



The role of english communication skills in increasing students' competitiveness

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ABSTRACT

The ability to speak English has a significant impact on job advancement, expanding business networks, and allowing all parties to pursue career opportunities in response to economic changes. In recent decades, Asia has emerged as a driving force in global economic growth, led by leaders who established international relationships and founded multinational corporations. Economic competition in the private sector has prompted many businesses to actively prioritize English language skills and invest in English language development. This condition necessitates the use of suitable methods of learning in a foreign tongue. The purpose of the current research is to assess students' proficiency in communicating in English using the Semantic Mapping strategy. The results of this study show that the English communication skills of the Electromedical Technology study program are in.

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INTRODUCTION

Competitiveness can be increased by learning a foreign language, such as English. Countries with high levels of English proficiency consistently have higher average incomes and better standards of living. Mastering English is a must. Skills in English have a correlation with individual productivity, therefore can support high quality Human Resources. (HR). The higher the level of English proficiency in a particular country, the higher the average income of that country's citizens. In the field of education, learning English is mandatory because it is a language that is not familiar. On December 12 1967, the Minister of Education and Culture issued Regulation no. 096/1967. However, Indonesia still lags behind its ASEAN neighbors in terms of national development. According to the Global Talent Competitiveness Index, Indonesia is ranked 41.81, lower than the countries Thailand, Vietnam, Laos and Cambodia. Around Singapore, which had a first place score of 78.48 and was topped by Malaysia (60.04) and Brunei Darussalam (52.17) in the HR Competitiveness category. In this situation, appropriate treatment is necessary. The first is the proper use of English learning techniques.

Economic globalization demands an increase in the competitiveness of human resources, so that they are able to compete in preparation for a borderless world (Groenewald et al., 2024; Narkhede & Joshi, 2007). Competitiveness can be increased with communication skills. Simply put,

communication can be described as conveying a message or exchanging information (Irwin et al., 2021; Mahdayeni et al., 2019). In oral communication, the process must ensure that the message is understood by the listener and that the listener responds according to the speaker's intentions. Communication refers to the actions of one or more people, sending and receiving messages that are distorted by interference (noise), occur in a certain context, have influence, and opportunities for feedback". Communication can only exist in social interaction, because communication requires the transfer of symbols that have meaning (Lall, 2000; Stacho et al., 2019). Furthermore, we must also ensure that the response given can be interpreted and responded to by the sender (Shatz, 1978). Furthermore, states two elements that must be presented in communication, namely effectiveness and feasibility. concluded that apart from motivation and learning strategies, the principles of politeness in language also have an important role in improving students' abilities in language learning. Divides learning techniques into two main divisions, namely direct and indirect learning techniques, each of which has three parts (Vermunt, 1996; Vermunt & Vermetten, 2004; Yusuf, 2011)

English proficiency is linked to economic competitiveness, social development and innovation. "Countries with high levels of English proficiency tend to have higher average incomes, better quality of life. In language learning, learning style and language learning strategy are the two main factors that determine how and how well the learner masters a second or foreign language. Language learning strategies are specific ways to carry out language tasks in certain contexts. Language learning strategies do not work by themselves, but are influenced in part by learning styles. Language mastery English as a global language has become a necessity in this challenging era. Having English language skills is an urgent need. Easy access to information and exchange of knowledge globally, the ability to communicate in English is needed to strengthen international networks (Casale & Posel, 2011; Green et al., 2015; Ufier, 2015).

Determining communication skills based on linguistic or grammatical competence, sociolinguistic skills, discourse skills and strategic skills. In other words, proficiency in English has a correlation with individual performance. The higher the level of English proficiency in a particular country, the higher the average income earned by its citizens. Having a basic understanding of English will give you the opportunity to access ideas, case studies, connections or a wider network when working on global issues. Skills in English have a significant impact on career advancement, as well as business networks and allow everyone to adjust their career path according to changes in the economy. After several decades, Asia emerged as a force driving global economic growth, led by leaders who built international connections and formed multinational companies. The weak economy in the first sector has encouraged many businesses to actively work to improve their English skills and invest in this area. In terms of English proficiency among Southeast Asian countries, Indonesia is currently in fifth place. It is also related to the industrial revolution of the late 19th century, which was based on science and technology and led to the development of high-quality Human Resources (HR), with the best among them having better English language skills (Lasala, 2014; Tarone, 1983; Tuan, 2017).

Indonesia still largely ignores ASEAN's fifth trend in terms of growing national competitiveness. Quoted from the 2020 Global Talent Competitiveness Index (GTCI), Indonesia has a score of 41.81, which is only ahead of Thailand, Vietnam, Laos and Cambodia. Very far behind Singapore which ranks first with a score of 78.48 and is followed by Malaysia (60.04) and Brunei Darussalam (52.17) in terms of HR Competitiveness (Arpiani & Mulyana, 2023; Kao et al., 2008).

The graph above shows that the Competitiveness score of the Indonesian people at the ASEAN level is still low. Competitiveness can be increased with foreign language skills, including English. English proficiency is linked to economic competitiveness, social development and innovation. Countries with high levels of English proficiency tend to have higher average incomes and a better quality of life..

