondents explained that they sometimes forgot details but assured us they would address any issues, such as a misaligned water heater in one of the rooms, by informing guests with a lighthearted approach. They also clarified that dinner starts at 6:30 p.m. and specified where it would be served, including the number of people it is for. Although they find it

difficult to explain the structure of a Javanese house due to its complexity, they share information about their lifestyle, including local farmers, teachers, a coffee plantation, a banana grove, and animals like cows and goats, which they introduce to guests by taking them to the barn. Additionally, they mention having a cacao tree, which they use as a topic of conversation with guests. The interview results supported by the questionnaire data are presented below.

Figure 2
The Perception of Familiarization

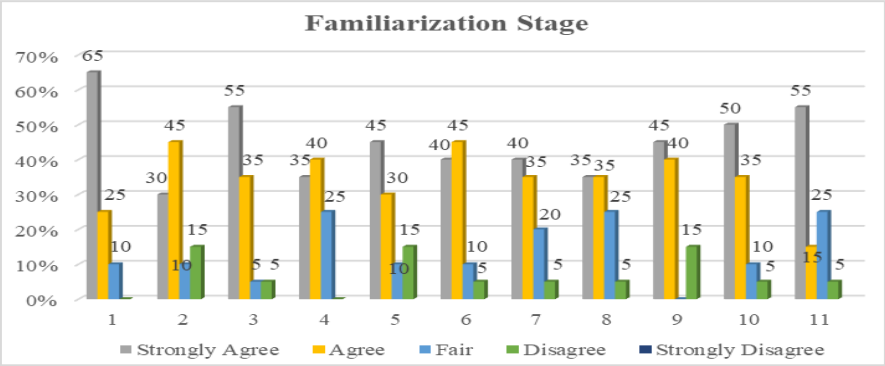


Figure 2 shows the response to the first questionnaire item, in which 90% (18 respondents) indicated "agree" or "strongly agree" to provide detailed information about the surrounding area. Additionally, 75% (15 respondents) told guests about the homestay's limitations. For the third item, 90% of owners confirmed informing guests about nearby restaurants or food stalls, and 75% confirmed discussing local food options in Bali. Likewise, 75% of owners inform the available laundry services. For the sixth, seventh, and eighth items, most owners indicated "agree" or "strongly agree" that they inform taxi services, local culture, and the structure of local houses to the guests. In the final three items, most owners consistently explain homestay facilities and recommend activities within and outside the homestay for guests.

4.1.3. Engagement

The engagement is the stage in which homestay owners actively involve guests in various activities. They offered to take guests on tours of nearby tourist attractions or invited them to join in family activities, such as cooking in the family kitchen or participating in fun village events. Homestay owners also provided options for tour packages and made an effort to listen to guests' experiences. Before guests depart, a farewell dinner or similar gathering is often organized to create a memorable send-off. The result of the interview with homestay owners is as follows:

Homestay Owner 1

> *"Ya, seperti yang saya katakana tadi, kalau di Homestay ini kami lebih mengarah kekeluargaan, jadi tamu itu kalau stay ditawari kalau mau belajar masak, dan mereka juga ingin tau aktivitas keluarga di desa. Kami juga tetap menawarkan area untuk tracking karena kan tamu juga butuh kesehatan. Kami juga memperkenalkan makanan yang ada di Desa. Ternyata tamu lebih suka menikmati apa yang di desa, itu perbedaannya Bu. Untuk tamu yang stay disini lebih suka ke alamnya dan aktivitas lokalnya, orang nanam cabe dan padi. Dan mereka itu juga belajar cara kita makan. Terus kami perkenalkan Tamu ke Aktivitas UMKM Lokal seperti pembuatan Gula Aren dan bisa saya bisa saya tapi kalau saya harus pakai Google Translate*."

