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Needs Analysis on English Language Use by Homestay Owners in Ubud Gianyar

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Abstract---This study aims to conduct a basic level needs analysis of the use of English by homestay owners in the village of Ubud, Gianyar, Bali. The analysis was carried out in three main areas, namely what the learners know in terms of language skills and language functions, what they do not know in terms of problems they encountered in handling guests and what they want to know in terms of their expectation to increase their competencies in handling guests. This study used a mixed method research by exploratory design that focuses on a qualitative approach before measuring or testing it quantitatively. The results showed that in terms of language skills what they need the most are speaking and listening skills, whereas in terms of language functions they mostly need general conversation, providing information, providing services and answering question. In terms of problem they often face are guests who speak too fast, do not have enough vocabulary and the feeling of insecure communicating with guests. In terms of expectation on language use, homestay owners need a standard of language pattern which includes handling guests from checking in to checking out.

Keywords---English language, homestay owners, listening skill, needs analysis.

Introduction

Needs analysis is a technique for collecting and assessing relevant information, with the aim of developing a learning design. This is an ongoing process in the form of evaluation and modification to design what and how the learning process can be done so that later it can run effectively. Needs is an umbrella term that covers many aspects including the goals and backgrounds of students, their language skills, their learning preferences, and the situations they need to communicate with. So in this case the needs can include what students know, what they don't know, and what they want to know (Hyland, 2006).

Mackay (1978), distinguishes needs into two types, namely academic needs and work needs. Academic needs are understood when English is needed in a person's education process. For example, medical students who need English to read medical textbooks in English. Job requirements refer to the need for English to do a particular job, such as a technician who needs English to work on a project that requires English language skills.

Several studies regarding the analysis of English needs for work have been carried out including by Prachanant (2012), entitled Needs Analysis on English Language Use in Tourism Industry. Through the research, a sample of 40 workers in the tourism industry were taken to survey the needs, functions, and problems they experience in using English in the world of work (Tiangco, 2020; Pratiwi et al., 2019). The results show that speaking is the most important factor compared to listening, reading, and writing. Meanwhile, the three most relevant functions in using English are giving information, followed by providing services, and offering help. Another thing is related to the obstacles experienced in using English, including the difficulty in understanding accents to the low level of mastery of grammar (Chew, 2005; Noytim, 2010; Yang et al., 2006).

Research on needs analysis that has been done so far tends to focus on formal workers who have received tourism education either at the middle or upper level and even at the undergraduate level (Hyland, 2007; Jansen et al., 2000). However, with the expansion of the tourism industry to the rural level, namely with the development of tourist villages by the Government, the use of English is also needed even for tourism industry workers who are not formally educated (Dirgeyasa & Ansari, 2015). The owners of cottages (homestays), most of whom are housewives, have to deal with foreign tourists to share their residences and are even required to provide opportunities for tourists to interact in the daily lives of their owners (Ministry of Tourism, 2019).

Based on 2018 data, which was published in the form of a report on the results of a Management Application Research on homestay inventory in Ubud Village, it revealed that there were 332 homestays which were located in Ubud. Of these, 21 homestays are newly operated homestays and a total of 331 homestays have been registered with the Ubud Homestay Association (UHSA). The data also shows that only 259 homestays are still actively operating. In accordance with the Bali Provincial Government Regulation No. 3 of 2005 concerning the spatial plan for the province of Bali, Ubud is one of 15 tourist destinations located in the Gianyar district, Bali. Travel and Leisure has also released the results of a poll of website

readers who have traveled to various regions in the world, Ubud is ranked fourth as the best tourist city in the world. The survey was conducted on readers from January 11 to May 10, 2021. The period was chosen since many countries had begun to open their borders for tourism by that time.

By the increasing of tourist visits to Ubud, it is certain that the need for homestays as a means of amenities will also increase. This has an impact on the increasing number of demands for the use of English for villagers as homestay owners in their respective homes (Agyeiwaah, 2019; Sood et al., 2017). Therefore, it is important to conduct a study on the analysis of the need for using English as a global language for homestay managers in the Mas Tourism Village, Ubud. Needs analysis is one of the key factors and an integral part of English for Specific Purposes (Widana et al., 2020). The ultimate goal of this research, which is expected to be carried out in several stages, is to create a learning design for homestay owners in rural areas.

