

# Development of English communication handbook for local business community at Nang Rong district Buriram province

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*Abstract:* –The objectives of this research were 1) to explore the need for using the English communication Handbook for local business communities in Nang Rong District, Buriram Province, 2) to develop an English Communication handbook for local business communities in Nang Rong District, Buriram Province, 3) to compare participants’ English communication ability by pre-test and post-test before and after using the English communication handbook for local business communities in Nang Rong District, Buriram Province, and 4) to investigate the community business entrepreneurs’ satisfaction with the English for communication handbook for Local Business Community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province. The sample was 25 local vendors selling in local business communities in Nang Rong District, Buriram Province. The research instruments used for data collection included 1) the English Communication handbook, 2) an English for communication test, and 3) a questionnaire on local vendors’ satisfaction with the English communication handbook. The data statistical analysis of paired t-test was used to analyze and compare the mean scores of the pre-test and post-test. Nevertheless, the percentage, mean, and standard deviation were used to analyze the community business entrepreneurs’ satisfaction with the English for communication handbook. The results revealed that 1) the local vendors need the vocabulary and conversation in terms of greetings, purchasing, giving advice and instruction, giving direction, and traffic signs. 2) The local vendors have higher English proficiency test scores after using English communication for local business community handbook. 3) Overall, the local vendors’ satisfaction towards the English communication for local business community handbook was at the most satisfying level (4.55).

*Keywords:* English for Communication Handbook, Local Business Communities, Development, Local Entrepreneurs

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## INTRODUCTION

English is an important tool for communication and plays an important role in the field. Nevertheless, English is a foreign language that is widely used in communicating with people of various nationalities and cultures. The Twelfth National Economic and Social Plan (2017-2021) of Thailand aimed to solve various long-term accumulated fundamental problems one of the goals is upgrading the quality of people's life. In addition, the goal is to lead to livable cities that can be self-reliant a sustainable. Buriram is another province that has been adopted for economic development in the area. Therefore, there are many businesses in villages and communities in Buriram. In 2018, tourism income in Buriram increased to 8.16 % compared to 2017. Buriram has many tourist attractions such as Chang International Circuit, Chang Stadium, historical park, and tourist village communities.

Buriram has promoted the local business community in various districts to support and promote the local products and community culture which is known as the tourist village communities. There are various products that are a reputation for the tourist village communities.

Hence, foreigners are interested in visiting the tourist village communities in Buriram. However, the entrepreneur in these communities still has communication problems with the foreigners who come to visit in the tourist village communities such as they cannot describe the local product when the foreigner is interested, they cannot suggestion about products, and so on. These reasons make obstacles of the entrepreneur English communicating.

Consequently, the researchers are interested in developing an English communication handbook for the local business community in Nang Rong District, Buriram Province to increase their English communication ability. The researchers are interested in studying the local business community in Nang Rong District, Buriram Province because it is the place where foreign tourists traveled in the 1st place of local business communities in Buriram.

### **Research Objectives**

The objectives of this study were as follows:

- 1 .To explore the need for using the English communication handbook for local business communities in Nang Rong District, Buriram Province
- 2 .To develop an English Communication handbook for local business communities in Nang Rong District, Buriram Province
- 3 .To compare participants 'English communication ability by pre-test and post-test before and after using the English communication handbook for local business communities in Nang Rong District, Buriram Province
- 4 .To investigate the community business entrepreneurs 'satisfaction with the English for communication handbook for Local Business Community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province

### **Scope of the Study**

This research focused on the local vendors who are community business entrepreneurs in the Nong Ta Kai Tourist Village community in Nang Rong District, Buriram Province because it was promoted to the local business community of Buriram Province which is known as the tourist village communities. There is a reputation for local products and community culture. Moreover, there is the first community of business in Nang Rong District, Buriram Province.

### **English for Communication**

English is the universal language and the primary language in many states around the world . Therefore, English is the lingua franca used for communication between people in different countries whether listening, speaking, reading, or writing .Most of the media published internationally are in English .Consequently, English is very important and regarded as the second language that plays an important role in learning )Festallor Education.2020(

Hymes )1989 (states that learning English for communication is ineffective if it cannot be applied to communication needs because the purpose of learning is not only about learning . However, learning English for communication must be usable .The teaching and learning of English for communication are changed by this concept as follows.