RESEARCH METHODOLOGY

This research uses a descriptive method. This descriptive research is used to describe the current situation. Descriptive methods can also be described as problem-solving procedures carried out by describing the subject or object of research, which can include people, organizations, the general public, and other entities that currently rely on unproven hypothetical facts or situations. It can be said that desk research refers to research that aims to describe a particular problem, event, or current problem.

Descriptive methods refer to methods used to examine the current state of human society, an object, a condition, a peer review assessment system, or a current study group. Descriptive qualitative research is defined as research that examines social action events that emphasize the way people interpret them, along with understanding the challenges these individuals face in understanding social reality so that each person can solve their own problems (Remler & Van Ryzin, 2021; Williamson & Johanson, 2017).

RESULTS AND DISCUSSIONS

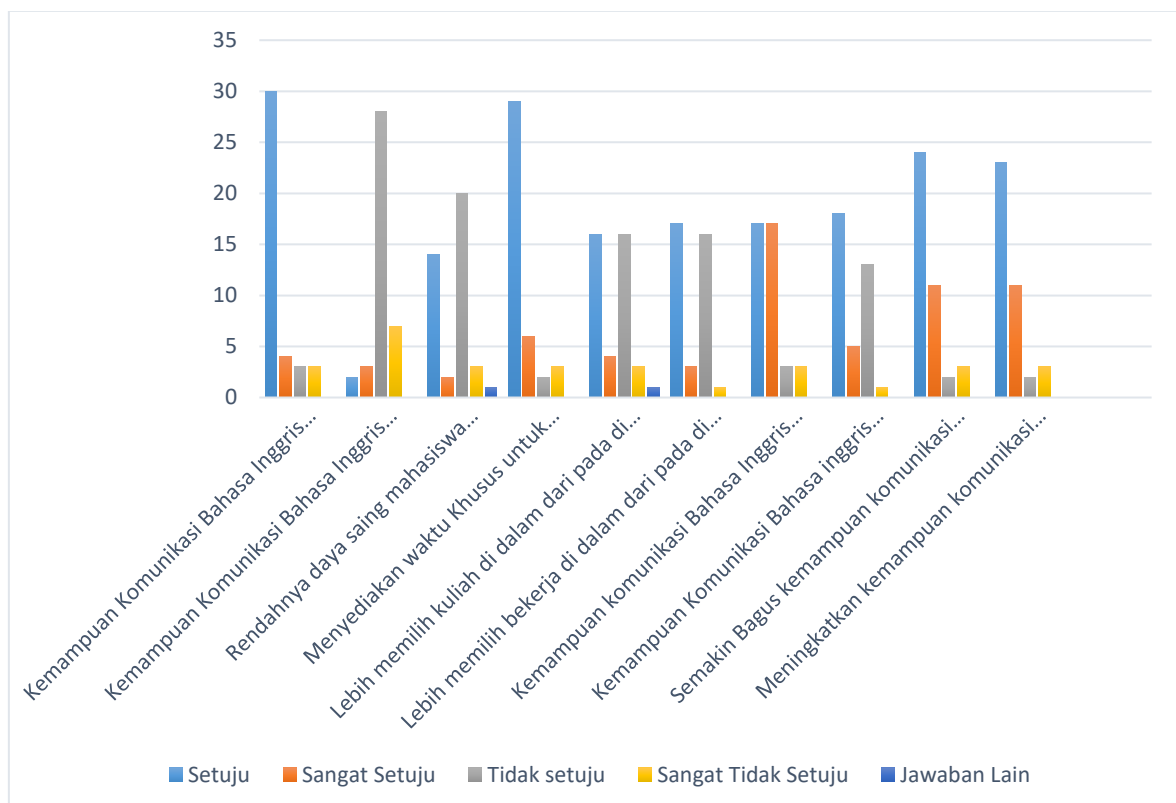


Figure 1. English communication skills

From the results of data analysis it was found that students thought that English communication skills are a provision in facing global competitiveness. This is proven by 70% of the respondents think that English Communication Ability is a mandatory Soft Skill that a student must have. Meanwhile, only 10% of the respondents disagreed. And the remaining 20% said they strongly disagreed.

