
Marketing Language Literacy Through Strengthening Blue Economy Based Tourism Villages in Kalanganyar

Literasi Bahasa Pemasaran Dengan Penguatan Desa Wisata Berbasis Blue Economy di Kalanganyar

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ABSTRAK

Masyarakat pesisir di kabupate Kalanganyar perlu diberikan pelatihan untuk meningkatkan pemahaman terhadap literasi bahasa pemasaran produk, karena pelaku usaha ini diharapkan dapat menerapkan proses penjualan secara langsung maupun online dengan teknik yang benar sesuai dengan perkembangan terkini. Metode yang digunakan dalam penelitian yaitu wawancara, dokumentasi, dan observasi. Hasil temuan diketahui bahwa Masyarakat belum memahami konsep Blue Economy dalam mewujudkan potensi sumber daya alam di Kalanganyar yang bersih dan indah untuk menarik minat pembeli maupun turis dari mancanegara. Adapun pelaku usaha memiliki kekurangan dalam ketrampilan berkomunikasi untuk memasarkan produk sehingga membutuhkan pemahaman literasi pemasaran, dan kurangnya keahlian dalam memasarkan produk secara online. Selain itu, perwujudan lokasi wisata di desa Kalanganyar masih membutuhkan kesadaran Masyarakat untuk memelihara kebersihan lingkungan tambak, mangrove, dan perairan sekitarnya. Rekomendasi diperlukan adanya Kerjasama antara stakeholders pihak swasta dan pemerintah untuk mendukung terwujudnya desa wisata Kalanganyar yang berpotensi menjadi tujuan wisata Internasional dari sumber alam perikanan, produk olahan, serta tempat wisata air lainnya.

Kata kunci: literasi bahasa pemasaran, desa wisata, blue economy.

ABSTRACT

Provides Coastal communities in Kalanganyar district need to be given training to increase their understanding of product marketing language literacy, because these business actors are expected to be able to implement the sales process directly and online with the correct techniques in accordance with the latest developments. The methods used in research are interviews, documentation and observation. The findings show that the community does not understand the Blue Economy concept in realizing the potential of clean and beautiful natural resources in Kalanganyar to attract buyers and tourists from abroad. Meanwhile, business actors have a lack of communication skills to market products, so they need an understanding of marketing literacy and a lack of expertise in marketing products online. Apart from that, the realization of a tourist location in Kalanganyar village still requires public awareness to maintain the cleanliness of the pond, mangrove and surrounding waters. Recommendations require cooperation between private sector stakeholders and the government to support the realization of the Kalanganyar tourist village which has the potential to become an international tourism destination from natural fisheries resources, processed products and other water tourism attractions.

Keywords: marketing language literacy, tourism village, blue economy

INTRODUCTION

Literacy education in product marketing language as a community stimulus in Kalanganyar village can be developed with the aim of improving processed products to be better known by the wider community using e-commerce and the available marketing systems (Clarence & McKenna, 2017). The aim is to provide language literacy related to the promotion of processed products so that the products available in Kalanganyar village are better known to the wider community in order to strengthen the blue economy-based tourist village which prioritizes processed marine products while maintaining the sustainability of the aquatic environment. Marketing language literacy activities in Kalanganyar Village, through observation, interviews and educational guidance, the results of these activities will provide an overview or effective language literacy to increase sales of products for the people of Kalanganyar village. The subjects of this research are MSME business actors, namely PKK women and Karang Taruna youth. Regarding the basis of the blue economy concept in this research, it can be interpreted as activities to maximize water resources which aim to increase economic growth through various innovative and creative activities.

Blue Economy for the development of tourist villages in Kalanganyar. Which is in line with the objectives of the Blue Economy, namely maximizing marine processed production and its potential while preserving the natural environment, water and surroundings for the survival of animals, humans and plants. In this case, preservation is what needs to be emphasized in the vision and mission of the Kalanganyar Tourism Village which wants to be known by the wider community and abroad, because Blue Economy is a specialty in this research, namely advancing the potential of tourist villages by preserving the surrounding environment (Setiawan, 2023).