In the engagement stage between the homestay owner and international guests, the respondent explained that their approach emphasizes a familial atmosphere. Guests were invited to participate in cooking lessons and often expressed curiosity about the daily activities of the family and village life. The respondent also encouraged guests to engage in outdoor activities like trekking, as they believe it promotes health. They introduced guests to local foods, and the respondent observed that guests

generally preferred experiencing the village's natural environment and participating in local activities, such as planting chili peppers and rice. Additionally, guests were shown how the family eats and are introduced to local small-scale businesses, such as palm sugar production. The respondent mentioned that, when needed, they employed Google Translate to help communicate more effectively with guests.

Homestay Owner 2

> *"Kalau saya itu kenalkan dengan lingkungan sekitar terlebih dahulu. Di sini yang utama itu Kawah Ijen, Kadang ada juga tamu yang stay lama, mereka keliling di desa sini, saya ajak pergi ke Air terjun di desa sebelah atau ke Pemandian air Sendang Seruni, atau ke warung sini untuk ngopi. Ada juga pernah masak pak, kadang mereka masak sendiri, kalau misal saya lagi masak terus mereka mau ikut, ya ayo, nanti kami ajari. Mereka itu seneng, kami ajarkan buat Pecel dan Gimbal jagung. Ketika tamu yang batal ke Ijen karena sakit, saya bilang 'you can see the Blue Fire in the mountain, if you can't see Blue Fire, you can see it here.' Jadi, saya demonstrasikan belerang Blue Fire."*

The respondent explained that they started by introducing guests to the local surroundings, with the main attraction being Kawah Ijen. For guests who stay longer, the respondent took them on tours around the village, including visiting nearby waterfalls, hot springs, or local coffee shops. The respondent mentioned that guests sometimes join in cooking, especially if they express interest while the owner is preparing food. Guests are taught how to make traditional dishes like *Pecel* and *Gimbal Jagung*, which they enjoy. In cases where guests cannot visit Kawah Ijen due to illness, the respondent adapted by demonstrating a sulfur example, explaining that while they may miss seeing the Blue Fire in the mountains, they can still see a representation of it locally.

Homestay Owner 3

> *"Di homestay sini tamu diajak masak dan diajak berkebun. Pernah ada hajatan di desa ini pak, saya ajak ke hajatannya, mereka malah excited, mereka bisa makan sepuasnya dan membantu memasak. Waktu saya ajak mereka ke ternak saya, mereka senang juga Pak, malah bantu saya buat beri makan kambing dan ternak lain tapi ya sering ada lucunya kalau saya lupa Bahasa Inggris nya 'kambing' ya saya pakai 'mbeeek…' dan mereka tertawa. Sering seperti itu ngobrol sama tamunya saya pakai istilah saja pak. Biasanya juga saya balik nanya 'Kamu punya gini ga?' mereka bilang 'No, we don't have'. Di lingkungan sini mayoritas Islam, jadi suara speakernya kuat, itu juga masalah nah karena itu budaya jadi kami infokan tamu "jam sekian-sekian ada suara gini". Disini juga kan banyak peternak, jadi ada suara kambing, sapi, babi dan lain-lain, jadi saya informasikan itu."*