Concept and theoretical framework

Concept

There are three concepts described in this study, namely the understanding of need analysis in general, the notion of homestays and homestay owners and the notion of tourist villages (Qiao et al., 2021). In general, need analysis can be understood as a technique for collecting and assessing information relevant to the purpose of developing an instructional design. This is an ongoing process in the form of evaluation and modification to design what and how the learning process can be done so that later it can run effectively. Needs is an umbrella term that covers many aspects including the goals and backgrounds of students, their language skills, their learning preferences, and the situations they need to communicate with. So in this case the needs can include what students know, what they don't know, and what they want to know (Hyland, 2006).

Homestay is a type of accommodation in the form of a community house whose facilities have been improved as lodging that is rented out to tourists. Homestay locations are generally close to tourist attractions (Atmowardoyo & Sakkir, 2021). The existence of a homestay is not only a place to stay, but also a place to learn local culture. In this case, tourists will live under the same roof with local residents, follow the routine, and feel what their life is like there. Tourists are obliged to meet the cost of living while at the tourist lodge, namely in terms of paying for food and the cost of staying while on vacation in tourist villages (Ministry of Tourism, 2019). Meanwhile, what is meant by a homestay owner is the owner of the house, who at the same time also acts as the manager of a tourist lodge whose duty is to provide services in terms of receiving guests, housekeeping services, and food and beverage services.

The tourist village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions. Tourist villages usually have a tendency to rural areas that have uniqueness and attractiveness as a tourist destination. Tourist villages were formed to empower the community so that they can act as direct actors in an effort to increase readiness and concern in

responding to tourism potential or tourist attraction locations in their area. The main goal is that villagers can act as good hosts for visiting tourists, and have awareness of opportunities and readiness to capture the benefits that can be developed from tourism activities to improve the economic welfare of the community (Wiendu, 1993).

Need analysis

Needs analysis or often abbreviated as NA, is carried out to determine "what" and "how" a learning design will be designed and carried out. NA is the first step in developing a learning design for English for Specific Purposes (ESP). This first step will be followed by the design of curriculum design, selection of materials, methodology, assessment, and evaluation. However, these stages should not be seen as separate parts, but run in a linear fashion. On the other hand, all these steps are interdependent activities in a cyclical process. This concept is packaged by Dudley-Evans & St John (1998), in a diagram as below:

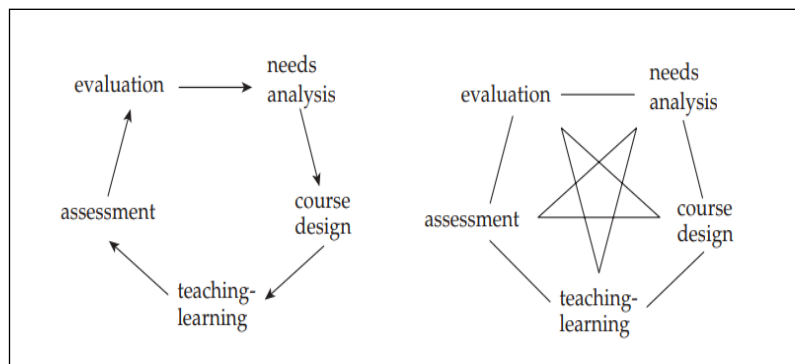


Figure 1. Linear vs cyclical processes of needs analysis

Referring to the understanding above, and also based on the principles put forward by Basturkment (2010), this research is an initial research that will be carried out in several stages until the realization of a model of using the language of hospitality for homestay managers in tourist villages. This initial research will also be carried out at several research loci to find accurate data regarding the need for the use of hospitality language by homestay managers. The next process is investigating specialist discourse with the aim of mismatching the needs of learners and members of the community or practice stress as important. The last stage is determining a model of hospitality language for homestays' owners in the form of course design.

Piyanapa (2004), states that needs analysis is a means to identify what students receive and help determine the ESP courses they need. It is noted that the word 'need' has been used differently by some researchers. The following are definitions of 'needs' that should be identified in the NA process: First, needs can be understood as what students or workers can demonstrate at the end of their learning process. This definition was put forward by Widowson (1981) who views this type of need as a definition that is oriented towards the goals of the learning

process. In line with [Widowson, Berwick & Johnson \(1989\)](#) also considers it the 'goal' of a learning process.