The problem in understanding business actors in developing their products is that the way they communicate or market their products is less effective, so language literacy is needed as reinforcement. The relationship between the fields of marketing and language (linguistics) can be seen from various studies over a period of almost 30 years (Behroozizad & Bakhtiyarzadeh, 2012). From many studies, the findings conclude that the role of effective language for marketing both goods and services must be taken into consideration in marketing which assumes that effective use of language in marketing can be used as a means of product promotion, attracting buyers' attention, being easy to remember and being a strength. in sales (Utomo et al., 2019). Meanwhile, the findings suggest that the use of language in product promotion should take more into account the local language dialect in which the product is marketed (Rahmidani, 2015). In line with this, marketing has always been the main problem in product marketing which of course will also have an impact on sales volume (Rozaan et al., 2018). During the marketing process there is an important thing that should not be ignored, namely consumer perceptions regarding marketing quality. One component of marketing quality includes having a well-known and trusted brand. One of the innovations and creativity in marketing strategies to improve marketing quality is through a linguistic approach or language literacy (Hanum, 2021). Therefore, this study aims to provide literacy education in the marketing language of coastal community products in Kalanganyar Village in the sale of processed fish products and provide recommendations for using Indonesian and English for marketing products through E-commerce, as well as preserving biological and animal potential, as well as plants or the surrounding environment is in accordance with the goals of the Blue Economy.

The urgency of this research is that more and more producers have a high awareness of the importance of product marketing language to market their processed products well and

be better known by the wider community. The impact of literacy in the marketing language of local products has a significant impact on the community, especially residents in Kalanganyar Village, where most of the people are involved in selling processed marine products. The marketing of these products must be improved by understanding marketing/marketing language literacy, so that people's sales activities become appropriate and known to the wider community in line with current developments which are increasingly moving towards E-commerce. Apart from that, the community needs to be raised in awareness of the cleanliness of the environment around beaches, ponds and processing factories to support the realization of tourist villages and this is an important matter that is very urgent to be given to the community processing tourist villages in the community.

METHOD

Applying qualitative methods using data collection techniques in the form of semi-structured observation guides, interviews and documentation. Observations were carried out during eight meetings in the field with the aim of finding out strategies for implementing marketing language literacy and implementing the Blue Economy system. Documentation was carried out by analyzing the results of FGD/focus group discussion activities written/documentated by researchers, while interviews were carried out with the aim of finding out the effectiveness of strengthening the blue economy for business people through marketing language literacy.

Therefore, marketing language literacy for MSME business actors in the Kalanganyar tourist village is implemented through strengthening Blue Economy-based tourist villages. There are three main activities, namely observation activities in Kalanganyar village to find out the condition of the community's language literacy skills through talk meetings with village heads and stakeholders, then language literacy activities provided for business people and FGDs, as well as interview activities to find out the effectiveness of language literacy strengthening activities. the. Observation activities in the field, namely through the village head and his staff, business people, and observing MSME businesses, then carrying out marketing language literacy activities through educational activities for the business community, and giving interviews to find out the community's understanding of marketing language literacy for the development of processed products in the village.

RESULT AND DISCUSSION

In line with this, there are several points of study from the government regarding President Jokowi's national development priorities. Priority development sectors for 2017 include food, energy, maritime, tourism and industrial areas. The term blue economy was put forward by the Minister of Maritime Affairs and Fisheries, namely a new concept that aims to generate economic growth from the marine and fisheries sector, while ensuring the sustainability of coastal and marine resources and environments. The blue economy approach model is expected to be able to answer the dependence between the economy and the ecosystem as well as the negative impacts due to economic activities including climate change from the global market. It is related to language literacy, so the definition of literacy from the original English language is "literacy" namely being able to read and write. Meanwhile, in Latin, it is known as "littera" (Herawati, 2020). In KBBI it means a relationship to writing. Regarding this definition, (Weninger & Kan, 2013) conveys the meaning of literacy which is similar to skilled activities in receptive language and productivity. Capable of receptive language, namely the language used in capturing and understanding information that is information conveyed verbally or in writing (Chen, 2017). From the previous explanation of the definition of literacy, it can be concluded that "literacy is an activity to make someone understand information, either

through reading and writing activities. And can carry out practices that are aligned with social relationships with knowledge. So that literacy can make someone more knowledgeable about extensive information (Weninger & Kan, 2013).

Marketing language literacy is a communication skill that must be mastered by business people in the Kalanganyar tourist village. MSME businesses from processed fish become products that can have high competitiveness if they have good marketing methods to consumers. The Kalanganyar tourist village is a target area or cooperation partner that will implement an international standard tourist village and language literacy as an answer to the problem of people who do not master this marketing language literacy. This aims to create a community of business people who can practice communication in English in sales and purchasing activities. Apart from that, knowledge of effective marketing systems is provided to business people to equip the community in marketing processed products online and offline with special language literacy, namely marketing English. By strengthening language literacy and a reliable marketing system, the vision and mission of an international standard tourism village can be realized gradually and it is hoped that it will encourage the people of Kalanganyar to realize a tourism village program which prioritizes the preservation and strengthening of the natural environment and surrounding waters.

