Interpreting practice proficiency: Indonesia to English in socio-economic revitalization in Sungailiat tourism sector based on a survey study

Kemahiran praktek interpretasi: bahasa Indonesia ke bahasa Inggris dalam revitalisasi sosial ekonomi di sektor pariwisata Sungailiat berdasarkan studi survei

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Abstract
Proficiency in the practice of interpreting refers to one's ability to effectively translate a source language into a target language while ensuring the meaning is conveyed accurately. This research specifically focused on the use of Indonesian as the source language and English as the target language, which is crucial in the tourism industry, especially in Sungailiat City. This research used a survey-based approach and uses supporting theory as a research methodology to investigate the effectiveness of translation practices from Indonesian to English. Data collection includes interviews and observations. The primary data obtained was analyzed to reveal the challenges faced by tour guides or shoreline security officers in implementing these practices, as well as the potential opportunities available to them through continued implementation. The results of this research can increase the awareness of professionals directly involved in the tourism industry and provide educational insights for tour guides and local communities managing tourist attractions. Additionally, it can contribute to improving the skills of guides, thereby expanding their knowledge to encourage socio-economic growth in the Sungailiat tourism sector.

Abstrak
Kemahiran dalam praktik penafsiran mengacu pada kemampuan seseorang untuk menerjemahkan bahasa sumber ke bahasa target secara efektif sambil memastikan makna tersampaikan secara akurat. Penelitian ini secara khusus berfokus pada penggunaan bahasa Indonesia sebagai bahasa sumber dan bahasa Inggris sebagai bahasa sasaran, yang merupakan hal yang krusial dalam industri pariwisata khususnya di Kota Sungailiat. Penelitian ini menggunakan pendekatan berbasis survei dan menggunakan teori pendukung sebagai metodologi penelitian untuk menyelidiki efektivitas praktik penerjemahan dari bahasa Indonesia ke bahasa Inggris. Pengumpulan data meliputi wawancara dan observasi. Data primer yang diperoleh dianalisis untuk mengungkap tantangan yang dihadapi oleh pemandu wisata atau petugas keamanan garis pantai dalam menerapkan praktik tersebut, serta potensi peluang yang tersedia bagi mereka melalui penerapan yang berkelanjutan. Hasil penelitian ini dapat meningkatkan kesadaran para profesional yang terlibat langsung dalam industri pariwisata dan memberikan wawasan edukasi bagi pemandu wisata dan masyarakat lokal pengelola tempat wisata. Selain itu, hal ini dapat berkontribusi pada peningkatan keterampilan pemandu, sehingga memperluas pengetahuan mereka untuk mendorong pertumbuhan sosial ekonomi di sektor pariwisata Sungailiat.

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A. Introduction

Sungailiat is located in Bangka Regency, Bangka Belitung, boasting natural beauty that is truly captivating. The area's natural allure holds great potential for advancing the tourism sector in Bangka Belitung. Recognizing its potential, including its beaches, diverse marine life, and vibrant cultural history, these should be nurtured and shared with a broader audience, both nationally and internationally. Naturally, specific tourist destinations must possess unique features to meet these goal. For instance, offering service facilities that facilitate communication, such as employing tour guides (Camilleri, 2018). This is because language, as a vital communication tool, is a key factor in delivering clear and engaging information (Tumbole & Cholsy, 2022), including for tourists. In this modern era, English proficiency is essential (Ode et al., 2024), therefore, a proficient tour guide must possess excellent communication skills, particularly in interpretation. This interpretative skill fosters seamless communication between tour guides and tourists.

As language acts as the essential medium of human communication and reflects the culture and identity of a society (Triyoga et al., 2024), it is important for tour guides to use language effectively in conveying the significance of cultural and natural sites to tourists. This is why interpreting practice can establish a positive reputation as it receives feedback from satisfied tourists, reflecting the quality of services provided. In the tourism industry, this practice involves not only exchanging information between tourists and guides but also developing a deeper understanding of the history, culture, and other relevant aspects of the visited tourist attractions (Shi et al., 2023). Consequently, an interpreter should possess in-depth knowledge of interpretation to effectively communicate the cultural or natural significance of the tourist sites. This contributes to enhancing tourists' comprehension and appreciation of the visited locations (Weng et al., 2020). Therefore, interpreting in tourism can offer valuable experiences for tourists. Successful interpreting practice significantly influences tourists' favorable reactions and enhances their knowledge about the visited places. Implementing this practice can attract more foreign tourists and consequently lead to increase the demand for interpretation services. Thus, it does not only create opportunities for developing tourist destinations but also presents new prospects for tour guides to achieve higher levels of socio-economic development.