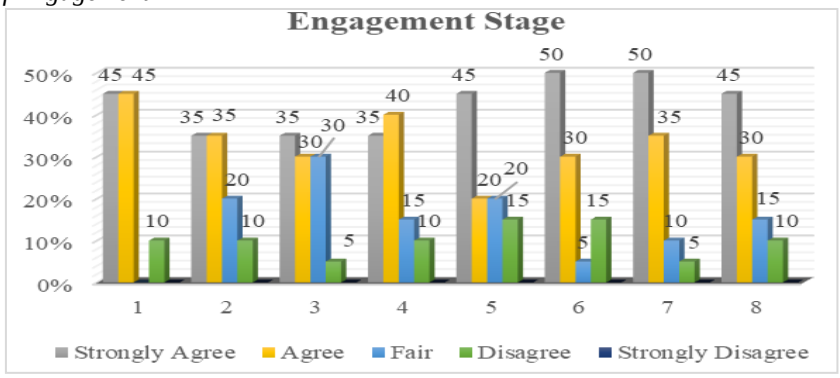
The respondent shared that guests were invited to participate in cooking and gardening activities. Once, during a local village celebration, they brought the guests along, and the guests were very excited. They enjoyed eating as much as they wanted, observing the neighbors, and helping with the cooking. The respondent also mentioned that when they took the guests to see their livestock, the guests were delighted and even helped feed the goats and other animals. The respondents humorously added that when they forgot the English word for "goat", they would mimic the sound "*mbeeek*", which made the guests laugh. Often, the respondent uses such gestures or terms during conversations with guests. Regarding potential complaints, the respondent noted that since the area is predominantly Muslim, the loudspeaker for prayers might be an issue for some guests. Therefore, they informed the guests earlier about the prayer times so they could understand. Besides, since there are many farmers in the village, the respondents also informed the guests about the noises from goats, cows, pigs, and other animals to set their expectations.

Homestay Owner 4

> *"Iya malam dan pagi itu banyak yang ikut masak, kebanyakan gitu. Malamnya belajar masak jam 6, 'after finish the cooking class around 7.30, we have dinner together with the family. Then rest, play music, they can do the dance'. Kalau pagi sebelum masak biasanya ke pasar terus kami ajak jalan keliling, saya bilang 'after that we tracking a little bit to the rice field and then make offering'."*

The respondent explained that many guests participate in cooking activities in the evening and morning. In the evening, cooking lessons usually start at 6 p.m., and after finishing the class around 7:30 p.m., they have dinner together with the family. Afterwards, guests can relax, play music, and even dance. Before cooking in the morning, the guests often visit the market, followed by a walk around the village. The respondent mentioned telling the guests, "After that, we did a little trekking to the rice fields and then made the offering". The interview results supported by the questionnaire data are presented below.

Figure 3
The Perception of Engagement



According to the first item, 90% (18 respondents) "agree" or "strongly agree" that they invite guests to tour local attractions. In the second item, 70% (14 respondents) encourage participation in family routines, while 65% (13 respondents) allow guests to use the family kitchen. Additionally, 75% invite guests to village events, and 65% offer tour packages. For the sixth item, 80% (16 respondents) engage in experience-sharing with guests, and 85% (17 respondents) handle guest complaints. Lastly, 75% host a farewell night for guests before departure.

4.1.4. Departure

In the departure stage, the respondents managed the check-out process by preparing the bill and saying goodbye to guests. They assisted with arranging a taxi to the airport and helped carry luggage to the vehicle. Additionally, respondents often ask guests to take pictures for social media feeds and encourage them to leave a review or rating for the homestay. The result of the interview with homestay owners is as follows:

Homestay Owner 1

> *"Oh iya jadi selain guide, ya kami bantu juga. Karena kan biasanya ada tamu yang bawa 5 koper. Kami berbasis di edukasi dan kearifan lokal, makanya setiap mereka mau check out, saya bilang if you like us, you can give star, ok? Selain itu pasti akan foto mereka menggunakan topi bundar petani itu dan kadang mereka juga mau beli topi bundarnya ini."*

They helped guests with various needs, such as managing their luggage, especially when guests arrived with multiple suitcases. The homestay is centered around education and promoting local wisdom, and the respondent takes pride in sharing this with visitors. When it's time for guests to check out, the respondent kindly asks for feedback, saying, 'If you like us, you can give us stars, ok?' It is the effort to ensure a positive experience and encourage future recommendations. Additionally, the respondent mentioned that many guests enjoy taking photos wearing the traditional round farmer's hat. The guests even want to purchase one as a unique souvenir.

