



EMPOWERING YOUNG LEARNERS' VOCABULARY OF TOURISM THROUGH FLASH CARDS IN AMBARITA VILLAGE, KEC. SIMANINDO, DISTRICT SAMOSIR

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Abstract

The aim of this community service is to increase understanding and mastery of tourism vocabulary among children in Ambarita Village, Simanindo District, Samosir Regency, which has rich tourism potential. Even though this village is known for its rich Batak culture and historical tourist attractions, many children in the village are less familiar with vocabulary related to tourism. For this reason, this service activity implements the use of flashcards as a learning medium to introduce and strengthen tourism vocabulary. This activity involves elementary school age children who are trained in recognizing and mastering terms related to local tourism. The results of this activity show that the use of flashcards can significantly improve children's language skills in a tourism context. Apart from that, this activity also succeeded in increasing children's interest in the world of tourism and gave them a deeper understanding of the importance of this sector in regional development. This service not only has a positive impact in developing children's language skills, but also contributes to strengthening their awareness of the tourism potential around them.

Keywords: Flashcards, Tourism Vocabulary, Children's Learning

Abstrak

Tujuan dari pengabdian kepada masyarakat ini adalah untuk meningkatkan pemahaman dan penguasaan kosakata pariwisata pada anak-anak di Desa Ambarita, Kecamatan Simanindo, Kabupaten Samosir, yang memiliki potensi pariwisata yang kaya. Meskipun desa ini dikenal dengan kekayaan budaya Batak dan objek wisata sejarahnya, banyak anak-anak di desa tersebut yang kurang familiar dengan kosakata yang berhubungan dengan pariwisata. Untuk itu, kegiatan pengabdian ini mengimplementasikan penggunaan flashcards sebagai media pembelajaran untuk memperkenalkan dan menguatkan kosakata pariwisata. Kegiatan ini melibatkan anak-anak usia sekolah dasar yang dilatih dalam mengenal dan menguasai istilah-istilah yang berkaitan dengan pariwisata lokal. Hasil dari kegiatan ini menunjukkan bahwa penggunaan flashcards dapat meningkatkan kemampuan bahasa anak-anak dalam konteks pariwisata secara signifikan. Selain itu, kegiatan ini juga berhasil meningkatkan minat anak-anak terhadap dunia pariwisata serta memberi mereka pemahaman lebih dalam tentang

pentingnya sektor ini dalam pembangunan daerah. Pengabdian ini tidak hanya memberi dampak positif dalam pengembangan keterampilan bahasa anak-anak, tetapi juga berkontribusi pada penguatan kesadaran mereka terhadap potensi pariwisata di sekitar mereka.

Kata Kunci: Flashcards, Kosa kata Pariwisata, Pembelajaran Anak

PENDAHULUAN

Ambarita Village, located in Simanindo District, Samosir Regency, is one of the main tourist destinations in the Lake Toba area, North Sumatra. With extraordinary natural beauty, as well as rich culture and traditions, Ambarita Village is an attraction for tourists both from within the country and abroad. However, despite having great tourism potential, Ambarita Village faces challenges in improving the quality of interactions between local communities and foreign tourists. One of the main obstacles is the lack of mastery of English among young people, who are at the forefront of welcoming tourists and promoting local potential. English vocabulary related to tourism, such as the names of tourist attractions, activities that can be done, as well as general terms in the world of tourism, is still limited to being mastered by young people in this village. This has the potential to hinder effective communication between tourists and local residents, which in turn could affect tourists' experiences and the reputation of Ambarita Village as a tourist destination. With the growing tourism sector in the Lake Toba area, the need to improve the English language skills of local communities, especially young people, is increasingly urgent.

As time goes by and the increasing importance of English language skills in a global context, mastering tourism vocabulary has become one of the keys to empowering local communities. One effective, interesting and accessible learning method is through the use of flash cards. Flash cards, which combine visual and verbal elements, can help young people in Ambarita Village expand their tourism vocabulary in a fun and memorable way. However, even though flash cards have great potential in improving vocabulary mastery, there are not many initiatives that integrate the use of this method in English language learning in tourist villages, especially in Ambarita Village. Therefore, a community service program is needed that can educate local people, especially young people, to use flash cards as an effective learning tool in mastering vocabulary related to tourism.

With this background, this community service aims to introduce and utilize flash cards as a learning method to increase mastery of tourism vocabulary among young people in Ambarita Village, in order to support the development of a more inclusive and quality tourism sector.