Current developments in the 4.0 era require business actors to meet every change and competition in the world of product marketing. Small and medium businesses in processed seafood require innovation in sales systems and improving product (Dodds & Jolliffe, 2016). The main problem faced by business actors is the lack of adaptation to these changes due to limited skills, experience and education, as well as support from other aspects such as the environment where there is no awareness to pay attention to cleanliness and preservation of life and animals in tourist villages. Therefore, marketing language literacy is very necessary for MSME entrepreneurs in the Kalanganyar tourist village area as a case study. In line with this, literacy includes various abilities and skills that assist the understanding of the material being communicated and the processing of that information. Literacy is an interesting activity for marketing (Chan, 2021). Marketing is the process by which companies create value for customers and build strong customer relationships to capture value back from customers. Value is a concept about something that is considered important. Because it is considered important, its existence must be respected, upheld and prioritized. The most difficult thing to formulate and implement is how to formulate sales values that are parallel to the values that consumers have. That is the challenge from the marketing management aspect (Fitria, 2019).

In some economic activities, society cannot be separated from the role of technology which is one of the driving factors of the economy. Technology plays a very important role in advancing an area so that everything that is done is easier and faster, supported by the movement of an increasingly advanced and better technological world. The development of information technology, especially the internet, has helped facilitate human activities in various fields, including the economic sector. The internet has helped many economic activities because it facilitates interaction between users and user interaction with computer systems (Sari & Yunus, 2021). In addition, the world is currently in a period of crisis because the corona virus is a problem that society cannot avoid. The impact of Covid-19 is a burden on society because income (input) is not directly proportional to expenditure (output), which is getting bigger with children's online learning activities and marketing is also decreasing. Therefore, technological aspects and developing human resource capabilities are really needed in the program.

Literacy activities do not just provide understanding of reading and writing. However, being able to obtain or receive information. (Widarno, 2021) stated that there are six elements in literacy, including:

- Early Literacy, namely the ability to listen, understand spoken language, and communicate through pictures and verbally which is formed by experiences interacting with the social environment at home.
- Basic literacy, namely the ability to listen, speak, read, write and calculate related to the analytical ability to calculate, perceive information, communicate and describe information based on personal understanding and drawing conclusions.
- Library Literacy, namely providing an understanding of how to differentiate between fiction and non-fiction reading, utilizing a collection of various reading books.
- Technological Literacy, namely the ability to understand information through technology.
- Visual Literacy is an advanced level of understanding between media literacy and technological literacy so that you can develop your abilities critically according to your needs.
- Media Literacy, namely the ability to know various different forms of media, such as print media, electronic media, digital media, internet media and understand the goals of the users.

Based on the description above, the components of literacy consist of six different abilities from each literacy component. Such as media literacy which requires students to have the ability to know various different forms of media. This is different from visual literacy which requires an advanced understanding between media literacy and technological literacy. This proves that literacy is not only defined as reading and writing activities.

Natural Resources are elements of the natural environment, both physical and biological, that are needed by every individual to meet their needs and improve their welfare. In relation to tourism, natural resources have a very important role in the development of the Kalanganyar tourist village area because the development of a tourist village cannot be separated from its natural potential, natural resources, especially in the fisheries and marine sectors, are potential sectors to be used as tourist attractions. Efforts made by village actors/developers from the district government, village government, community and all parties involved in this case are carried out by strengthening the marketing literacy sector and understanding the principles of the Blue Economy, especially for business actors in the villages around the city of Surabaya. Kalanganyar Village is one of the villages in Sedati District which is rich in natural and marine resources so it is superior, which in principle is an industrial activity that expects the arrival of consumers directly at tourist attractions.