Second, needs can be defined as what the learner must do in terms of using language, especially to communicate. According to [Widowson \(1981\)](#), this is a definition of needs that are process-oriented and related to behavior change, related to tools for learning. Third, needs can refer to what students want to get from the learning process they are doing. This implies that students can have personal goals to fulfill the requirements of the study or work they have or can be understood as desires or passions. Finally, needs can be interpreted as what is lacking, namely what is not known or cannot be done by students or students in using English in their learning process or work.

In addition, [Graves \(1996\)](#), mentions that needs analysis involves finding out what learners already know and can do, as well as what they need to learn or do. Or in other words, it can be defined as the process of finding and interpreting information about student needs. [Mackay \(1978\)](#), on the other hand divides needs into two types. The first is academic need where English is required for further academic study. For example, medical students who need English to understand lectures or read medical textbooks in English. The latter is the need for jobs where English is required to do certain jobs, for example, technicians who need English to work on projects where English is spoken.

Referring to the theoretical explanation above, there are several things that should be underlined in this study, namely the first, the homestay owner in this case will be positioned as a learner or student even though it is assumed that they have never received formal education in using English as a means of communication in the tourism realm. But practically they are tourism actors because they manage tourism businesses in this case homestays and they use English actively as well as formal workers in the tourism sector.

Second, this research focuses on three things in investigating the needs of homestay managers, namely what they already know so far, what they want to know or achieve in their work and what obstacles they face. These three things will be reviewed from the point of view of skills, function of language, and also the problem encountered by homestays' owner.

Method

This research applied a mixed method approach which combine qualitative and quantitative methods. In this case the data collected was in the form of information and also in the form of numbers (numeric). Of the four types of mixed research designs that are often used, namely Explanatory Design, Exploratory Design, Triangulation Design, and Embedded Design, this study uses an exploratory design that focuses on a qualitative approach before measuring or testing it quantitatively. This design is particularly appropriate when studying a topic which has been little explored, so there is little information about the relevant constructs (ways of conceptualizing the topic) and how to measure important variables. In this design, the qualitative data is collected and analyzed first, followed by the collection and analysis of the quantitative data.

Long (2005), said that deductive and inductive methods can be used as approaches in ESP research. In connection with this, the approach used in this study is an inductive method because it involves participatory observation in which the researcher acts as an observer in the data collection process and also focuses on the application of unstructured interviews or in-depth interviews with homestay owners. Related to this, Long (2005), also said that the interview is a method that is widely used in ESP research. Unstructured interviews are considered appropriate to be used because this research is an initial study in which researchers rely heavily on the information provided by the homestay manager about what they have done in the process of using English as a medium of interaction with tourists, what they want next, and also problems they have experienced so far.

Participants

Participants in this study consisted of homestay owners located in Ubud particularly Mas Village Ubud. They are members of the Tourism Awareness Group of Ubud Village or known as Pokdarwis Desa Mas Ubud, which manages about 16 homestays. This data was collected mostly from homestays which are located at Banjar Tarukan, consisted of 10 homestays namely: 1. Sujana Homestay, 2. Jingga Homestay, 3. I Wayan Suda Homestay, 4. Sentaya Homestay, 5. Wismaya Homestay, 6. Parta Homestay, 7. Mesari Homestay, 8 Kampek Homestay 9. Anyar Homestay, and 10 Rare Mas Homestay. Furthermore, what is meant by homestay owners are family members who are directly involved in managing the homestay consisting of husband, wife, children, son-in-law etc.

Instrument

In connection with the chosen research approach, the instrument used in this study was open-ended questions to obtain information through in-depth interviews with the Head of Banjar Tarukan Ubud Tourism Village and one of the homestay owners, Jingga Homestay. The instruments used in conducting interviews were tape recording and notebook. Another instrument was a set of questionnaire consisted of three parts, namely a 5-rating scale, checklist, and an open ended form. Data obtained from the questionnaire results were used to support the initial qualitative results. Questions for the questionnaire were written in Indonesian to avoid misinterpretation and ambiguity in filling out the questionnaire. In terms of testing the validity of the questionnaire, a process of modification and revision of the draft questionnaire has been carried out based on inputs given by 2 lecturer colleagues who have expertise in the field of English for Specific Purposes. After that, a pilot study was also carried out to test the effectiveness of the questionnaire, especially in terms of language appropriateness. The list of valid questions was then transformed into a google form and then tested on 10 respondents where they were asked to fill out a questionnaire, provide comments on the content and wording, and also provide input on the questions that had been prepared. The last step for the questionnaire was to make improvements according to the input given and then distributed to the homestay owners in the form of a google form.