In December 2023, 547 foreign tourists visited Bangka Belitung according to data from the Bangka Belitung Islands Province Central Statistics Agency (BPS Provinsi Kepulauan Bangka Belitung, 2023) with 27.72% of them exploring Bangka Regency. This suggests a strong interest among foreign tourists in visiting Bangka Regency, including the Sungailiat area. The data underscores the importance of enhancing interpretation practices to attract more foreign tourists and boost regional income. Additionally, the data indicates that improving these practices can contribute to the region's economic development and help establish it as a sustainable tourist destination (Esfehani & Walters, 2018). The tourism area in Sungailiat, Bangka, is relatively sizable, so it is essential to initiate various measures, such as providing outreach and training on interpretation practices to educate tour guides comprehensively.

As per data from the Central Statistics Agency for Bangka Belitung Islands Province 2024 (BPS Provinsi Kepulauan Bangka Belitung, 2024), there was an increase in the number of hotel guests in February compared to the previous month. In the previous month, there were only 33,463 occupants while in February there were 35,095. It was observed that domestic guests increased by 4.46%, while foreign guests showed a significant increase of 45.16%. Based on this data, it can be inferred that tour guides and hotel staff need to be sensitive to this issue and improve their interpretation skills in serving visitors. Moreover, these hotels could potentially increase this figure by enhancing their services, including establishing better communication with guests. An article says: *"The profession of interpreter or interpreter requires high speed and accuracy. To produce real-time interpretation, interpreters require high concentration and skill,"* (Setyaji et al., 2023). It can be concluded that tour guides and hotel staff must carry out training and be educated about the importance of interpreting practice, for the progress of the Bangka Belitung tourism sector. Therefore, this research is very crucial to carry out because the results of this research can bring change in the form

of providing awareness to tour guides, hotel staff, and stakeholders that education related to this practice is very significant for the socio-economic progress of tourism in Sungailiat.

Research on language interpretation in tourism has involved various contexts, but certain limitations highlight gaps for future exploration. For instance, Junaid et al. (2022) examines how personal and non-personal interpretation methods are applied in the Makassar City Museum to preserve history and culture. While the study provides useful insights, it doesn't evaluate the long-term impact of these methods on visitors' experiences or their learning outcomes. Moreover, it barely touches on the role of modern, digital-based tools in enhancing interpretation efforts. This leaves room to explore how these methods, especially when integrated with technology, influence visitor engagement and satisfaction.

Similarly, Erawati & Budarma (2019) investigates the role of tour guide interpretation in promoting green tourism at sacred sites in Bali. The study highlights how interpretation helps foster respect for cultural and natural heritage among tourists, but it doesn't dive into the training or qualifications needed for tour guides to excel in this role. Additionally, it overlooks the potential of technological solutions, such as apps or virtual guides, to complement human-led interpretation in supporting sustainable tourism. This opens the door to research on how combining human expertise with technology could better promote sustainability.

Purnomo (2020) focuses on the interpretation of Javanese cultural terms at Kasunanan Palace, analyzing the strategies used by tour guides to bridge linguistic and cultural gaps. While the study effectively identifies strategies like descriptive equivalence and cultural neutralization, it fails to evaluate how well these approaches resonate with tourists or enhance their understanding of Javanese culture. This gap suggests the need for further research to assess the effectiveness of interpretation strategies through tourist feedback or comprehension levels.

As the results of several studies related to language interpreters in the tourism sector, each study focuses on different fields of study using the same research method (language interpreting). However, researchers have not found research that examines the Proficiency Practices of Indonesian to English Interpreters in Socio-Economic Revitalization especially in Sungailiat Tourism Sector Based on a Survey Study and the topic is still interesting to be discussed in more depth in this research. Therefore, these reasons underlie this research with the related topics. This research presents novelty because it focuses specifically on the Indonesian to English interpreting practices of tourism officers in the Sungailiat tourism sector, an area that has not been extensively explored in previous studies. While previous research has addressed various aspects of language interpretation in tourism, this study specifically examines interpretation as a skill crucial for socio-economic revitalization in local tourist destinations, using a survey-based approach that provides more concrete and relevant field data. The focus on the role of interpreters in enhancing tourist comfort and promoting sustainable tourism is a topic that has not been widely studied before.

On top of that, the urgency of this research lies in the fact that many officers at Sungailiat's beaches, such as Tri Agung Castle, Batu Ketak Beach, Tongachi Beach, and Tikus Emas Beach, recognize their limited English skills as a barrier to effective communication with international visitors. With the increasing number of foreign tourists, improving interpretation skills becomes crucial to create positive tourist experiences, which in turn will contribute to the promotion of sustainable tourism (Al-Jarf, 2021). If interpretation quality is enhanced, it not only improves the comfort of tourists but also contributes to local economic development, by attracting more visitors and supporting socio-economic revitalization in the area (Huang et al., 2022).