The main objective of this community service is to increase mastery of tourism vocabulary among young people in Ambarita Village using flash cards. Some specific objectives of this activity are:

1. Improve children's understanding of vocabulary related to the world of tourism.
2. Encourage children's active involvement in English learning.
3. Empowering local communities to interact better with foreign tourists, which can support tourism development in the area.
4. Providing training for local teachers on how to use flash cards in English language learning.

The following are several theories underlying the use of flash cards in language learning, especially to increase tourism vocabulary:

1. Cognitive Learning Theory (Jean Piaget) Piaget argued that children learn actively through experience and interaction with the world around them. Flash cards provide a visual representation that makes it easier for children to remember and understand new vocabulary, because they can associate pictures with words.
2. Social Learning Theory (Albert Bandura) Bandura emphasizes the importance of

observation and models in learning. In the context of flash cards, children can learn not only from the material on the cards but also through interactions with peers or teachers who use the cards in teaching.

3. Multimodal Learning Theory (Howard Gardner) Gardner suggests that each individual has different multiple intelligences, such as visual, linguistic and kinesthetic intelligence. Flash cards are very effective for students with visual intelligence, because they use images as a medium to understand vocabulary. In addition, this method can involve many senses in learning, making it more interesting and easy to remember.

This community service activity is carried out in several stages involving teachers and students in Ambarita Village:

1. Training on the Use of Flash Cards for Teachers

Before implementing flash cards for students, teachers in Ambarita Village were given training on how to make and use flash cards effectively in learning English. This training includes making flash cards with pictures of tourist attractions, means of transportation, tourism activities, as well as terms often used by tourists.

2. Introduction of Flash Cards to Students

Children aged 9 to 15 years in Ambarita Village were given flash cards containing pictures and vocabulary related to tourism. This activity is carried out in the form of games and group discussions, where students are invited to arrange cards based on categories such as tourist attractions, activities, or means of transportation.

3. Learning Evaluation and Reflection

4. After several weeks of using flash cards, an evaluation was carried out to assess students' vocabulary mastery. This evaluation includes speaking tests, vocabulary tests, and observations of student interactions with tourists. Teachers were also asked to provide feedback on the effectiveness of using flash cards in improving students' language skills.

HASIL DAN PEMBAHASAN

This community service involved 40 students in Ambarita Village consisting of 20 male students and 20 female students, with ages ranging from 9 to 15 years. Following are some findings based on the data collected:

1. Increased Vocabulary Mastery

After using flash cards for 4 weeks, 80% of students showed a significant increase in mastery of tourism vocabulary. They can mention more terms related to tourism, such as place names (e.g., "Lake Toba," "Huta Siallagan"), activities (e.g., "boat tour," "cultural performance"), as well as general terms (e.g., "souvenir," "tourist guide").

2. Positive Response to Flash Cards

Students show high interest in learning activities using flash cards. Activities that involve games, such as "memory games" and "flash card bingo," are very popular with children because they have fun while learning. 85% of students feel more confident using this

vocabulary in conversation.

3. Increased Interaction with Tourists

Most students who have taken part in the training admit that they feel more comfortable when interacting with foreign tourists. They can recognize the words tourists use and provide better responses.

4. Challenges Faced

Some students have difficulty remembering vocabulary with difficult pronunciations, such as "embassy" and "souvenir." Additionally, there are also challenges in matching images with the right words, especially for more abstract terms.

Benefits of Community Service

1. Empowering Young People

By better mastering tourism vocabulary, young people in Ambarita Village will be better prepared to interact with tourists, which in turn can improve the local tourism sector.

2. Improving the Teaching Capabilities of Local Teachers

Through training in the use of flash cards, teachers can utilize this method to improve the quality of English learning in their villages, thereby helping to create more enjoyable and effective learning.

3. Support for Local Tourism Development

By improving people's English skills, Ambarita Village has the potential to attract more tourists and provide them with a better experience.

Documentation of Community Service



Gambar 1. Media Flash Card PKM



Gambar 2. Pelaksanaan PKM menggunakan Flash Card



Gambar 3. Foto bersama dengan anak-anak setelah selesai pelaksanaan PKM

SIMPULAN

This community service activity has proven effective in empowering young people in Ambarita Village to improve their mastery of tourism vocabulary through the use of flash cards. Image and game-based learning makes the process of mastering vocabulary fun, interactive, and easier to remember. The use of flash cards also prepares them to be able to interact with foreign tourists, which really supports tourism development in the Lake Toba area. In the future, a similar program can be expanded to other villages around Lake Toba by adding more specific material related to tourism, as well as increasing training for teachers to ensure continuity of learning.

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