Data collection

In accordance with the chosen research design, namely exploratory design which focuses on a qualitative approach, the first step was to conduct in-depth interviews with two research subjects, namely the Chairperson of the Banjar Tarukan Tourism Village, Mas Ubud Village, Mr. Komang Sedayatana, and also one of the representatives of the homestay owner. in Banjar Tarukan, namely Ibu Ida Ayu Ketut Indrayanti who is the owner of Jingga Homestay. The focus of the information extracted in the interview was three things, namely the language skills and functions that are most needed in managing homestays, language problems that are often encountered in dealing with guests staying at homestays, and expectations in increasing the use of hospitality language desired by homestay managers. The next step was to collect data through a questionnaire distributed in the form of google form which was constructed based on the results of interviews with the aim of validating the results of interviews that had been carried out at the initial stage of data collection. There were 32 respondents who filled out the questionnaire consisting of homestay owners in Mas Village Ubud.

Data analysis

Qualitative data obtained through a structured interview process was transcribed and then categorized based on three things that need to be understood in the needs analysis referring to [Hyland \(2006\)](#), namely what students already know, in this case the homestay manager, what they do not know, and what they want to know. Regarding what students already know including language skills and language functions, what they don't know includes the problems or obstacles they experience in dealing with homestay guests, and then what they want to know includes various things they want to learn in using English language for homestay management ([Kumar et al., 2021](#)). On the other hand, quantitative data obtained through questionnaire was analyzed based on the following statistical devices:

- A 5-point Likert scale was used to score the levels of the English language skills of homestays' owners by using the Statistical Package for the Social Science (SPSS) based on the following criteria:

Scale	Mean range	Need/Problem level
5	4.50-5.00	The highest need
4	3.50-4.49	High need
3	2.50-3.49	Moderate need
2	1.50-2.49	Low need
1	1.00-1.49	The lowest need

- Mean (\bar{x}) and Standard Deviation (S.D.) were used to calculate the average level of English skill needs of homestay owners in handling guests. The highest mean score (\bar{x}) reflected the more needs in English for homestay owners. By the same token, the lowest mean score showed the needs for that activity. The standard deviation (S.D.) depicted the spread or dispersion of the scores of the respondents within the group.

- Frequency (f) and percentage (%) were used to calculate the functions and problems of English language use of homestay owners in their work.

Discussion

This section describes the results of the analysis of data collected based on a qualitative approach through the interview process, both open interviews in the first interview to obtain general information and then followed by structured interviews in subsequent interviews to obtain more specific information. In addition, this section also describes the results of the analysis of the data collected based on a quantitative approach through filling out questionnaires which were analyzed using statistical tools.

Analysis of the need for using English based on the results of interviews with representatives of 2 homestay owners

Needs analysis on language skills

In terms of needs related to language skills, both homestay owners agree that the most needed of the four types of language skills are speaking and listening. Meanwhile, reading and writing skills are not so necessary. This can be explained by the fact that the interaction between the homestay owners and the homestay guest is more informal and familial, and there are no standards that regulate the reception of guests from check in to check out as well as the standards that apply at hotels. In this regard, the need to take notes related to reading and writing activities is not as significant for the homestay owners as the need to listen and communicate actively. Regarding this, Mr. Komang Sedayatana said that the only language requirement when dealing with homestay guests is that the language used is communicative in the sense that it can be understood by guests. To help the homestay owners communicate actively with guests, things that are often used to overcome vocabulary limitations are using body language and also using tools such as google translate found in the mobile phone application.

Several studies on the analysis of hospitality language needs in tourism also show the same result that the highest need for language skills in relation to tourism is speaking skills which are then followed by three other types of skills, namely listening, reading, and writing. A study conducted by [Prachanant \(2012\)](#), on 40 tourism workers who work at five international tour companies located in tourist attractions across Thailand, revealed that the language skills they need the most are speaking skills. The reason is related to the fact that tourism workers have the duty to guide, escort, interact or communicate with others, especially, with the foreign tourists who visit the tourist attractions all over Thailand.