Given these research gaps and the urgent need for improved interpretation practices in Sungailiat's tourism sector, this study aims to explore the proficiency of Indonesian to English interpreters and their contribution to socio-economic revitalization. By focusing on key tourist destinations such as Tri Agung Castle, Batu Ketak Beach, Tongachi Beach, and Tikus Emas Beach, this research not only examines the interpreting skills of local workers but also identifies strategies to enhance their capabilities. In addition, this study includes a SWOT analysis to assess the strengths, weaknesses, opportunities, and threats associated with interpretation practices, providing a comprehensive understanding of the factors that influence effective communication

with international tourists. The lack of structured interpreter training and standardization poses a significant challenge to seamless cross-cultural interactions. Addressing these gaps is essential to fostering a more inclusive and economically resilient tourism industry. Through a survey-based approach and qualitative analysis, this study identifies strategies to address communication barriers with international tourists while promoting sustainable tourism in the region. Through a survey-based approach and qualitative analysis, this study identifies strategies to address communication barriers with international tourists while promoting sustainable tourism in the region.

B. Method

This particular research methodology employs qualitative approaches. Qualitative research pertains to the study of human behavior while seeking scientific truth to attain objective knowledge (Harahap, 2020). This is because the research aims to explore and deeply understand the interpreting practices of tourism officers in Sungailiat, which involve complex human behaviors and experiences that cannot be measured quantitatively. By applying methods like field observations, interviews, and literature reviews, it allows for a nuanced analysis of socio-economic impacts tied to interpretation practices (Taylor et al., 2016). As a result, this study directly observes the field to gather and analyses primary data from a sample of 10 people based on the subgroup of workers at tourism locations— due to their direct involvement in interpreting practices at tourist sites in Sungailiat. Additionally, the distributed questionnaires are organized as one of the research tools to gather detailed data from tourism officers about their interpretation practices. The interview included 11 targeted questions, covering topics such as the frequency of interpreting activities, challenges in translating technical terms, cultural understanding, and the use of technology in translation. These questions ensured that the collected data was focused and aligned with the research objectives. Each question was carefully structured to capture varying levels of English proficiency and problem-solving strategies in real-life interpreting scenarios. They were also designed to assess both the adaptability of interpreters in dynamic tourist interactions and their awareness of cross-cultural sensitivities. Over and above that, the data analysis in this study implemented thematic analysis following Creswell's framework (2018), involving organizing and preparing the data, coding responses, and identifying themes related to interpretation practices in the Sungailiat tourism sector. This approach ensures that key patterns, such as challenges and strategies in interpreting socio-economic contexts from Indonesian to English, are systematically analyzed and meaningfully interpreted.

This study was conducted in four beaches in Sungailiat—Tri Agung Castle, Batu Ketak Beach, Tongachi Beach, and Tikus Emas Beach as samples for data collection—where tourism officers were directly involved in interpreting practices. These locations were selected due to their significance in the local tourism economy and their role in shaping socio-economic impacts. The following table lists the key tourist attractions in Sungailiat, which were the focus of this research.

Table 1. List of Tourist Attractions in Sungailiat

No.	Tourist Attraction	Village	Regency
1	Batu Ketak Beach	Parit Padang	Sungailiat
2	Tongaci Beach	Kampung Pasir	Sungailiat
3	Tri Agung Caslte	Parit Padang	Sungailiat
4	Tikus Emas Beach	Desa Rebo	Sungailiat

By focusing on these locations, the study ensures that the data collected directly reflects the challenges and strategies involved in interpretation practices within the tourism sector in Sungailiat. As Sungailiat is one of the central to the local tourism activities (Dinas Pariwisata dan Kebudayaan Kabupaten Bangka, 2022), these sites offer rich insights about how interpretation practices affect both the tourist experience and the socio-economic context of the area.

C. Results and Discussion

1. Proficiency Interpreting Practice

This study identified that workers in the tourism sector of Sungailiat demonstrate three levels of interpreting proficiency: high, medium, and low by using form of consecutive interpreting that involves workers at Sungailiat translating Indonesian into English while also conveying local cultural contexts to foreign tourists. It adapts based on the workers' roles and real-time interactions, ensuring clear communication and cultural understanding in various tourist-related situations. These levels are analyzed based on Gile's Effort Model (2021), which emphasizes three core efforts in interpreting: **Listening and Analysis Effort, Production Effort, and Memory Effort.** Based on 10 samples from four tourist destinations in Sungailiat consisting of subgroups (manager/administrative, seller, parking attendant, security guards, cleaning guard), the data of the workers in Sungailiat tourism sites' levels of interpreting proficiency are presented in the table below.

Table 2. Total Percentage of Interpreting Ability Levels of Workers at Sungailiat Tourism Sites

No.	Level of Interpreting Ability	Frequency	Percentage
1.	High interpreting ability	2	20%
2.	Medium interpreting ability	5	50%
3.	Low interpreting ability	3	30%
Total		**10**	**100%**

Based on the table above, the level of interpreting ability most frequently observed is medium interpreting ability, with a frequency of 5 and a percentage of 50% of the total 10 data. This is followed by low interpreting ability, which has a frequency of 3 and a percentage of 30%. The level of high interpreting ability ranks last with a frequency of 2 and a percentage of 20%.