Homestay Owner 2

> "*Kalau check-out itu mereka biasanya kan pamit dulu karena mereka datang langsung bayar, saya bilang terima kasih 'Thank you for staying in our house, I hope next time we'll meet again*

and have a nice holiday'. Kadang kasusnya beda Pak, tamunya langsung pergi jadi saya tanya 'After Ijen, comeback or directly check out?"

The respondent explained that the guests usually say goodbye since they usually make the payments during check-out. The respondents expressed gratitude by thanking them and hoping they would meet again while wishing them a nice trip. However, there are times when guests leave without prior notice, so the respondent asked whether they planned to return to the homestay after their trip to Ijen or if they would check out directly. It helped clarify their plans and ensured smooth communication and politeness.

Homestay Owner 3

"Biasanya, pas tamunya pulang, saya arahkan untuk mengisi buku tamu untuk check out. Tamunya pasti berpamitan dulu baru jalan, kita foto bareng biasa ya terus masukan ke medsos, mereka juga senang jadi saya biasa bilang, 'thank you for staying and please give me the 5 stars in Google Maps', 'oh ok' gitu katanya. Saya sejak punya homestay punya banyak teman di IG dan Facebook Pak soalnya sering minta medsosnya tamu yang menginap."

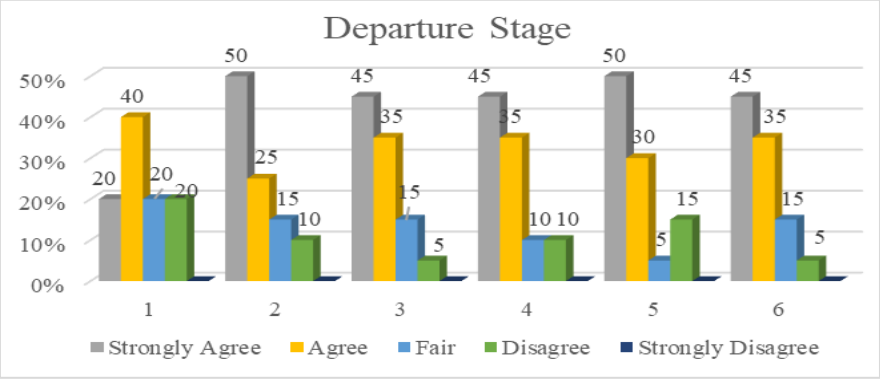
The guests were typically asked to fill out the guest book during check-out. The guests usually say their goodbyes before leaving, and it's common for them to take pictures together, which are then shared on social media. The respondent mentioned that they usually thank the guests for staying and asked them to give a 5-star rating on Google Maps, to which the guests generally agreed. Since starting the homestay, the respondents have made many friends on Instagram and Facebook, as they often ask for the guests' social media accounts who stayed with them.

Homestay Owner 4

"Saya kalau ada tamu checkout, mereka pamitan, ngasih kunci kesini ke dapur dan semisal cuma ada saya yang jaga, saya minta review. Saya bilang 'Google, google. Review', minta foto bareng dulu baru bayar sewa kamarnya. Pamitan juga sama anak-anak kalau mereka pas libur sekolah gitu kan. Berangkatnya itu biasanya tidak saya antar, saya biasanya cari driver local di des aini biar mereka juga dapat benefit juga dari homestay ini, ya lumayan mereka sering mengantar ke stasiun atau ke pelabuhan Pak antarnya."

The respondent explained that when guests checked out, they said their goodbyes and returned the keys to the kitchen. If the respondent was the only one available, they asked for a review by simply saying, "Google, Google. Review." They also took pictures with the guests before settling the stay payment. If the respondent's children were home during school holidays, the guests also said goodbye to them. For transportation, the respondent usually arranged for a local driver from the village to take the guests to the station or the port, ensuring that the local community benefits from the homestay as well. The interview results supported by the questionnaire are data presented below.

