

## ABSTRAK

Oktavianty, Millania Rahma. NIM. 12203193081. 2023. *The Roles of Kampung Inggris as Educational Tourism to Attract The Interest in Learning English*. Skripsi. Tadris Bahasa Inggris. Fakultas Tarbiyah dan Ilmu Keguruan. Universitas Islam Negeri (UIN) Sayyid Ali Rahmatullah Tulungagung. Pembimbing. Dr. Arina Shofiya, M.Pd.

**Kata kunci :** Kampung Inggris, Educational Toursim, Learning English

Dalam perkembangan pendidikan saat ini sumber belajar dapat diperoleh tidak hanya dari sekolah formal, tetapi bisa juga non formal karena sumber belajar adalah pusat pengetahuan yang luas yang bisa di dapat tidak hanya dari guru yang mengajar di sekolah. Kampung Inggris termasuk dalam pengelompokkan sumber belajar dari lingkungan yang menjadi wujud nyata dari penerapan Pendidikan Bahasa Inggris secara non formal. Sebagai pusat belajar Bahasa Inggris terbesar tidak dapat dipungkiri bahwa Kampung Inggris yang didukung dengan banyaknya lembaga kursus dapat menjadi sebuah Kampung wisata Pendidikan.

Rumusan masalah penelitian ini adalah (1) Bagaimana peran Kampung Inggris sebagai wisata edukasi dalam meningkatkan minat pendatang? (2) Bagaimana pemilik kursus bahasa di english village menciptakan lingkungan bahasa untuk menarik pengunjung dalam belajar bahasa inggris?. Tujuan dari penelitian ini adalah untuk: 1) mengetahui dan memahami peran English Village sebagai wisata edukasi dalam meningkatkan minat pengunjung, 2) mengetahui bagaimana pengelola Lembaga kursus Bahasa di Kampung Inggris menciptakan lingkungan bahasa untuk menarik pengunjung dalam belajar bahasa Inggris.

Penelitian ini menggunakan desain fenomenologi dengan pendekatan kualitatif; Subjek dari penelitian ini adalah para pendatang di kampung Inggris yang menjadikan kampung Inggris sebagai tempat tujuan belajar; Sumber data penelitian ini berupa data primer dan data sekunder. Dalam mengumpulkan data penelitian, peneliti melakukan observasi, wawancara, serta dokumentasi sebagai Teknik pengumpulan data.

Hasil penelitian menunjukkan bahwa (1) peran kampung inggris sebagai wisata edukasi dalam meningkatkan minat pendatang adalah sebagai tempat pusat pembelajaran yang memfasilitasi banyaknya Lembaga kursus Bahasa Inggris serta menciptakan sebuah lingkungan belajar yang berbeda dengan pendidikan formal. (2) pengelola Lembaga kursus berperan dalam menciptakan lingkungan Bahasa untuk menarik pendatang dalam belajar Bahasa inggris dengan cara melibatkan seorang pengajar yang merupakan berperan secara langsung Ketika berinteraksi Bersama siswa di dalam kelas.

## ABSTRACT

Oktaviany, Millania Rahma. NIM. 12203193081. 2023. The Roles of Kampung Inggris as Educational Tourism to Attract The Interest in Learning English. Thesis. English Tadris. Faculty of Tarbiyah and Teacher Training. State Islamic University (UIN) Sayyid Ali Rahmatullah Tulungagung. Advisor. Dr. Arina Shofiya, M.Pd.

**Keywords:** *English Village, Educational Toursim, Learning English*

In the current development of education, learning resources can be obtained from traditional and non-formal schools because learning resources are broad knowledge centers that can be obtained not only from teachers who teach in schools. English Village is included in the grouping of learning resources from the environment, which is a concrete manifestation of the non-formal implementation of English Education. As the largest center for learning English, it is undeniable that English Village, supported by many course institutions, can become an Educational Tourism Village.

The formulation of the research problems are (1) What is the role of Kampung Inggris as an educational tour in increasing the interest of newcomers? (2) How does the owner of the language course at the English Village create a language environment to attract visitors to learn English? The aims of this study were: 1) to know and understand the role of the English Village as an educational tour in increasing visitor interest, 2) to find out how the managers of the Language Course Institute in Kampung Inggris create a language environment to attract visitors to learn English.

This study uses a phenomenological design with a qualitative approach; The subjects of this study were immigrants to the English village who made the English village their study destination; The source of this research data is in the form of primary and secondary data. In collecting research data, researchers conducted observations, interviews, and documentation as data collection techniques.

The results of the study show that (1) the role of the English village as educational tourism in increasing the interest of newcomers is as a learning center that facilitates many English language course institutions and creates a learning environment that is different from formal education. (2) the manager of the course institution plays a role in creating a language environment to attract newcomers to learning English by involving a teacher who plays a direct role when interacting with students in class.

## ACKNOWLEDGEMENT

Praise Allah SWT. for all His grace and guidance so that the author can complete this thesis with the title "The Roles of Kampung Inggris as Tourist Education To Attract The Interest in Learning English" without any significant obstacles. Purpose of making this thesis is to fulfill one of the requirements for completing the Bachelor's Degree (S1) program at the English Education Department, Faculty of Tarbiyah and Teacher Training, Sayyid University Ali Rahmatullah Tulungagung.

The researcher realizes that it is impossible to recognize if not assisted by various parties in writing this thesis. On this occasion, the researcher would like to express her sincere thanks to :

1. Prof. Dr. Maftukhin, M.Ag. as the Rector of UIN Sayyid Ali Rahmatullah Tulungagung.
2. Prod. Dr. Hj. Binti Maunah, M. Pd. as the Dean of Faculty of Education and Teacher Training of UIN Sayyid Ali Rahmatullah Tulungagung.
3. Dr. Erna Iftanti, S.S., M.Pd as the Head of English Education Department of UIN Sayyid Ali Rahmatullah Tulungagung.
4. Dr. Arina Shofiya, M.Pd as the thesis advisor who always guides me
5. Mr. and Mrs. Lecturers, as teaching staff who have provided guidance and knowledge.
6. ACCES-ES and MR. BOB course institutions. Epecially for the two course management institutions. Thankyou for accepting me to do research and helping me collect research data.

7. My beloved parents, Mr. Tri Wijianta and Mrs. Eny Lasmiati. Thankyou for all the best prayers, best support, and best love with all your heart that has been given to me.
8. My sister, Ardha Azizah Yunianti. Thankyou for being the best support system after our beloved parents.
9. My best friends, Shinta Surya Ningtyas. Thankyou for always helping me, supporting me, and being by my side anytime I needed.
10. A college classmate from Kediri. Thank you for all the supporting me, help for me, and motivating each other from the beginning of college to the end.
11. All parties that cannot be mentioned one by one who have helped in the completion of writing this thesis.

May all their services and goodness be recorded by Allah SWT. as a good deed and get rewarded. The researcher also realizes that this thesis is still far from perfection, so constructive criticism and suggestions are significant. The researcher hopes for the improvement of writing in the future.

The Researcher