Excerpt 1 (Administrative Staff 1)

*"Menurut saya pribadi, saya sendiri sebagai petugas di bagian front-liner di sini untuk menguasai Bahasa Inggris **setidaknya mengetahui dasar-dasar dalam percakapan bahasa inggris**. Karena di sini juga banyak wisatawan asing yang datang, terutama sebelum covid kemarin."*

"As a front-liner, I personally believe that **having at least a basic understanding** of English conversation is important. This is because many foreign tourists visit here, especially before the COVID-19 pandemic."

This staff member demonstrates high proficiency in basic English conversations and understands the importance of these skills for their role. Their ability to consistently communicate with foreign tourists in a professional manner places them in the high category.

Excerpt 2 (Manager)

*"Kalau ada wisatawan asing, biasanya saya yang sering komunikasi dengan mereka. **Bahasa Inggris saya lumayan**, lah, karena pernah beberapa kali ikut beberapa pelatihan bahasa terkait pariwisata dan budaya lokal. Saya rasa juga memang bahasa Inggris ini penting, khususnya pariwisata, supaya bisa menggait lebih banyak wisatawan asing untuk datang. Makanya, pelatihan bahasa Inggris untuk kami yang kerja di pariwisata ini, saya rasa memang perlu diadakan."*

"I'm usually the one who communicates with foreign tourists**. I'll say my English is quite good** because I've attended several language training sessions related to tourism and local culture. I also believe that English is important, especially in tourism, to attract more foreign tourists. That's why, I think English training for us who work in tourism is really necessary."

The manager shows high proficiency in English, supported by formal language training in tourism and culture. Their confidence and ability to handle both technical and conversational English effectively make them a high-level interpreter.

Excerpt 3 (Seller 1

"*Ya, kadang ada lah orang luar datang, dulu sebelum pandemi lebih sering. **Kalau bahasa Inggris yang dasar-dasar, kami paham**. Cuma kadang ada juga bingungnya.*"

"Yeah, sometimes foreigners come, especially before Covid pandemic**. For basic English, we understand it**. But sometimes, we do get confused."

This seller has medium proficiency in English, allowing them to handle basic conversations effectively. However, they face challenges with more nuanced exchanges, particularly in unexpected situations.

Excerpt 4 (Security

"*Kalau saya, satpam, jarang. Biasanya, cuma bantu menunjukkan arah atau kasih **informasi dasar pakai bahasa Inggris yang saya tahu**. Misal, 'toilet here, lobby there.'*"

"As a security guard, I rarely do that. Usually, I just help by showing directions or giving **basic information by some words in English that I know**. For example, 'toilet here, lobby there.' Just that."

The security guard displays low proficiency in English, relying on basic directional phrases and simple responses. Their limited vocabulary restricts their ability to engage in meaningful conversations.

Excerpt 5 (Seller 2

"*Kadang-kadang **saya kesulitan mencari padanan kata yang tepat dalam bahasa Inggris**, khususnya produk lokal yang jarang digunakan di luar negeri.*"

"Sometimes **I find it difficult to find the right English words**, especially for local products that are not common abroad."

The seller demonstrates a medium level of proficiency, with the ability to manage basic communication. However, their struggles in translating local product terminology highlight the limitations of their intermediate skill level.

Excerpt 6 (Cleaning Guard

"*Turis asing datang ke sini sih kadang ada, ya. Tapi lebih sering sebelum pandemi. Sekarang sih agak sedikit, lebih banyak turis lokal. Paling cuma kalau ada turis asing yang nanya lokasi**, saya bantu dengan bahasa Inggris seadanya.**"*

"Sure, foreign tourists come here sometimes, not as many as they did before the pandemic. Now, it's mostly local tourists. Usually, if a foreign tourist asks for directions, **I help with the basic English I know**."

With minimal proficiency, the cleaning guard only assists with basic directions in English. Their inability to engage beyond simple phrases categorizes them as low-level in interpreting skills.

Excerpt 7 (Tour Guide 1

"*Kalau budaya di sini, ibaratnya, sudah di luar kepala, lah. **Tapi kadang yang susah itu menjelaskan ke turis asing dalam bahasa Inggris. Banyak yang perlu dipelajari. Jadi memang butuh pelatihan bahasa Inggris lagi**.*"

"I have some understanding of the local culture, but sometimes **it's hard to explain it to foreign tourists in English. There's still a lot to learn. We need English training to help us improve."**

The seller has understanding of local culture but struggles to communicate it effectively in English due to vocabulary limitations. Their ability to identify the need for further training shows an intermediate level of awareness and skill.