Listening is the second most important language skill after speaking. One of the reasons for this is that homestay owners learn a lot to speak English through listening to guests who communicate with them because most of them do not take formal education related to tourism. For example, when guests say some vocabulary such as spoon or fork or towel, the homestay manager automatically absorbs the vocabulary through the listening process and then uses it actively in daily conversation.

Language skills related to writing and also reading are less needed skills because writing and reading activities are not too significant in the guest reception process from check in to check out. For example, for the reservation process which is usually carried out through a recording process, it is often done informally, namely only with greetings, asking for the need for breakfast and followed by escorting or orienting guests to the room, to the kitchen or other facilities. This finding is also in line with the results of research conducted by [Prachanant \(2012\)](#), although for different reasons. Reading skills are only needed when guests ask for more in-depth information about tourist attractions or other more detailed information. Likewise, for writing skills, the results of research conducted by [Prachanant \(2012\)](#), even put writing skills as the least important skill by tourism employees because writing skills will only be used when tourism workers prepare and also outline the information they provide to guests. Another study that shows similar results is that conducted by [Levyda et al. \(2020\)](#), which states that most homestay owners do not record guest identity and also do not have special room for administrative activities.

Needs analysis on language function

Some of the language functions investigated by the level of need for homestay owners consist of general conversation, providing information, providing services, offering assistance, answering questions, solving problems, and dealing with complaints. From the results of interviews that have been carried out, the language functions that are needed in dealing with homestay guests are general conversation, providing information, providing services or assistance, and answering questions. Two other language functions, namely solving problems and dealing with complaints, are two functions that are less needed in managing homestays. There is a slight difference with the results of research conducted by [Prachanant \(2012\)](#), regarding the language function used by tourism employees at the work place which revealed that the function of general conversation was reported as the lowest function being used which reached 7.50% compared to giving information which was reached 33.33%.

Some of the reasons that have been revealed from the interviews regarding the need for language functions are the complexity of homestay services that allow for informal interactions between homestay owners and homestay guests that are not limited by guest service standards such as the pattern that has been set in the hotel. In accordance with the definition of homestay provide by the Ministry of Tourism (2019) that tourists staying at homestays will live under the same roof with the locals, follow the routine, and feel what the life of the locals is like. Meanwhile, a homestay owner is also the owner of the house, who at the same time also acts as the manager of a tourist lodge whose duty is to provide services in terms of receiving guests, housekeeping services, and food and beverage services. In this regard, there is no boundary between the homestay owner and the guest because they live under one roof which also demands direct interaction between the homeowner and the guest.

The complexity of homestay services is also related to the existence of a homestay which is not only a place to stay but also a place to learn the local culture. According to Mr. Made Sedayatana and Mrs. Dayu Ketut Indrayanti, homestay

guests have a great interest in learning about religion and culture because they witness first-hand the daily lives of family members in terms of religious activities that are inseparable from culture. Frequently they ask about the function of temples and also offerings and the function of gamelan in religious ceremonies. In fact, they also have an interest in learning more about religion as well as what is meant by *karma* and reincarnation in Hinduism. On the other hand, the language function to solve problems and resolve complaints is not needed significantly because the price of staying at a homestay is quite cheap so that guests also do not demand maximum service from the homestay owner.

Problems

In terms of problems or obstacles faced, both informants share the same view that the biggest obstacle they experience is related to listening and speaking, as the language skills that are most often used when dealing with homestay guests. In terms of listening, the problems faced are guests who speak too fast and also have difficulty understanding the speaking accents of guests who come from various countries. Or when they can understand the guest who is talking to them, the homestay owners have difficulty responding because they don't have enough vocabulary to speak. Therefore, often they are only able to respond by using body language and also using a tool in the form of google translate found in the mobile phone application. Another problem that is often faced is that they feel insecure to deal with guests. In fact, they often feel very nervous especially for homestay owners who are receiving guests at their homes for the first time. It is also supported by [Prachanant \(2012\)](#), indicated that the usual problems of tourism employees are in using inappropriate words and expressions in speaking, being unable to understand foreign accents, having inadequate vocabulary in reading, and lacking grammar knowledge in writing.

