PREPARE SME IN FACING AEC 2015 THROUGH ENGLISH TRAINING PROGRAM TO OBTAIN THE EXPORT MARKET

Rianto Nurcahyo[1]; Raja Halim Harahap[2]; Didiet Gharnaditya[3]

Jurusan IBM - Bina Nusantara University
Jln. Jalur Sutera Barat Kav. 21, Alam Sutera, Serpong - Tangerang
[1]rnurtjahjo@binus.edu

ABSTRACT

Entering the era of globalization, better known as free market requires every individual to prepare reliable resources, especially in the field of Science and Technology. In order to master these demands, adequate knowledge is required in dealing with the demands of a globalized world that is full of competition. In this regard, the role of the English language is required both in mastering communication technologies and to interact directly; moreover, the presence of the media especially the Internet will force people to learn English. As a means of global communication, English should be actively mastered both orally and in written. In an increasingly globalized business world, there are more local Indonesian companies entering into the world market, and growing number of international companies. This research is an attempt to create the roles of exporters, especially the Micro, Small and Medium Enterprises (SMEs) through the products produced by the exporters themselves. Comparing Indonesian export revenue number to other countries, the value of Indonesia's exports is relatively low. One of the constraints faced by exporters is in terms of the ability of a foreign language, namely English. Mastery of English is the main capital to open international trading communication. This research focuses on Quantitative method using chi square analysis, where it can be used to test the relation or the effect of two nominal variables and to measure the relation strength of each variable with other nominal variable (C as the coefficient of contingency). From the chi square method, difference from the SME before and after the Export English course training is expected to be found. The training will use classroom method. The title of this study is prepare SME in Facing AEC 2015 through English training program to obtain the export market.

Keywords: training, export, English, AEC

ABSTRAK

Memasuki era globalisasi atau yang lebih dikenal dengan pasar bebas menuntut setiap individu untuk mempersiapkan sumber daya yang handal terutama di bidang Ilmu Pengetahuan dan Teknologi (IPTEK). Agar dapat menguasai tuntutan tersebut diperlukan pengetahuan yang memadai sehingga dapat memanfaatkannya dalam menghadapi tuntutan dunia global yang sarat dengan persaingan yang kompetitif. Dalam hal ini peranan bahasa Inggris sangat diperlukan baik dalam menguasai teknologi komunikasi maupun dalam berinteraksi secara langsung apalagi dengan hadirnya media internet yang mau tidak mau memaksa orang untuk mempelajari bahasa Inggris. Sebagai sarana komunikasi global, bahasa Inggris harus dikuasai secara aktif baik lisan maupun tulisan. Di dunia usaha yang makin mengglobal, semakin banyak perusahaan lokal Indonesia yang masuk ke pasar dunia, dan semakin banyak perusahaan internasional Hasil penelitian ini adalah upaya untuk menciptakan peranan exportir khususnya para Usaha Mikro Kecil Menengah (UMKM) melalui produk yang dihasilkan oleh para eksportir itu sendiri , dari angka pendapatan export Indonesia ke Luar Negeri, nilai ekspor Indonesia masih relatif rendah, salah satu yang menjadi kendala yang dihadapi oleh eksportir adalah dari segi kemampuan bahasa asing, yaitu Bahasa Inggris. penelitian ini mengacu pada metode kuantitatif yang di analisa dengan menggunakan analisa chi square dimana pengertian dari metode ini adalah Metode Chi Square adalah metode yang berguna untuk menguji hubungan atau pengaruh dua buah variabel nominal dan mengukur kuatnya hubungan antara variabel yang satu dengan variabel nominal lainnya (C=Coefisien of contingency). Dari metode chi square diharapkan dapat menemukan perbedaaan antara sebelum dan sesudah melakukan kursus bahasa inggris terhadap ekspor yang akan dilaksanakan oleh para UMKM. Bentuk dari pelatihan yang dilaksanakan menggunakan metode classroom. Judul dari penelitian ini adalah Mempersiapkan UMKM dalam menghadapi MEA 2015 melalui program pelatihan Bahasa Inggris guna mendapatkan pasar ekspor.

Kata kunci: pelatihan, ekspor, Bahasa Inggris, MEA

INTRODUCTION

Entering this year, Indonesia was confronted by the collective agreement in the field of economy, namely the AEC (ASEAN Economic Community), AEC is a brainchild of the members throughout the ASEAN countries aimed at creating a development country of ASEAN economic integration, namely the free flow of goods and services, educated workforce and investment between ASEAN countries, Indonesia with a population of more than 250 million, as seen in table 1 according to the United Nations, Indonesia is a developing country. Developing countries are countries that are working in order to become a developed country by improving the welfare of their people from various sectors.