Excerpt 8 (Parking Attendant

*"Kami juga merasa pantai ini perlu mempunyai tour guide atau petugas yang bisa berbahasa inggris. Contohnya **saya hanya bisa bilang 'what I can do for you?' Setelah itu, saya tidak tahu cara membalas respon mereka**. Kemudian juga, video promosi dalam berbahasa inggris sangat kami butuhkan. Kami perlu mengenalkan tempat kami ini lebih luas, terutama turis asing."*

"We believe that this beach needs a tour guide or staff who is able to speak English. For example, **I can only say 'What can I do for you?' After that, I don't know how to respond.** Additionally, we definitely need promotional videos in English to introduce our place to a wider audience, especially foreign tourists."

The parking attendant demonstrates medium English proficiency, limited to simple sentences like "What can I do for you?" They recognize the importance of improving their skills through tools like promotional videos or additional training.

Excerpt 9 (Tour Guide 2

*"Mereka memang kadang tanya-tanya atau cerita-cerita juga soal budaya di sini. Saya ceritakan juga beberapa, cuma ya, itu tadi, **bahasa Inggris terbatas.** Padahal ini bisa jadi kesempatan bagus buat jelasin lebih banyak tentang budaya kita ke turis asing, ya kan? Tapi ya, **kalau bahasa Inggrisnya terbatas,** jadi tidak bisa menjelaskan dengan maksimal."*

"They sometimes ask or share stories about the culture here. I try to explain a few things, but, as I mentioned, **my English is limited**. This actually could be a great opportunity to explain more about our culture to foreign tourists, but when **the English is limited,** I can't explain it to the fullest."

The tour guide can share cultural information but faces challenges in providing detailed or accurate explanations due to language constraints. Their awareness of missed opportunities for better cultural exchange indicates a medium level of proficiency.

Excerpt 10 (Seller 3

*"Ya, pernah ketemu beberapa kali. Ada pernah yang dari Rusia. Tanya-tanya tentang makanan khas sini. **Tapi ya karena bahasa Inggris saya sangat terbatas, susah.** Jadi, kalau ada pelatihan bahasa Inggris buat kami, pasti bakal lebih gampang jelasin tentang budaya sini ke turis."*

"I've ever met the foreign tourists a few times. There was one time with someone from Russia, asking about our traditional food. **But since my English is limited, I couldn't answer properly.** So, if there were English training for us, it would definitely make it easier to explain the local culture to foreign tourists."

While this seller attempts to explain aspects of local culture or food, their limited vocabulary and fluency prevent effective communication. They fall into the low ability category.

Based on the data presented, here are the figure to explain more.
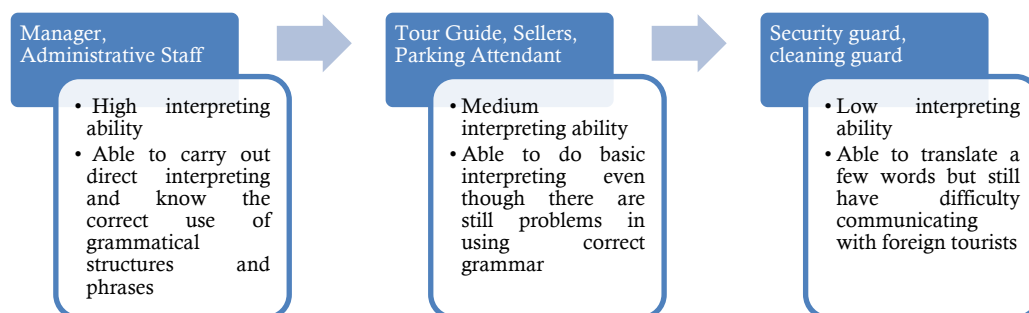
Figure 1. Levels of Interpreting Ability Among Workers at Sungailiat Tourism Sites

The data in the figure illustrates varying levels of interpreting proficiency among workers in Sungailiat's tourism sector. Managers and administrative staff exhibit high proficiency, enabling them to interpret directly and use correct grammatical structures. Tour guides, sellers, and parking attendants demonstrate medium proficiency, allowing them to handle basic interpreting tasks, though they struggle with grammar accuracy. Meanwhile, security guards and cleaning staff have low proficiency, as they can only translate a few words and face significant difficulties communicating with foreign tourists. These disparities highlight the need for targeted training to improve language skills across all levels.

As the figure above, interpreting ability can be seen from how much direct interaction or communication has been carried out with the tourists. The more someone involves themselves in communicating with foreign tourists, especially as a job requirement, the more 'necessary' to have good English language skills. Gile's theory introduces three efforts in interpreting Gile (2021) states that an interpreter operates through three main business models, namely **Listening and Analysis Effort, Production Effort, and Memory Effort. The Listening and Analysis Effort** deals with the immediate understanding of the information received, where the interpreter has to listen actively and analyze the context, tone, and intent of the speaker. **Production Effort** is the process of transforming the analyzed information into the target language with proper word selection and well-structured sentences, while **Memory Effort** involves the effort of storing information in the short term during the interpretation process, especially when information comes continuously without stopping.