- 1 .Focus on communicative competence
- 2 .Focus on English for communication can be usable
- 3 .Used to convey meaning, with some practice focusing on using the language fluently and correctly in various situations

### **English for Specific Purposes :ESP**

English for Specific Purposes is simply the teaching of English for any purposes that could be specified) Titik Agustina, 2014 .(Hutchinson & Waters )1987 (define ESP as an approach to language teaching in which all decisions as to content and method are based on the learner's reason for learning .English for Specific teaching emphasizes responding to the needs of learners more than teaching according to general education criteria .There are distinguished from general teaching as follows.

- 1 .It is the English language instruction that is tailored to meet the learner's needs.
- 2 .It is the English language instruction with content related to the careers and relevant fields.
- 3 .It is the English language instruction with specific language content for learners in each group.

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4 .It is English instruction with specific language skills defined in their fields and careers .

5 .English for specific purposes is the basic principle that aims to develop learners to learn effectively.

Consequently, English for specific purposes in English language instruction mainly focuses on the learners 'needs which the contents are related to the careers and relevant fields, and the learners can be applied in a variety of situations .

### **The Population and participants**

The population of this study is the vendors for village communities of business in Nang Rong District, Buriram Province. There are five village communities of business as follows:

1. Nong Ta Kai Tourist Village Community
2. Chom Chon Pattana Tourist Village Community
3. Sab Somboon Tourist Village community
4. Sai Yao Agriculture Tourist Village Community
- 5.Hua Sa Pan Tourist Village Community

The participants of this study were 25 vendors for communities of business in the Nong Ta Kai Tourist Village community in Nang Rong District, Buriram Province.

### **Research Instruments**

This research was designed to develop English communication handbook for local business community in Nang Rong District, Buriram Province, Thailand. The research instruments were the need for using English language for communication with the foreigner questionnaire, pretest and posttest, and the community business entrepreneurs 'satisfaction with the English communication handbook for the Local Business Community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province Questionnaire.

### **Data Collection**

This study was conducted by experimental research with entrepreneurs who are in Nong Ta Kai Tourist Village, Nang Rong District in Buriram Province as the following steps.

1 .The researchers requested permission and coordination with the relevant department of Nong Ta Kai Tourist Village, Nang Rong District in Buriram Province to inquire about the need to use the English for communication handbook with community business entrepreneurs.

2 .The community business entrepreneurs were appointed to take the English proficiency before testing by a pre-test.

3.The researchers explained and clarified the English for communication handbook with the community business entrepreneurs by allowing the community business entrepreneurs to study and learn by themselves for two months .

4 .The researchers followed up and supervised self-learning which covered all five topics with the community business entrepreneurs once a week, continuously for eight weeks.

5 .The researchers requested the community business entrepreneurs of Nong Ta Kai Tourist Village, Nang Rong District in Buriram Province for taking the English proficiency after self-learning with the English communication handbook for the community business entrepreneurs by post-test .

6 .The community business entrepreneurs of Nong Ta Kai Tourist Village, Nang Rong District in Buriram Province were required to do the community business entrepreneurs ' satisfaction with the English for communication handbook questionnaire.

### **Data Analysis**

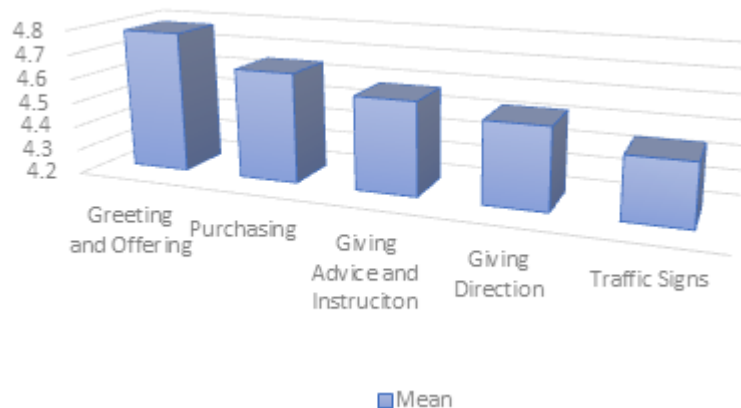
The data statistical analysis of paired t-test was used to analyze and compare the mean scores of the pre-test and post-test .Nevertheless, the percentage, mean, and standard deviation were used to analyze the community business entrepreneurs 'satisfaction with the English for communication handbook.