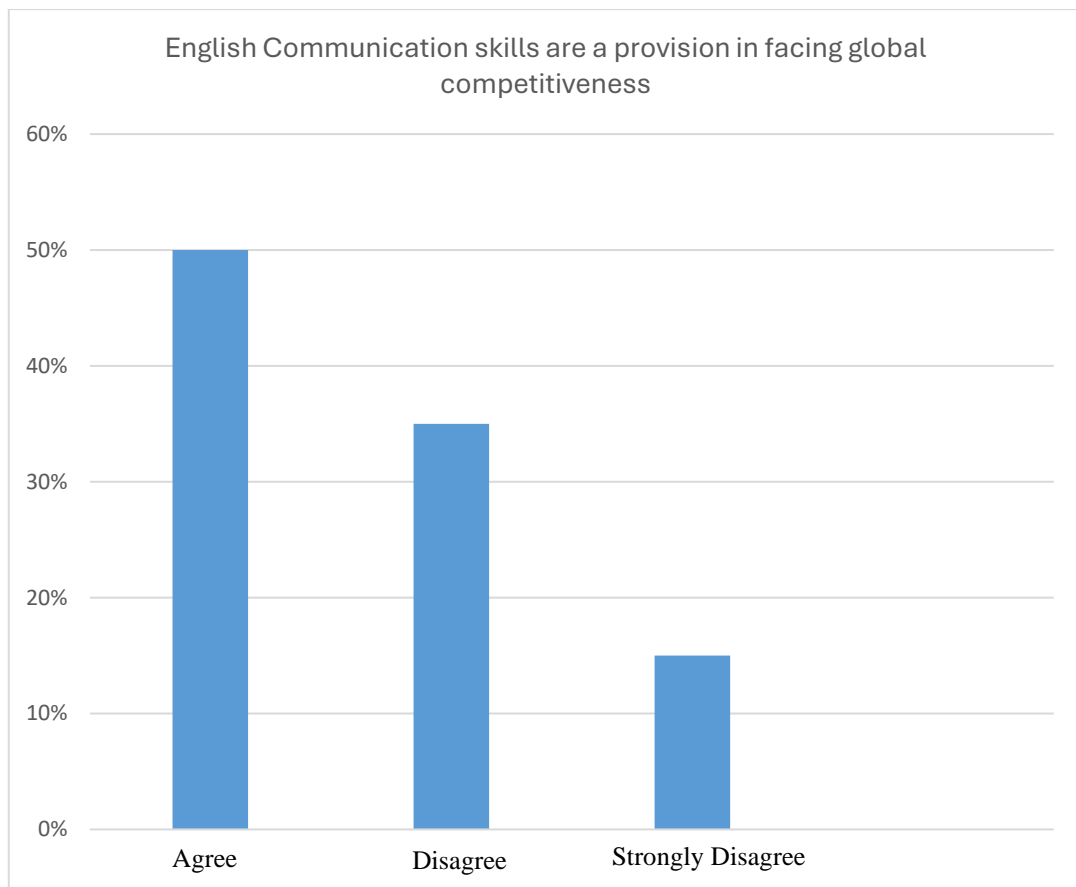


Figure 2. English Communication skills

Unfortunately, there are still many who think that it is low student competitiveness is not caused by low English communication skills. This can be seen from the fact that 50% of the respondents did not agree that the low competitiveness of students was due to their low English communication skills. Then followed by 35% of the respondents saying they agreed. And the remaining 15 chose other answers.

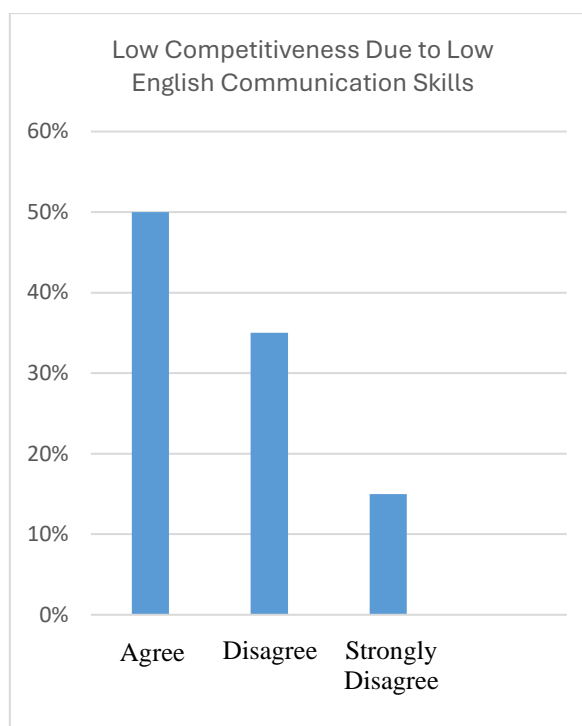


Figure 3. English Communication skills

CONCLUSION

English communication skills are definitely necessary to interact with employees in other countries and contribute to the improvement of the national economy. English Communication Ability (EAC) refers to the ability to speak and write English. This is an important area in HR that is growing rapidly within the ASEAN economic community. Because HR already has an EAC, it will be easier to manage market volatility in the transportation, manufacturing and wholesale sectors. The aim of this economic growth is to create consequences, further improve human resources, and achieve high levels of savings by implementing policies that increase the value of the rupiah. This will enable Indonesia to achieve its previously set goals. Despite the critical importance of English Communication Ability (EAC) in enhancing HR management and economic growth, several limitations remain. The current research may not fully capture the nuanced impact of EAC on different sectors, such as transportation, manufacturing, and wholesale, due to limited sector-specific data. Additionally, the study might overlook cultural and regional differences within ASEAN countries that can affect the implementation and outcomes of EAC initiatives. Future research should aim to address these gaps by conducting sector-specific analyses and considering the cultural context. Furthermore, longitudinal studies could provide deeper insights into the long-term effects of EAC on market volatility and economic stability. By expanding the scope and depth of research, policymakers and HR professionals can develop more tailored strategies to enhance EAC and, consequently, drive economic growth and stability.

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