Expectation

Expectation, when linked to [Hyland \(2006\)](#), which states that needs can include what students know, what they don't know, and what they want to know, targeting the last thing, namely what students want to know or learn, based on their background, their language skills, their learning preferences, and the situation they need to communicate with. From the results of the interview, it was clearly revealed that the expectations of the homestay owners for their language skills in dealing with homestay guests are that they get the opportunity to improve their language skills, so that they can provide services that are up to standard even though it is only the minimum standard considering the very low price. The training they have taken so far to obtain competency certification in homestay management does not include improving language skills.

They expect a standard language pattern for homestay managers which includes handling guests from checking in to checking out, of course by adjusting the situation they experience when handling guests. One form of adjustment, for example, the reception pattern regarding the use of language in the restaurant can be replaced with the use of language in the kitchen (in the restaurant to in the kitchen). From the results of the interview, it was revealed that there were many activities carried out by hosts and guests in the kitchen to learn to cook

and do other activities. Other forms of adjustment, such as the use of English regarding concierge services, can be replaced with an explanation of the various tour packages provided by the homestay. From the results of interviews with informants, there are currently several tour packages provided by the Tourism Awareness Group of Mas Village, namely cycling, cooking classes, dancing classes, yoga classes, Balinese music classes, etc.

Analysis of the need for the use of English based on the results of data collection through questionnaires

Needs analysis on language skills

The following are the results of data processing using the Statistical Package for the Social Science (SPSS) for the results of a questionnaire regarding the needs of homestay owners in terms of language skills consisting of listening, speaking, reading, and writing in carrying out their duties to manage homestays.

Table 1
The English language skills need of homestay owners

English language skills	X	S.D.	Meaning	Rank
1. Listening	4.25	0.672	High need	2
2. Speaking	4.66	0.483	The highest need	1
3. Reading	1.56	0.564	Low need	4
4. Writing	2.09	0.777	Low need	3

The findings above show that speaking is the most needed language skill in homestay management ($X = 4.66$, $S.D. = 0.483$), which is then followed by listening skills ($X = 4.25$, $S.D. = 0.672$), writing skills ($X = 2.09$, $S.D. = 0.777$) and finally reading skills ($X = 1.56$, $S.D. = 0.564$). This finding supports the results of interviews with two informants who stated that the skills they need most in communicating with guests staying at homestays are speaking and listening skills (Brett, 1997; Graham, 2006). Skills for writing as well as reading are less needed given the informal relationship between the homestay manager and the guests staying. However, a study conducted on tourism workers in the formal sector also shows the same result that these two skills occupy the highest position in terms of needs related to the use of Hospitality Language in interacting with guests.

The functions of English language use of tourism employees in their work

In relation to the language function, the results of data collection through questionnaires, which were then calculated using frequency (f) and percentage (%) showed that 3 (three) language functions, which in fact are most needed by homestay managers in carrying out their activities in interacting with guests are giving information as the most needed language function, followed by offering help and answering questions.

Table 2
Functions of English language use of homestay owners for their activities

Functions	Frequency	Percent
1. General conversation	8	8.33%
2. Giving information	26	27.08%
3. Providing services	17	17.7%
4. Offering help	23	23.9%
5. Answering question	18	18.7%
6. Solving problem	0	0
7. Handling complain	4	4.1%

This finding also confirms the results of interviews which stated that several language functions needed by homestay owners include providing information (f = 26, 27.08%), providing services (f = 17, 17.7%) and answering questions (f = 18, 18.7%). In addition, this finding also confirms the results of interviews which state that the language function for handling complaints is less needed considering the prices for homestays are quite low which are only slightly higher than hostels so that guests also do not demand high quality services as in hotels.

The functions of English language use of tourism employees in their work

The following are the findings on the problems often faced by homestay owners when communicating with guests in terms of listening, speaking, reading, and writing as illustrated in table 3-6.

Table 3
Listening problems encountered by homestay owners

Listening problems	Frequency	Percent
1. Guests speak too fast	17	53.1%
2. Being unable to know the meaning of words	3	9.3%
3. Being unable to understand foreign accents	12	37.5%

As revealed through interviews, several problems, which are often faced by homestay owners when interacting with guests, are guests who speak too fast (f = 17, 53,1%) and also various types of accents used by guests (f = 12, 37.5%), which often makes their speech difficult to understand. However, the findings of quantitative data do not support the results of the interviews, which state that in terms of listening, the obstacle that is also often faced is the lack of vocabulary so that it is difficult to understand the meaning of the words conveyed by guests.