In the Sungailiat study, workers' interpreting ability varied according to their position. Managers who have high interpreting ability are able to manage these three businesses better than other workers because they can understand and remember information quickly, so they can communicate with foreign tourists effectively. Sellers and parking attendants with medium ability have problems in some aspects such as choosing the right words (Production Effort) or lacking the ability to store information in the short term (Memory Effort). Meanwhile, security guards and cleaners with low levels of interpretation skills generally have difficulties in all business models, especially in understanding the context of the conversation.

To improve interpretation skills in low-level and medium-level workers, several strategies can be applied. First, practicing listening to conversations in a foreign language on a regular basis will help improve Listening and Analysis Efforts. Second, conducting simulated conversations in the workplace will encourage workers to become more skilled in Production Effort, especially in choosing the right words in the target language. Third, memory training, such as repeating or summarizing information after hearing it, can increase Memory Effort so that workers are better able to remember information before translating it. By gradually applying this theory, the

interpretation skills of workers in Sungailiat can be improved to support the revitalization of the tourism sector.

To effectively communicate with visiting foreign tourists, it would be beneficial for the guides at Puri Tri Agung to have a basic understanding of English. It would allow them to convey the historical and cultural significance of the holy place (Setiawan, 2023). Puri Tri Agung is a sacred site used for Buddhist worship, known for its unique architecture and authentic buildings with Buddhist characteristics. As a result, many foreign tourists are drawn to the castle and express a keen interest in its history and cultural heritage. Puri Tri Agung offers books that delve into the history of the construction of the Puri itself. However, there have been difficulties in translating the book due to a lack of awareness about its significance for foreign tourists. The book was perceived as lacking in comprehensive information, providing only a brief overview. Consequently, the officers at Puri Tri Agung emphasize the need to deepen their knowledge about the site to ensure that they do not overlook any important details when explaining the place to tourists. Additionally, they stress the importance of having adequate English language support to facilitate effective communication with visitors. They also emphasized that developing this attraction would enhance visitors' satisfaction and comfort, creating a positive and sustainable socio-economic impact. They believe that as word spreads to the wider community, the attraction will gain more recognition and draw larger crowds. Additionally, they anticipate increased visits from the Buddhist community seeking to explore this historic castle. They also expect that many visitors, particularly Buddhist tourists, will not only visit the site but also strengthen their religious convictions.

They also emphasized the importance of acquiring a wide range of skills to effectively communicate in English, specifically requesting ticket money from foreign tourists. They acknowledged their limited English proficiency and expressed the need to learn polite and clear language to minimize misunderstandings with tourists. This initiative aimed to not only facilitate financial transactions but also to ensure that they could assist tourists with their needs more effectively in the future, now that they had developed a foundational understanding of the language. The establishment also requires promotional videos in English to capitalize on the opportunities in the digital era (Astawa & Wijaya, 2024). Creating sort of promotional videos will significantly impact their business. They anticipate that it will draw both local and non-local visitors to their establishment, particularly by showcasing the historical significance behind the name 'batu ketak.' By highlighting the history and cultural value of the place, they aim to use it as a unique selling point. Consequently, they foresee an increase in socio-economic impact and profitability.

Engaging in regular interpreting practice will greatly benefit individuals in the tourism sector, particularly those who work directly with tourists (Retinskaya et al., 2020). They must understand the significance of English language proficiency given their roles as front liners. They need to be knowledgeable about the destinations they serve. Therefore, they should focus on honing their skills in on-the-spot interpretation, as this will not only meet their needs but also contribute to increased profitability. The beach not only competes with other destinations offering similar amenities but also utilizes online promotional videos to showcase its unique features and attract visitors. As technology continues to advance, more people, particularly teenagers and adults, are using cell phones and finding it easier to access online content. Providing a virtual tour of Batu Ketak Beach through online media sparks curiosity and motivates people to visit and explore this captivating destination. The information about Batu Ketak Beach is widely available and accessible to foreigners. It is anticipated that Batu Ketak Beach can be included in the travel plans of foreign visitors. Increased visitation from outside the area will contribute to shaping a positive image of the destination. This, in turn, will have a beneficial effect on the reputation and socio-economic development of the area.