## **FINDINGS**

1 .The need for using the English language for communicating handbook found that the entrepreneurs need to use the English language to communicate with local business communities at

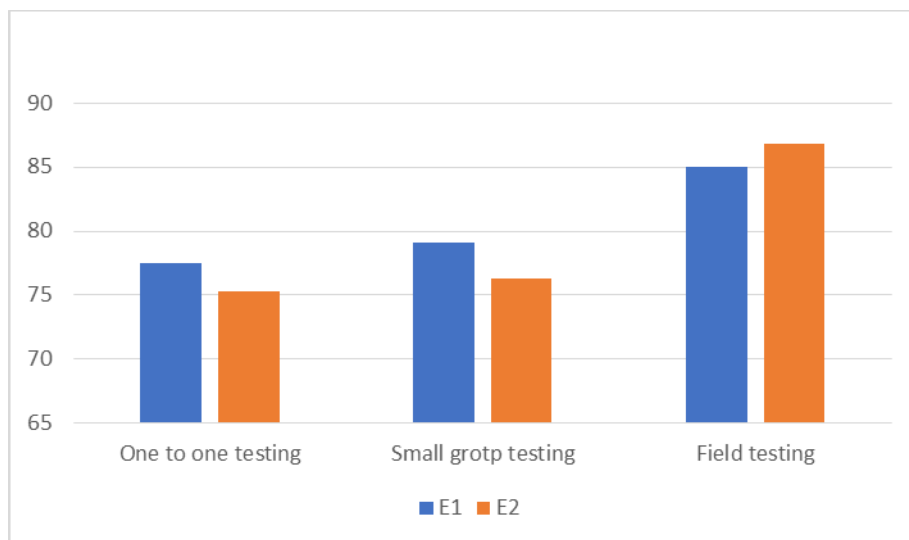
the most level)  $\bar{x} = 4.60$ ,  $S.D = 0.69$  .(The topics were required for using English to communicate handbook with the community business entrepreneurs in Nang Rong District, Buriram Province as follows :1 (Greetings and Offering, 2 (Purchasing, 3 (Giving Advice and Instructions, 4 (Giving Direction, and 5 (Traffic Signs as in Figure 1 .

**Figure 1:** Need for using the English language for communing with community business entrepreneurs in Nang Rong District, Buriram Province



2. The researchers have determined the structure and contents according to the need for using the English language for communing with community business entrepreneurs in Nang Rong district, Buriram province. Next, the structure and the contents were submitted to the experts. Then, the structure and the contents were verified for the suitability, conformity, and implementation by the researchers. After that, the researchers used a manual to improve the English for communication handbook to experimental by 3 steps as follows: 1) One to One testing, 2) Small group testing, and 3) field testing to find the efficiency of processing and product based on criteria which “the one-to-one testing” is 60/60, “small group testing” 70/70, and “field testing” 80/80 as shown in Figure 2.

**Figure 2:** Development of English for communication handbook for the local community business in Nang Ta Kai Tourist Village, Nang Rong District, Buriram Province



As in Figure 2, the results showed that the English for communication handbook for the local community business in Nang Ta Kai Tourist Village, Nang Rong District, Buriram Province is high. One to one testing gained 77.48 / 75.24, small group testing gained 79.12/76.32 but filed

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testing gained 85.01/86.78.

3. Comparing participants' English communication ability by pre-test and post-test before after using the English communication handbook for local business communities in Nang Rong District, Buriram Province. They are as follows:

**Table 1:** The participants' academic achievement who are self-learning by using the English communication handbook for local business communities in Nang Rong District, Buriram Province by individual score