Kalanganyar village tourism is a type of tourist attraction that relies on the beauty of the panorama or natural environment, so that the natural nature of potential marine products also greatly determines the sustainability of what is developed, which becomes a tourist center. Because the most important assets to attract tourist visits are authenticity, uniqueness, comfort, natural beauty and local wisdom, therefore environmental quality factors are important assets that must be provided, especially in areas that are used for tourists to explore. Through the development of language literacy and the application of the blue economy, it is hoped that it can increase the preservation of natural resources, as well as maintain local culture and technology (indigenous knowledge) which are generally in accordance with the conditions of the natural environment, which are related to creative economic efforts that originate, originate from, by and for society. Considering that natural beauty is an attraction for tourists, in Kalanganyar Village the focus is on increasing the processed fisheries product sector in accordance with the capabilities, typology and ecological function of the land so that it can have

a direct influence on the sustainability of natural resources and the income of farmers and the surrounding community.

Business development with Blue Economy-based language literacy has been implemented in the Kalanganyar tourist village located in Sedati Sidoarjo Regency, so that business people in the community also take an active role in the program to turn the village into a tourist destination. Apart from that, business people are provided with knowledge and knowledge regarding marketing systems, then given environmental conservation training in the Kalanganyar tourist village.

Tabel 1. The results of the semi observation guide

Interview session	Results
How is the development of MSME business in Kalanganyar village?	Many business people run fish cracker processing businesses, frozen fish and other processed fish products which are in demand by the people of Java and outside the island.
How do business actors carry out marketing of their products? In what way/method to do it?	Currently we are still running a traditional system, the e-commerce system is still not running smoothly.
Does the marketing method increase sales?	Marketing is still in the traditional form of direct marketing to customers or by using WhatsApp social media.
What are the obstacles to business people not understanding how to market their products well?	There is a lack of confidence in using the e-commerce system and fear of foreign languages.
Do people understand how to arrange words/sentences to market products?	People use Indonesian and Javanese in marketing, without arranging according to linguistic rules.
Does the language/literacy used match consumer needs?	Language literacy in product marketing according to needs and conditions.
Do business people know/understand how to communicate product descriptions?	Business people know how to market product descriptions because they have been doing it for a long time.
Do you understand the Blue Economy concept in preserving the biological and animal environment in the sea and coastal environment?	The public does not fully understand because they still rely on employees/ASN/government to preserve the aquatic environment

How to preserve the aquatic environment in Kalanganyar?	People just don't burn mangrove forests, always throw rubbish in the right place and not in rivers or ponds.
Do you know practical ways to ensure that the waters and environment around beaches and ponds are free from rubbish and waste? Explain.	The community has the idea to build a compost warehouse, but it has not been implemented.

From the results of the semi-observation guide, it is known that the community in the circles of the village still need assistance in implementing appropriate language literacy, especially for marketing products online. Apart from that, awareness of preserving the aquatic environment has not been fully realized because there is still a lot of rubbish found near ponds or rivers. This can trigger the creation of environmental conditions and slum housing near ponds or rivers. In this case, the realization of a Blue Economy-based tourist village will be difficult to achieve.

Figure 1. Results of interviews and Focus Group Discussions

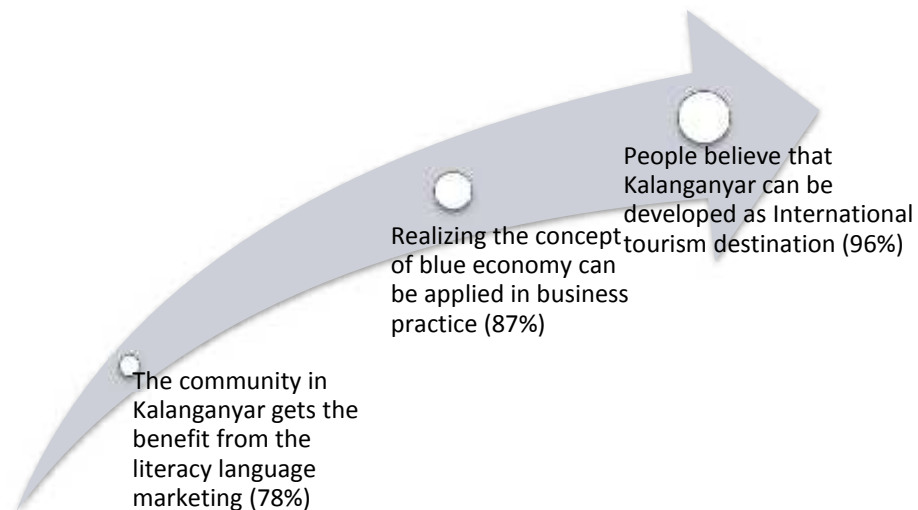


Figure 1 shows the percentage of opinions of business people. As many as 78% stated that understanding marketing language literacy helped them in developing their business, especially in terms of direct and online marketing. Apart from that, as many as 87% stated that the blue economy, namely awareness of managing existing natural resources, also opened up creative ideas to make Kalanganyar as an advanced tourist village. In addition, as much as 96% of marketing using effective methods can increase the promotion of processed products in the Kalanganyar towards tourist destination villages in accordance with the planned future goals of the APBDes.