The significance of conducting proficient interpreting practices cannot be overstated when it comes to accurately assessing local tourist destinations (Andrianto & Kusumah, 2023). Trained interpreters play a crucial role in attracting people to Bangka Belitung, particularly in Sungailiat, as they understand the value of well-educated and skilled individuals in enhancing the socio-economic aspects of the tourist attractions in which they are employed. Unlike traditional

translators, interpreters possess deep insights into the local culture and customs. Their responsibilities extend beyond language translation, encompassing a comprehensive understanding of the region's history, culture, and other pertinent information. This multifaceted expertise serves to heighten the authenticity, appeal, and distinctiveness of tourist attractions. Given the inherent diversity of different locales, the culture and knowledge acquired by interpreters naturally vary as well.

This study aimed to explore the proficiency of Indonesian to English interpreters in the Sungailiat tourism sector and their contribution to socio-economic revitalization. When comparing these findings with previous studies, such as Junaid et al. (2022), Erawati & Budarma (2019), and Purnomo (2020), we can see both similarities and key differences. Ilham's research on personal and non-personal interpretation methods in the Makassar City Museum emphasizes the importance of interpretation in preserving culture but doesn't address the language proficiency of interpreters. This study, however, highlights how the language proficiency of guides in Sungailiat is essential to improving communication with international tourists.

Erawati's work focuses on the role of tour guides in promoting green tourism in Bali, underscoring the significance of respect for cultural heritage. While Erawati's study didn't focus on the language skills of guides, this research found that guides in Sungailiat would benefit from improved English proficiency to effectively communicate the area's cultural and natural assets. By comparing both studies, we see that while cultural preservation is a key theme in Erawati's work, language proficiency also plays a crucial role in fostering meaningful exchanges between tourists and guides.

Budi's research examines interpretation strategies used to translate Javanese cultural terms at Kasunanan Palace, shedding light on effective strategies for bridging cultural and linguistic gaps. While Budi's study effectively explores strategies, it doesn't emphasize the practical skills needed for guides to engage with foreign tourists in real-time. In contrast, our study in Sungailiat shows that language skills, coupled with cultural knowledge, are crucial for enhancing tourist experiences and ensuring that interpreters can provide accurate and engaging information about local heritage.

Overall, the findings of this research indicate that improving both language proficiency and cultural knowledge among tour guides in Sungailiat is vital for enhancing communication and promoting sustainable tourism. This study extends the findings of previous research by showing that language skills are directly linked to the success of tourism in Sungailiat, offering new insights into how interpreters can contribute to the region's socio-economic growth.

2.   SWOT Analysis in The Context of Interpreting

In the business sector, especially tourism areas, strategic planning using SWOT analysis is generally used to provide clear direction and goals so that tourism industry companies/organizations can make the right decisions in looking at opportunities and things that must be faced in developing the tourism industry. In the context of interpretation capabilities in the tourism sector, SWOT analysis helps identify strengths, weaknesses, opportunities, and threats that play a role in improving or inhibiting the interpretation capabilities of tourism actors. SWOT analysis is widely used as a long-term strategy development tool to focus attention on the position of the tourism business, especially in Sungailiat. The four destinations studied were Batu Ketak Beach, Tongaci Beach, Tri Agung Castle, and Tikus Emas Beach which has very beautiful natural panoramas. Based on SWOT theory by (Rangkuti, 2018). Extracting internal factors (strengths and weaknesses) and external factors (opportunities and threats) can identify obstacles that need to be overcome and focus existing strengths into opportunities. The Strength, Weakness, Opportunity, and Threats (SWOT) analysis theory helps identify competitive advantages and weaknesses in the tourism industry, which is important for developing effective marketing and operational strategies by Kotler theory in Lestari & Yunita (2020) This theory analyzing the tourism sector in Bangka Regency to improve the development of tourism locations, especially the interpretation abilities of employees which ultimately supports socio-economic revitalization in Sungailiat.

Table 3. SWOT Strategy for Enhancing Interpreting Services in Sungailiat's Tourism Sector

	STRENGTHS (S)	WEAKNESSES (W)
	1. High-level interpreting skills of managers and administrative staff. 2. Effective communication with international tourists. 3. High service quality contributing to the good reputation of Sungailiat. 4. Enhanced satisfaction of visitors.	1. Medium-level interpreting skills of sellers and parking attendants. 2. Low-level interpreting abilities of security guards and cleaning staff. 3. Language gaps that may lead to communication issues and negatively affect tourist experiences. 4. Potential loss of tourists due to inadequate communication.
OPPORTUNITIES (O) 1. Implementing language training programs for frontline staff (sellers, parking attendants, security guards, and cleaning staff). 2. Collaborating with educational institutions for interpreting workshops. 3. Improving service standards and attracting a broader audience.	**OPPORTUNITY-STRENGTH STRATEGY** 1. Utilize skilled managers and administrative staff to lead language training for lower-level employees. 2. Promote Sungailiat's reputation internationally by leveraging high-quality interpreting services. 3. Partner with educational institutions to expand training programs.	**OPPORTUNITY-WEAKNESS STRATEGY** 1. Provide incentives for frontline staff to join language training programs. 2. Develop easy-to-follow interpreting guides for lower-level staff. 3. Encourage mentoring programs between experienced interpreters and new trainees.
THREATS (T) 1. Resistance from lower-level staff to participate in training due to workload constraints or lack of incentives. 2. The advancement of automated translation tools decreasing demand for human interpreters	**THREAT-STRENGTH STRATEGY** 1. Use skilled human interpreters as a competitive advantage over automated translation tools. 2. Implement mandatory refresher courses for managers to maintain high service quality. 3. Create marketing campaigns that highlight personalized interpretation services.	**THREAT-WEAKNESS STRATEGY** 1. Integrate basic language training into employees' work schedules to reduce resistance. 2. Develop hybrid interpretation solutions combining human skills with technology to optimize efficiency. 3. Provide financial or non-monetary incentives to motivate lower-level staff to participate in training.