Experimenter	Scores			
	Pretest	Posttest	$\sum D$	$\sum D^2$
No.1	4	12	8	64
No.2	6	15	9	81
No.3	8	17	9	81
No.4	3	9	6	36
No.5	4	11	7	49
No.6	5	10	5	25
No.7	7	11	4	16
No.8	6	14	8	64
No.9	8	13	5	25
No.10	10	12	2	4
No.11	4	11	7	49
No.12	5	12	7	49
No.13	6	13	7	49
No.14	8	15	7	49
No.15	5	11	6	36
No.16	6	11	5	25
No.17	6	10	4	16
No.18	4	12	8	64
No.19	8	12	4	16
No.20	7	13	4	16
No.21	4	9	5	25
No.22	3	6	3	9
No.23	3	8	5	25
No.24	6	9	3	9
No.25	3	10	7	49
<b>Totals</b>	139	286	145	931
$\bar{x}$	5.56	11.44	5.88	34.57

As in Table 1, revealed that the participants' academic achievement who are self-learned by using the English communication handbook for local business communities in Nang Rong District, Buriram Province after learning was higher than before learning. The average of score after they learned at 11.44 and the average of score before they learned at 5.56.

**Table 2:** Compares participants' English communication Scores by pre-test and post-test before and after using the English communication handbook for local business communities in Nang Rong District, Buriram Province

Experimental Group	Mean	S.D.	Different of Mean	t	df	Sig
Pre-test	5.56	0.38	5.88	14.05	24	.000*
Post-test	11.44	0.47		23.84	24	

As in Table 2, revealed that the average testing English proficiency of participants was significantly different at 0.05 with the average testing English proficiency score of posttests equated to 11.44 which is higher than the pretest at 5.56 .Therefore, it found that the participants developed English proficiency by Self-learning the English for communication handbook for the local business communities in Nang Rong District, Buriram Province, it was significantly different at 0.05 .

4 .The community business entrepreneurs ’satisfaction with the English for communication handbook for the Local Business Community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province was very satisfactory)  $\bar{x} = 4.55$ , S.D =.0.71( which can be classified into each item as follows:

**Table 3:** The community business entrepreneurs ’satisfaction with the English communication handbook for the Local Business Community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province in terms of booklet and manual

Booklet and manual	$\bar{x}$	S.D.	Meaning
1 .Size of the manual	4.70	0.64	The most satisfied
2 .The beauty of the manual cover	4.68	0.56	The most satisfied
3 .The suitability of the fonts size	4.72	0.54	The most satisfied
4 .Spelling and printing accuracy	4.63	0.63	The most satisfied
5 .Parts of manual cover	4.60	0.75	The most satisfied
<b>Total</b>	<b>4.67</b>	<b>0.62</b>	<b>The most satisfied</b>

As shown in Table 3, the community business entrepreneurs ’satisfaction with the English communication handbook for the local business community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province in terms of booklet and manual was the most satisfactory ) $\bar{x} = 4.67$ , S.D =.0.62 .(The rankings of three aspects from the highest to the lowest were “the suitability of the font size) ” $\bar{x} = 4.72$ , S.D =.0.54(, followed by “the size of the manual) ” $\bar{x} = 4.70$ , S.D =.0.64 (and “the parts of the manual cover) ” $\bar{x} = 4.68$ , S.D =.0.56(, respectively.

**Table 4 :**The community business entrepreneurs ’satisfaction with the English communication handbook for the Local Business Community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province in terms of the contexts in the manual

The contexts in the manual	$\bar{x}$	S.D.	Meaning
1 .The contents are comprehensive and complete.	4.48	0.71	Very satisfied
2 .The contents are concise and easy to understand .	4.44	0.70	Very satisfied
3 .The contents are very clear .	4.68	0.48	The most satisfied
4 .The contents are appropriate and up to date .	4.84	0.37	The most satisfied
5 .There is a sequence in the contents.	4.72	0.54	The most satisfied
6 .The contents designed in the manual are available to match the community business entrepreneur's needs .	4.60	0.71	The most satisfied
7 .The contents are useful to the user and can be applied .	4.32	0.69	Very satisfied
8 .The English phrases are easy to understand .	4.44	0.71	Very satisfied
9 .The language in the contents are used regularly for the community business .	4.60	0.65	The most satisfied
<b>Total</b>	<b>4.57</b>	<b>0.63</b>	<b>The most satisfied</b>

As shown in Table 4, the community business entrepreneurs ’satisfaction with the English communication handbook for the local business community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province in terms of the contents in the manual was the most satisfactory ) $\bar{x} = 4.57$ , S.D =.0.63 (. The rankings of three aspects from the highest to the lowest were“ the

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contents are appropriate and up to date” at the highest level  $\bar{x} = 4.84$ , S.D =.0.37(, followed by “there is a sequence in the contents) ” $\bar{x} = 4.72$  S.D =.0.54 (and “The contents are very clear” ) $\bar{x} = 4.68$ , S.D =.0.48(, respectively.