The marketing language literacy activities and implementation of the Blue Economy can be seen from the following documentation which shows the activities of the Kalanganyar village community who are enthusiastic in learning the right language and an effective product marketing system.

Figure 2. Documentation



From a series of language literacy and product marketing activities based on the Blue Economy, it can be concluded that the business community in the Kalanganyar tourist village is very enthusiastic in realizing the common goal of making the village a tourist destination with superior potential, namely processed products and the natural beauty of mangroves, ponds, and waters. Therefore, this research activity is very important to make people aware of the natural potential used as a tourist destination. Blue Economy is very important to realize, especially in coastal areas.

From the results of interviews and questionnaires, it can be seen that realizing an international standard tourist village requires several advances in various sectors. The first sector is communication skills in English. It cannot be denied that language skills really support the creation of a world-known tourist village. Therefore, coastal communities in Kalanganyar village need to continue to improve communication in English when trading online and face to face. Through the research carried out, the community became aware and aware, and began to plan English language learning at the village hall, with basic and applied English communication training in the buying and selling business.

The second sector is the need for a correct and effective marketing strategy. Often coastal communities, especially traders in the community, have sufficient goods and services, but do not understand how to market them properly. This is due to a lack of knowledge and knowledge in marketing products. Therefore, through the research carried out, business people are starting to practice how to market products online or e-commerce and face to face with appropriate communication methods. Business people realize that face-to-face communication is often inaccurate in choosing words or sentences so that buyers feel reluctant to buy goods or products.

The third sector is utilizing the APBDes to plan internationalization program plans, for example inviting native speakers to communicate in English with youth organizations, local communities and business people. This also encourages the arrival of foreign tourists by introducing local Kalanganyar products. This program is very popular with the local community because they feel the creativity of an interesting program which can increase their self-confidence in language literacy. Apart from that, business people are also encouraged to practice language literacy in marketing products.

The fourth sector is the need to develop favorable places or spots to attract the arrival of foreign tourists. The superior product in Kalanganyar is unique batik. This product can be marketed worldwide with the right marketing sentences and strategy. Another product is fishing tourism which needs to be well renovated and attractive, so that local and foreign visitors are attracted to the existing spots. This will be planned by designing with professional architecture to make it a unique fishing tourist attraction.

Another place or spot is mangrove tourism. As is known, foreign researchers and people from abroad are interested in studying and seeing the beauty of mangroves, therefore this research activity makes the people of Kalanganyar aware of preserving the water environment, ponds and mangroves by not throwing rubbish carelessly, not placing household and industrial waste in around tourist spots, and it is necessary to establish a special waste processing site to be used as fertilizer. As the theme of this research is a tourism village based on a blue economy, business actors and local communities must have awareness of preserving the surrounding environment and waters which are the main natural resources in creating an international standard tourist village.

CONCLUSION

The conclusion of this research is that there needs to be cooperation between stakeholders, BUMdes, local communities and business actors to transform the Kalanganyar tourist village into an attractive tourist destination for local residents and people from abroad. With a program plan, natural resources that support each other, human resources that support each other, community between residents, and a well-running Village Budget, the target of the Kalanganyar Village Head and its stakeholders will be the process of realizing a second destination tourist village besides Kediri, such as which was explained by the Village Head.

This target will soon be realized if the will and ability go hand in hand and continue to be improved. With this research, the people of Kalanganyar continue to be trained and made aware of the importance of the natural and human resources they have which have the potential to improve collective human welfare. Literacy in product marketing language to create a Kalanganyar tourism village based on a blue economy and international standard can be realized through program activities that are actively planned by BUMDes. The active factor of business actors in supporting this program plays a very important role in making existing natural resources and human resources capable of having skills in terms of communication language in English and accurate or effective marketing strategies, both online and face to face. Suggestions from the research are that it needs to be carried out consistently and continuously in training language literacy for business people, and there needs to be improvement and preservation of the environment around villages and waters so that visitors who come can feel comfortable when traveling in accordance with the aspirations of the village head and local community.

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