Strength (S) refers to the analysis of strengths or situations that can be the advantage of a corporation/company in the tourism sector in Sungailiat. **The Strength (S)** of English interpreting services in the tourism sector in Sungailiat lie in the high-level interpreting ability of managers and administrative staff. Their skills ensure effective communication with international tourists and contribute to providing good service quality. This capability enhances the reputation of Sungailiat as a tourist destination and fosters satisfaction among visitors. However, the **Weakness (W)**—the analysis of situations or conditions that become a shortcoming or weak point of a corporation/company that manages the tourism sector—become evident in the interpreting capabilities of sellers and parking attendants, which are at a medium level, as well as the low-level interpreting abilities of security guards and cleaning staff. These language gaps may cause communication problems and affect the overall tourist experience, especially in situations where quick help or detailed explanations are needed. As a consequence, the tourists might not choose not to visit these sites in the future and choose the other tourism sites.

Besides, **Strength (S)** and **Weakness (W),** the tourism sector in Sungailiat also presents various the **Opportunities (O)**, such as implementing language training programs targeted at frontline staff, including sellers, parking attendants, security guards, and cleaning personnel. These initiatives can elevate service standards across the board and increase the destination's appeal to a broader audience. Additionally, collaborating with educational institutions to provide interpreting

workshops can be a long-term way to build skills. However, the **Threats (T)** include the potential of lower-level staff unwilling to participate in training programs due to workload constraints or lack of incentives. Moreover, Also, the quick advancement of automated translation tools could decrease the demand for skilled human interpreters.

By understanding these SWOT factors, some effective strategies can be designed to enhance interpreting services in the tourism sector of Sungailiat. Table 3 presents strategic approaches based on the combination of Strengths, Weaknesses, Opportunities, and Threats. Based on the Table 3, the **SO (Strength-Opportunity) strategy** focuses on utilizing existing strengths, such as the high-level interpreting skills of managers and administrative staff, to take advantage of opportunities like language training programs. Meanwhile, the **WO (Weakness-Opportunity) strategy** aims to overcome weaknesses—such as the lower interpreting abilities of frontline staff—by implementing structured training sessions and collaborating with educational institutions to provide skill-building workshops.

On the other hand, the **ST (Strength-Threat) strategy** emphasizes using strengths to counteract potential threats. For instance, skilled interpreters can develop pre-prepared materials or use interpretation technology strategically to reduce reliance on automated translation tools. Last, the **WT (Weakness-Threat) strategy** focuses on minimizing weaknesses while preventing risks. This includes offering incentives to encourage lower-level staff to participate in training despite workload constraints and ensuring that technology complements rather than replaces human interpreters. By applying these strategies, the tourism sector in Sungailiat can improve interpretation services, making the destination more accessible and appealing to international tourists.

D. Conclusion

Sungailiat, as one of the growing tourist destinations in Bangka Regency in Indonesia, has great potential in the tourism sector that needs to be supported by cross-language communication skills. This study reveals varying levels of interpreting proficiency among workers, where managers and administrative staff demonstrate strong skills due to formal training, while sellers and parking attendants possess moderate proficiency, and security guards and cleaning staff have limited English communication abilities. The SWOT analysis highlights that while certain workers excel in interpretation, the overall inconsistency in language skills may disrupt customer satisfaction, operational efficiency, and Sungailiat's competitiveness in the tourism sector. Addressing these communication gaps by enhancing workers' interpreting skills would not only improve service quality but also contribute to the region's socio-economic development and global appeal.

To address these challenges, targeted training programs should be implemented to improve the interpreting proficiency of workers in the medium and low proficiency categories through listening exercises, simulated conversations, and memory training based on Gile's Effort Model. Equally important, future research may explore and focus on evaluating the effectiveness of training programs to improve the interpreting skills of lower-level staff, like security guards and cleaning staff. Additionally, studies could explore how language proficiency impacts customer satisfaction and operational performance in the tourism sector. Another area to investigate would be the role of technology in enhancing communication within tourism services.

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