Figure 4
The Perception of Departure



The departure stage marks the final phase of a guest's stay, where several activities foster interaction between homestay owners and guests. In the first questionnaire item, 60% (12 respondents) "agree" or "strongly agree" that they interact during the payment process. The second item shows 75% (15 respondents) bid farewell to guests, while 80% (16 respondents) inform them about taxi services. Additionally, most owners request guests take pictures together and leave a Google review, as indicated in the fifth and sixth items.

4.2. Areas to Be Improved

To address homestay owners' needs for English language usage, the researcher mapped English use based on interactions between owners and guests. The findings are summarized in the following table.

Table 2
The Arrival-Departure Cycle Used in Homestay

Stages	Activities	Language Used
Arrival	Receiving the guest at homestay; helping guest with luggage; showing the room, including facilities inside the room; showing the room cleaning schedule.	Welcoming the guest with greetings; offering help; introducing all the facilities inside the room, and informing the cleaning schedule
Familiarization	Showing guests around the house details during their stay; letting the guest know the limitations of homestay; showing the nearby restaurant, laundry, and taxi; letting the guest meet family or staff; and exchanging information about language and culture, including the house structure.	Breaking the conversation into smaller groups; giving information and small talk regarding the house facilities and expressing regret for incomplete facilities; introducing the family member or staff; sharing the experience with additional questions and answers about food; and comparing language and culture.
Engagement	Engaging the guest in the family activities like cocking, making offerings, planting, and feeding farm-animal; walking with the guest around the village, including the tourism spots; letting the guest use the family kitchen; engaging the guest with the activities held in the village and around the house; encouraging the guest to share the staying experience; handling the complaint; and organizing a simple farewell party at night before the guest leave.	Introducing the family activities to the guest informally by informing the activity schedule held in the homestay and in the village; inviting them to join the activities; introducing the culture in the village; introducing and promoting tourism spots around the village; telling the history about those spots; introducing the process of planting and harvesting plantation around the house; informing the culture and situation around the village and house earlier as the excuses of the possibility complaint; inviting the guest to a simple farewell at the house; having a small talk with the guest to share their experience during stay (the activities during engagement stage may be varied depends on the stay duration)
Departure	Preparing the bills and guest log book; informing the pick-up vehicle; taking pictures with the guest; helping the guest with luggage from the room to the taxi; exchanging farewell utterances.	Informing the guest to fill in the guest book and tell the number for payment; questioning the pick-up vehicle option; asking the guest for pictures with family or staff; requesting the guest for a review at Google; saying goodbyes

Table 2 illustrates the interactions between homestay owners and guests, from check-in to check-out, which have a regularly structured concept, including arrival, familiarization, engagement, and departure stages. However, the activities within the familiarization and engagement stages vary across tourist villages and homestays, shaped by local culture, regional conditions, and the unique traditions of each homestay owner. For example, in Bali, engagement activities may involve inviting guests to learn traditional Balinese cooking and making *Canang* (offerings), while in East Java, guests might participate in gardening or harvesting. Despite these differences, homestay owners aim to provide a simple yet memorable guest-stay experience.

The activities and interactions between respondents and guests define the essential English vocabulary terms they must learn. To effectively meet guests' expectations, homestay owners need a tailored understanding of English based on their unique interactions. However, many English training programs have not significantly improved their proficiency due to a lack of awareness among government and stakeholders about their specific needs, as explained in interviews with the Department of Culture and Tourism of Banyuwangi Regency.

> *"Kalau kami dari sisi standarisasi dari properti, kami sudah ada Program Homestay High Class, jadi homestay-homestay ini berfasilitas dan layanan setara hotel, tapi Bahasa ini yang masih menjadi masalah pelayanan. Beberapa kali sudah kami kumpulkan dan pelatihan Bahasa Inggris ini tapi masih susah tetap ndak bisa Pak".*

An interview with the Department of Culture and Tourism of Banyuwangi Regency revealed that, although the high-class homestay program improved property standards and services, English language barriers still hinder effective service delivery. Many homestay owners struggle to achieve the required proficiency despite various training sessions. A study by Trianasari and Mukti (2024) showed that a handbook aimed at enhancing English proficiency for homestay owners in Taman Sari Tourism Village was limited in effectiveness because it did not address their specific English usage needs, which were not analyzed during its development.