Table 1 Ten Largest Countries by Population

No	Country	Number
1	Republik of China	1.405.000.000
2	India	1.280.000.000
3	United States of America	326.000.000
4	Indonesia	257.000.000
5	Brazil	204.426.000
6	Pakistan	189.000.000
7	Nigeria	185.000.000
8	Bangladesh	161.000.000
9	Rusia	141.000.000
10	Japan	126.000.000

Source: http://www.worldometers.info/world-population/

From the data, it is known that Indonesia with a population of no. 4 in the world population of 2015 will be the target of trade because it has great potential and it became the basis of consumption. It can be seen that Indonesia strategically is in good position and ASEAN Economic Community (AEC 2015) can be a great opportunity for Indonesia to build the economy. One way for Indonesia to build the economy is by increasing the SME's sector. Micro, Small and Medium Enterprises (SMEs) have a very big role in the Indonesian economy which was stated by Arif (2004). The meaning of Medium Enterprise in here are productive economic activities carried out alone by individuals or entities that are not subsidiaries or branches of companies owned, controlled or become part either directly or indirectly with small or large businesses with total net assets or have a net worth of more than 500 million up to a maximum of 10 billion excluding land and buildings or having an annual sales turnover of more than Rp2.5 billion up to at most 50 billion.

The role of SMEs in Indonesian economy in 2014 GDP shows amounted to 57.9 percent and the employment contribution of 97.2 percent. As if the GDP (Gross Domestic Product) are all goods and services production is in a State within a specified period (which is normally a year). For the ASEAN region alone, more than 96 percent of companies in ASEAN are SMEs and the contribution to GDP by 30-50 percent this case based on data from the Director General of Industry Small and Medium enterprise from Ministry of Industry. The population of Indonesia is the largest in ASEAN will be targeted marketing of various goods, services and investment but SMEs still weak in access to working capital or business loans, intellectual property rights, deregulation, export facilities, business management and administration, as well as the continuity of supply of materials raw. Export is the activity of selling goods and services from the customs area according to the rules and regulations applicable as stated by Purnamawati (2013).

SMEs in Indonesia could be developed to boost the development of SME clusters through stakeholder involvement / private sector and government. In this case, the role of academics is very helpful to prepare SMEs in facing the ASEAN Economic Community (AEC 2015) by providing entrepreneurship training conducted intensively.

According to *Analisis Peran Lembaga 2015,* the Gross Domestic Product (GDP) contribution to the development of micro, small and medium increased in growth from year to year. In 2010, the GDP of micro, small and medium increased 0.59% from 56.53% in 2009 to 57.12% in 2010, whereas in 2011 it increased by 0.83% to 57.94% and in 2012 there was an increase of 1.14% to 59.08%. This takes place in a sustainable growth of SMEs in Indonesia. Implementation of the ASEAN Economic Community imposed this year to have a common goal in improving economic instrument ASEAN countries, AEC materialized from the desire to be the regional countries to realize the ASEAN into a region whose economy is solid and taken into account in the international economy stated in Mahendrawati (2014). The ASEAN leaders have agreed to realize AEC 2015 stated in Warta Ekspor (2015) with four pillars, namely single market and production base, highly competitive economic region, region with equitable economic development, and integrated region.

With the AEC, the goal to be achieved is the free flow of goods, services and skilled labor (Skilled Labour) and the flow of free investment. AEC implementation will implement 12 priority sectors, as stated by Ari (2015): fisheries, e-travel, e-ASEAN, automotive, logistics, air industrial wood base, rubber-based industry, furniture, food and beverages, textiles and health. But according to SKKNI (National Competence Indonesia), LSP (Professional Certification Institute) and MRA (Mutual Recognition arangement), Indonesia is ready with 3 most prepared sectors welcomed by the AEC: the tourism, furniture and textile. For Indonesia, AEC formation faces challenges that are not only internally in the country but even more competition with other ASEAN countries and other countries such as China and tight India. Nagel (2015) stated that this competition will have an impact on the competitive price, not only the commodity form of the products /services featured but also the SME sector because of the similarity characteristic of the product. This large number of SMEs is not an advantage for Indonesia if it is not supported by the quality of Human Resources.