Table 4
Speaking problems encountered by homestays' owners

Speaking problems	Frequency	Percent
1. Being unable to pronounce words and expressions correctly	8	25
2. Lacking of vocabulary in speaking	18	56.25
3. Lacking of grammar in speaking	1	3.12
4. Lacking of confidence in speaking	5	15.62

The data in table 4 shows that the lack of understanding of grammar (f = 1, 3.12%) is not a major obstacle when talking to guests considering that the homestay owner is a family member, most of whom do not take special education for tourism workers. Through the results of the interview, it was also revealed that the homestay owners felt that their target in communicating was that guests could understand what they meant even though they had to be assisted by using a technology application in the form of google translate or also assisted by using body language. In connection with this, the biggest obstacle they feel in communicating is the lack of vocabulary (f = 18, 56,25%) in conveying information or answering questions.

Table 5
Reading problems encountered by homestay owners

Reading problems	Frequency	Percent
1. Reading too long passages	4	12.5
2. Reading unfamiliar passages	2	6.25
3. Lacking of vocabulary in reading	10	31.25
4. Unable to understand the vocabulary	16	50,00

Although the level of need for reading skills is quite low compared to speaking, listening, and writing, table 5 shows that there are at least two problems that are most often encountered by homestay managers when dealing with guests, namely lack of vocabulary (f=10, 31.25%) and the highest is not understanding vocabulary (f=16, 50.00%). This finding is also similar to the results of a study conducted by [Prachanant \(2012\)](#), on tourism employees who stated that having inadequate vocabulary in reading was the most serious problem in term or reading skills. This explanation also supports the results of interviews which revealed that the main problem faced in dealing with guests is the lack of vocabulary in communicating.

Table 6
Writing problems encountered by homestay owners

Writing problems	Frequency	Percent
1. Lacking of grammar knowledge	7	21.87
2. Lacking of vocabulary in writing	18	56.25
3. Lacking opportunity in writing	3	9.37
4. Being unable to know how to write	4	12.5

Not only in speaking and reading, the main problem in writing is also related to the lack of vocabulary. The data shows a fairly high frequency and percentage of vocabulary problems, namely f=18, 56.25%. Another major problem in writing is related to grammar (f=7, 21.87%). This finding also supports the results of interviews which place the needs and constraints in vocabulary as the highest needs if it is associated with language skills, language functions and also the obstacles faced by homestay managers in communicating with guests. This finding is different from the results of a study conducted by [Prachanant \(2012\)](#), which places the main problem in writing experienced by tourism workers is related to lacking of grammar knowledge. The difference in these findings may be

due to the fact that tourism workers who work in the formal sector such as hotels pay more attention to their ability in terms of grammar.

Conclusion

This research is the initial stage of three aspects of developing the ESP curriculum which consists of analyzing needs, investigating specialist discourse and determining the model. Analyzing the needs of homestay owners in Gianyar Regency was carried out on homestay owners in Ubud Sub-District, namely in three main areas, namely what the learners know in terms of language skills and language functions, what they do not know in terms of problems they encountered in handling guests and what they want to know in terms of their expectation to increase their competencies in handling guests. As an early stage study, data collection was carried out based on an exploratory method that focused on a qualitative approach which was carried out through interviews, while the quantitative approach carried out by distributing questionnaires only served as supporting data. The results of the study stated that the language skills they use most often are speaking and listening skills which are also the skills they need the most in interacting with guests. Likewise, related to language functions, what they need most is general conversation, providing information, providing services or assistance, and answering questions. In terms of obstacles, they often face are guests who speak too fast, do not have enough vocabulary and the feeling of insecure communicating with guests. In terms of expectation on language use homestay owners need a standard of language pattern which includes handling guests from checking in to checking out. The initial study on needs analysis conducted in Ubud Sub-District, Gianyar Regency still needs to be replicated in other places to compare the results in order to obtain comprehensive data that can be used as a guideline to develop a learning syllabus for the language of hospitality for homestay owners.

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