5. Discussion

This study examined the English language patterns used by homestay owners in Bali and East Java, motivated by the villages' growing recognition on national and ASEAN levels. The findings from questionnaires and interviews showed that many respondents struggle with limited English skills, making communication during guest arrivals challenging. Some owners relied on gestures, while others used Google Translate, but the message often remained unclear. Blue and Harun (2003) emphasize that effective guest greetings require familiarity with English expressions, highlighting the need for improved language training to enhance guest interactions.

The results revealed a thorough approach to familiarizing international guests. Respondents provided details about amenities like breakfast, Wi-Fi, and scenic views while addressing limitations such as the lack of air conditioning and laundry services. Despite limited English proficiency, homestay owners effectively communicated key details using Google Translate or gestures. They inform guests about meal times, local dining, and cultural aspects of traditional house structures while managing laundry services, cooking classes, and market visits. Questionnaire results also indicated that most respondents provided detailed information on local areas, food options, transportation, culture, and facility limitations. This consistent approach ensures that international guests receive comprehensive and personalized information throughout their stay, even with language barriers.

During the engagement stage, homestay owners actively involve international guests in local activities such as cooking, gardening, and village events, providing an immersive cultural experience. They encourage guests to explore local attractions and learn about traditional practices, using Google Translate to bridge language gaps and foster a familial atmosphere. Questionnaire results support this approach, showing that most owners engage guests in daily routines, address their concerns effectively, and enhance their overall experience. These findings align with Chand et al. (2024), emphasizing the importance of cultural engagement and strong host-guest interactions in creating a memorable homestay experience.

During the departure stage, homestay owners actively interact with guests, providing help with luggage, handling payments, arranging transportation, and requesting reviews. They also strengthened bonds by taking photos and connecting on social media. Most owners confirmed their involvement in the check-out process, offering farewells and guidance for guests' next steps. These practices, as supported by Abdullah et al. (2024), highlight the importance of personalized service and cultural exchange in enhancing guest experiences and fostering continuing connections.

The study identified a structured interaction framework between homestay owners and guests, covering arrival, familiarization with the local area, engagement in host family routines, and departure. English

language needs vary by region; for example, East Java homestays don't use terms for Balinese customs like Canang, while Bali homestays rarely discuss farming tasks such as planting coffee or harvesting eggplants. This variation shapes the specific vocabulary required in each location.

The data indicates that, despite variations in activities and regional contexts, English language use in each tourist village develops distinct patterns that reflect its unique characteristics. This systematic approach establishes a standard of English usage that homestay owners must master to enhance guest satisfaction, encompassing greetings, information about room facilities, and assistance upon arrival. Similarly, interactions between homestay owners and guests during the familiarization, engagement, and departure stages adhere to their specific patterns of English usage.

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Appendix

Positive Questionnaire Statements (Likert Scale)

I. Arrival
1. Memberikan salam saat kedatangan tamu di homestay. (Greeting the guest upon their arrival at the homestay.)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
2. Melakukan tanya jawab singkat terkait identitas tamu yang hendak menginap. (Making a brief Q&A regarding guests' identity)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
3. Mengarahkan tamu untuk mengisi form kedatangan dan melakukan proses administrasi. (Instructing the guests to fill out the arrival form and completing the administrative process)