There are some things that hinder the quality of Indonesian human resources, especially in SMEs, namely; education, knowledge and communication technology. Some SMEs are considered to have the potential for a very large local market in the middle of the AEC 2015 trading era. Yet, to be able to compete, innovation, marketing and a good mastery of the English language are needed. Forum Management Prasetya Mulya stated that (2015) the current obstacles in entering the international business are the limitation of quotas and tariffs, differences in language, culture social / cultural, political conditions and laws / regulations, currency differences friendlies', low quality resources, and inter-country payment risk is difficult and high risk.

There are a few things that have to be taken into consideration SMEs should master the language skills, namely: (1) Customers are served by SMEs does not come from Indonesia, but also includes countries in this ASEAN. It also needs demanding of Indonesian SMEs to be able to master English well in order to provide maximum service in accordance with market needs. (2) The existence of competition and an increasingly competitive workforce to seize the market opportunities that exist. The SMEs not only rely on local customers from Indonesia as well as the use of defence strategies. The SMEs should be more competitive to develop the business and take advantage of existing opportunities. (3) Development of Information Technology, which is demand of SMEs to be able to master the English language in order to learn and utilize technology and information in assisting the development of businesses owned.

With the mastery of English, it is expected for Indonesian society and SMEs to have greater bargaining power. Learning English requires time and cost, but it must be trained consistently since it would be beneficial to speak English fluently. English is an international language that serves as a

communication tool for people around the world. The ability to communicate in English can be used in various aspects of life such as in the economic, social, cultural, educational, legal, and others stated by Soedradjad (2014). Based on information above, the implementations of the training activity are: (1) how the implementation of the training methods implemented effectively? (2) How is the correlation of the training activities with the export carried out by SMEs? (3) Output results

This study has several purposes, among others: (1) To learn about the preparation of SMEs in facing the ASEAN free market through English training program, (2) To know the relationship or correlation to the effects before and after the training program was held organized English language training program for SMEs in the area of Tangerang, (3) To determine the influence of the correlation of the results the sales made by the SMEs. Tangerang area before and after the training in English.

This paper has important benefits of this research which are: (1) To find out how much influence the training conducted before and after the participants of training for SMEs, (2) To find out how much the effectiveness of implemented through English language training for SMEs, (3) To know the results obtained from this research to exporter conducted by the Micro, Small and Medium Enterprises (SMEs), to be obtained from the implementation of training for SMEs.

In general, each organization often occurs a gap between the need for the promotion of employment expected by the organization with the ability to respond to the needs of the workforce, organizations need to make an effort to bridge this gap. One way to do is through the organization of training programs. Through the training program, it is expected so that the full potential can be increased in accordance with the wishes of the organization or at least close to what was expected by the organization. Here is an explanation of some experts about the notion of training. According to Bella (2003), "Education and training together with the development of which is the process of improving work skills both technical and managerial. Oriented education in theory, can be done in the classroom, lasts longer and usually answer why exercise-oriented practice, carried out in the field was brief and usually answer the how." Based on Panggabean (2004), "Training can be defined as a means used to provide or improve the skills needed to carry out the work now. While education is more oriented to the future and put more emphasis on improving one's ability to understand and interpret knowledge." Based on the above understanding, it can be concluded that training is an activity to improve the capability and improve the performance of employees in performing their duties by increasing the expertise, knowledge, skills, attitudes and behaviors that are specifically related to the job.

According to Panggabean (2004), training is done to meet the needs of employees, companies, and consumers, as for the purpose of the training are: (1) Provide the skills and knowledge required of employees, (2) Improve employee morale. With the skills and expertise appropriate to the work they will be keen to finish the job properly, (3) Improve performance. Employees who work with unsatisfactory performance because of skills shortages can be minimized through training programs and development, (4) Assist employees in coping with changes, both changes in the organizational structure, technology, and human resources, (5) Through employee training and development is expected to effectively use new technologies. Managers in all areas must be constantly aware that technological advances make the organization function more effectively, (6) Increased employee's career. With training and development opportunity to improve career become better because of the expertise, skills and better job performance, (7) Increase the amount of remuneration that can be received by employees. With training and development, increasing the skills and better job performance and salary will also increase due to salary increases based on achievement.

Language Definition

According to Bloch and Trager (1981) Language is a system of arbitrary vocal symbols by means of which a social group co-operates. According to Hall (1981) Language is the institution whereby humans communicate and interact with each other by means of habitually used oral-auditory arbitrary symbols. It can be concluded that the language is a tool which humans can communicate and interact with each other through the emblem / symbol.