**Table 5:** The community business entrepreneurs ’satisfaction with the English communication handbook for the Local Business Community at Nang Ta Kai Tourist Village, Nong Rong District in Buriram Province in terms of the contexts are integrated and implemented

Integrated and implemented	$\bar{x}$	S.D.	Meaning
1 .The knowledge from the manual, can be applied to solve the problems.	4.56	0.58	The most satisfied
2 .The knowledge from the manual, can be applied to solve the English communication problems.	4.44	0.65	Very satisfied
3 .The knowledge from the manual, is useful to communicate with foreigners .	4.40	0.71	Very satisfied
4 .You are more confident in communicating with foreigners after learning from the manuals .	4.36	0.70	Very satisfied
5 .The English for communication handbook is convenient and portable to carrying .	4.32	0.80	Very satisfied
6 .The overview of English for communication handbook, it can be implemented .	4.28	0.79	Very satisfied
<b>Total</b>	<b>4.39</b>	<b>0.71</b>	<b>Very satisfied</b>

As shown in Table 5, the community business entrepreneurs ’satisfaction with the English communication handbook for the local business community at Nang Ta Kai Tourist Village, Nang Rong District in Buriram Province in terms of the contexts are integrated and implemented was very satisfactory  $\bar{x} = 4.39$ , S.D =.0.71 .(The rankings of three aspects from the highest to the lowest were “The knowledge from the manual, can be applied to solve the problems”. at the highest level  $\bar{x} = 4.56$ , S.D =.0.58(, followed by “The knowledge from the manual, can be applied to solve the English communication problems) ” $\bar{x} = 4.44$  S.D =.0.65 (and “The knowledge from the manual, is useful to communicate with foreigners ”.was the least level ) $\bar{x} = 4.40$ , S.D =.0.71(, respectively.

## DISCUSSION

In conclusion, the results show that entrepreneurs need to use the English language to communicate with local business communities that the topics required for using English to communicate handbook with the community business entrepreneurs in Nang Rong district, Buriram province as follows :1 (Greeting and Offering, 2 (Purchasing, 3 (Giving Advice and Instructions, 4 (Giving Direction, and 5 (Traffic Signs .The English for communicating handbook contained Thai reading words. This study is related to Hoden )1993 (that needs to use English in communication as follows :negotiation, exposition, procedure explanation and techniques, and introduction to famous places .Accordingly, Tusi (1996) stated that in English conversations, when welcoming guests or presenting products, informal English is often used because it is easier to use in real-life situations. This aligns with the findings of Mackay and Mountford (1978), who defined English for specific purposes as focusing on the knowledge needed for careers, rather than knowledge used for education. Consequently, the researchers developed the English for communication handbook for the local community business in Nang Ta Kai Tourist Village, Nang Rong District, Buriram Province from the entrepreneurs’ needs which found the topics as follows : 1 (Greeting and Offering, 2 (Purchasing, 3 (Giving Advice and Instructions, 4 (Giving Direction, and 5 (Traffic Signs and used the sample words for the entrepreneurs .The efficiency is based on criteria the higher score is as follows .One to one testing gained 77.48 /75.24, small group testing gained 79.12/76.32, and filed testing gained 85.01/86.78 .Moreover, the community business

entrepreneurs' satisfaction with the English communication handbook for the local business community at Nang Ta Kai Tourist Village, Nang Rong District in Buriram Province in terms of booklet and manual was the most satisfactory which "the suitability of the font size" at the highest level followed by "the size of the manual." However, "the parts of the manual cover" were the least level. Accordingly, Wonganottaroj (2003) stated that self-learning by applying business communication is useful for learners with learning needs and lets the learners keep practicing and using frequently, which will result in permanent learning. Inclusive, the learners will be satisfied with the manuals and their use as well.

### **SUGGESTIONS FOR THE FURTHER RESEARCH**

Future research should develop the English Communication handbook for local business communities online for other business communities to easily learn by themselves.

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