a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
4. Mengantar tamu ke ruangan yang telah disiapkan (Directing the guests to the prepared room)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
5. Memperkenalkan fasilitas dan aturan selama menginap di homestay (Introducing the homestay facilities and rules during their stay)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
6. Pemilik Homestay membawakan barang bawaan tamu ke kamar. (Helping the guest with their luggage to their room)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
7. Pemilik Homestay menyediakan kendaraan menuju dan keluar homestay pada saat check in/out. (The homestay owners provide transportation to and from the homestay during check-in and check-out)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
8. Pemilik Homestay memberikan pertanyaan bagaimana perjalanan tamu menuju homestay. (The homestay owners ask the guests about their journey to the homestay)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
II. Familiarization
1. Memperkenalkan area sekitar homestay (Introducing the area around the homestay)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
2. Menjelaskan kekurangan dari homestay (Telling the homestay's limitation)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju

e. Sangat tidak Setuju
3. Memberikan informasi terkait restaurant terdekat untuk sarapan, makan siang dan malam. (Informing the nearby restaurants for breakfast, lunch, and dinner)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
4. Basa-basi terkait pengalaman sarapan, makan siang dan/atau makan malam (Making small talk about breakfast, lunch, and/or dinner experiences)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
5. Memberikan informasi terkait laundry service (Informing the laundry service to the guests)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
6. Memberikan informasi terkait taxi (Informing the taxi service to the guests)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
7. Saling bertukar informasi terkait buadaya dan kebiasaan (Exchanging information regarding culture and customs)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
8. Menjelaskan tentang struktur bangunan traditional di desa (Explaining the structure of traditional building in the village)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
9. Pemilik Homestay menjelaskan fasilitas yang diperoleh saat berada di homestay. (The homestay owners explain the facilities that the guests can use)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
10. Pemilik Homestay menjelaskan kegiatan yang bisa dilakukan saat berada di homestay. (The homestay owners explain list of activities that the guest can do inside the homestay)
a. Sangat Setuju
b. Setuju
c. Cukup

d. Tidak Setuju
e. Sangat tidak Setuju
11. Pemilik Homestay menjelaskan kegiatan yang bisa dilakukan diluar homestay. (The homestay owners explain list of activities that the guest can do outside the homestay)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
III. Engagement
1. Mengajak tamu berkeliling ke tempat wisata sekitar desa. (Inviting the guest on a tour of local attractions around the village)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
2. Menawarkan aktivitas yang bisa dilakukan bersama dengan keluarga pemilik homestay. (Offering activities that can be done with the homestay owner's family)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
3. Mempersilahkan tamu untuk menggunakan dapur keluarga. (Inviting the guest to use the family kitchen)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
4. Mengajak tamu untuk ikut serta pada kegiatan yang bersifat fun di desa. (Inviting the guest to join in fun activities in the village)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
5. Mengadakan farewell atau sejenis makan malam bersama sehari sebelum tamu meninggalkan homestay. (Organizing a farewell or a shared dinner the day before the guest leaves the homestay)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
6. Sharing pengalaman oleh tamu selama menginap di homestay. (Guests sharing their experiences during their stay at the homestay)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju

e. Sangat tidak Setuju
7. Mengatasi complaint dari tamu. (Handling guest complaints)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
8. Pemilik homestay menawarkan paket wisata. (The homestay owner offers tour packages)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
IV. Departure
1. Memepersiapkan form untuk tamu check out. (Preparing the check-out form for the guest)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
2. Memberikan salam perpisahan. (Saying goodbye to the guest)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
3. Memberikan informasi terkait taxi ke Bandara. (Informing about taxi to the airport)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
4. Mengantarkan tamu ke Bandara. (Driving the guests to the airport)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
5. Mengajak foto bersama dan ijin memposting pada sosial media. (Asking to take a group photo and permission to post on social media)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju
6. Menawarkan tamu untuk memberi review/bintang untuk homestay. (Inviting guests to leave a review/rating for the homestay)
a. Sangat Setuju
b. Setuju
c. Cukup
d. Tidak Setuju
e. Sangat tidak Setuju

Note:
a. Sangat Setuju (Strongly Agree)
b. Setuju (Agree)
c. Cukup (Fair)
d. Tidak Setuju (Disagree)
e. Sangat tidak Setuju (Strongly Disagree)