Importance of Learning English

The era of advances in science and technology is rapidly increasing, more opportunities to communicate internationally. The implementation of free market requires Indonesian people have a competitive competence in various fields. Indonesia can no longer just rely on natural resources and the physical ability to achieve the welfare of the nation but must rely more on competent human resources. One absolute requirement to achieve this is to have good communication skills.

The main communication tool throughout the world is language stated in Suzieicus (2013). Language is a sign system in the form of sound, is abitrer, used by the people to speak, collaborate, communicate, and to identify themselves (Keraf & Chaer, 2006). Without language, human beings cannot communicate to convey thoughts and feelings. Mastery of the language in an integrated way covers speaking, listening, reading and writing are important parts to learn. Learning languages is becoming increasingly important to be able to communicate well too (Lyons, 1981). Definition that is intended to communicate is to understand and express information, thought, feeling, and develop science, technology and culture with the use of language. The ability to communicate on a deeper level of understanding of the complete is the ability of discourse. It is inevitable that the first international language that is widely used is English. English is taught widely in various countries around the world.

According to Richards & Rodger (1986), many people in different countries used English as a communication tool in a variety of important international meetings. Mastery of English is very important because almost all global resources in various aspects of life using this language. Crystal (2003) stated that English is global language. This statement represented the meaning that English is used by various nations to communicate with nations around the world. Thus, English is one of the international languages at the same time global language.

Definition of SMEs

In accordance with Law No. 20 of 2008 on Micro, Small and Medium Enterprises (SMEs): Micro is a productive enterprise belonging to individuals and / or entities that meet the criteria of individual businesses Micro as stipulated in this Law. Small Business is an economic enterprise productive stand-alone, regulated by carried out by an individual or business entity that is not a subsidiary or not branches of companies owned, controlled, or be a part either directly or indirectly from the medium or large business meet the criteria for Small Business SME criteria based on the amount of assets and turnover.

Table 2 Difference Type of SME in Asset and Omzet

Type of SME	Asset	Omzet
Micro Type	Max IDR 50jt	Max IDR 300juta
Small Type	More IDR 50jt-500jt	More than IDR 300juta-3M
Medium Type	More than IDR 500jt-10M	More than IDR 2,5M-50M

Based on the 2008 UU.no 20 above, it clearly shows a considerable difference both in terms of assets or turnover among small and micro businesses.

Definition of AEC

According to the official website of ASEAN, AEC is a form of economic integration of ASEAN in terms of a system of free trade between the AEC that will be a single market for goods and services to enhance the production network in ASEAN and ASEAN's capacity as a global production center. To find out the position of Indonesia among other ASEAN member countries in dealing with AEC, the Logistic Performace Index (LPI) by the World Bank in 2014 is used. It shows that Indonesia occupies ranking 53 which means lower than Vietnam (rated to 48), (see data attach above). The factors that affect the ranking of the cost of logistics include customs, infrastructure, international shipments, logistics competence, domestic logistics costs and timeliness.

Table 3 Differences of LPI between 2012 and 2014

2014 LPI				2012 LPI		
Economy	Rank	Score	% of Highest performer	Rank	Score	% of highest performer
Vietnam	48	3.15	69	53	3	64.1
Indonesia	53	3.08	66.7	59	2.94	62.2
India	54	3.08	66.6	46	3.08	66.4
Philipines	57	3	64.2	52	3.02	64.8
Ukraine	61	2.98	63.3	66	2.85	59.3
Egypt	62	2.97	63	57	2.98	63.3
El Savador	64	2.83	62.8	93	2.6	51.2
Pakistan	72	2.81	58.5	71	2.83	58.4
Nigeria	75	2.8	57.9	121	2.45	46.3

METHOD

To be known within the market, the SMEs should make it easier to find their target customers (buyers). The existence in the virtual world to do, ranging from having a website, active in social media, to install the product and company information in online directories. English should be mastered so that communications are not hindered. Better yet, master the language of each country. Preparation should be done early so that our SMEs will not only be able to survive in their own country, but also can compete to be a major player in Southeast Asia. This study was to prove that the two variables will have an impact on the before and after training in English for the SMEs.

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┌──────────────────────┐      ┌──────────────────────┐
│   English Language    │ ───▶ │ Understanding Export  │
└──────────────────────┘      └──────────────────────┘
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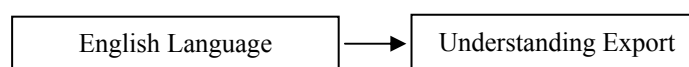
Figure 1 Relationship Indicators for English language training
has an influence on export opportunities.

The flow diagram of this study refers to the quantitative methods in the analysis using chi square analysis / Hypothesis. Method Chi /Chi Square is useful to examine the relationship or the influence of two nominal variables and measure the strength of the relationship between variables with each other nominal variables (C = coefficient of contingency) stated by Arief (2004). From the chi square method, it is expected to find a difference between before and after the course of English to exports to be carried out by SMEs. This methodology was applied in order to answer the questions of the research conducted by the author with the following details: (1) is there a difference before the participants of the training of the English language in terms of understanding and export opportunities to the SMEs? (2) Is there a difference after the implementation of the participants attended English language training to the terms of the understanding and export opportunities to the SMEs?

Population and Sample

This research was conducted on SMEs which have difficulty in English includes: writing, speaking, reading and hearing and have a lack of knowledge on export activities of goods related to marketing and packaging. The research sample is taken from SMEs in Tangerang region by taking four districts as much as 20 SMEs.

Research Instrument

The instrument used in this study is a questionnaire as a source of information about the readiness of SMEs in the face of the AEC and the ability of understanding English and export marketing strategies through survey method and provide English language training for 20 hours. Whole grains questions or statements are measured based on a questionnaire and the results of pre-test and post-test in which data collection is carried out through distributing a questionnaire to provide a questionnaire / list of questions to the Micro, Small and Medium Enterprises which are in 4 Districts Tangerang region

Validity and Reliability Research Instruments

To analyze the data using techniques percentage and presented in a descriptive diagram and use a range of methods to the results before and after exercise training English language presented in comparison to the results of a test of the method of distributing questionnaires.

RESULTS AND DISCUSSION

ASEAN Economy Community (AEC) can provide opportunities for tens of millions of SMEs in Indonesia to expand their markets in Ledda (2015). Some of the benefits that can be in the can by SMEs are: SMEs can find out the needs and desires of the ASEAN market to market products and selling products to various customers and countries in ASEAN, Getting the investor section of the States Members of ASEAN, Ability to negotiate with the buyer (buyer) of ASEAN Member Countries, To deal / beneficial cooperation with ASEAN member states.

One thing that becomes the weakness of language acquisition in the ASEAN Economic Community is in the challenge that must be faced.This obstacle is regarding how to improve English proficiency and knowledge of exports for SMEs, considering that they are only refer to the freight forwarder / service logistics agent arrangements for the goods to be exported / imported abroad because foreign currency will give huge profits and the government is encouraging separately promoting local products.

According to data issued by EF English Proficiency Index, it shows premises ranks 27 out of 18 countries in the index in terms of English language proficiency. (While the neighboring countries with the category average, to Singapore's neighboring countries are in the order of 12 (with a score of 58.65) and Malaysia 13th (score 57.95), as seen in Table 4.

Table 4 English Proficiency Index-rank out 18 countries 2012

Rank	Country	Score	Level
1	Sweden	68.91	Very high
2	Denmark	67.96	Very high
3	Netherlands	66.32	Very high
4	Finland	64.37	Very high
5	Norway	63.32	Very high
9	Germany	60.07	High
10	Poland	59.08	High
12	Singapore	58.65	High
13	Malaysia	57.95	High
14	India	57.49	Moderate
15	Switzerland	57.39	Moderate
17	Pakistan	56.03	Moderate
27	**Indonesia**	**53.32**	**Low**
28	Iran	52.92	Low
29	Rusia	52.78	Low
48	Brazil	46.86	Very Low
50	Columbia	45.07	Very Low
52	Saudi Arabia	44.50	Very Low

(Sources: EF "Countries where English is an official language ")

From these results, it can be seen that the English language skills of Indonesian society is still very weak. Indonesia is lagging behind Singapore and Malaysia which have the ability to speak English better. Through this research, based on a questionnaire obtained data on SMEs in Tangerang that nearly 90% of the SMEs have any impact on the importance of English to face the challenges of the ASEAN Economic Community by 2015. (Enclosed in Table 5)

Table 5 Results of Questionnaire on the importance of English

	The Importance of English Language	Not Important	Do not know	Total
Number of Questionners	42	5	3	50
Percentage	95%	4%	1%	100%

(Source: 2015 Data processing)

In this study, get 5 districts of the total questionnaires distributed 50 questionnaires, and there is a 95% respondents state that English language skills are needed while the remaining 4% respondents argue that English language is not important because they lack understanding about the existence of the AEC (ASEAN Economic Community in 2015) while 1% of SMEs do not fill out a questionnaire that is given.

To complete this study, data were obtained, from the total districts under the auspices of the Department of Cooperatives and SMEs District Tangerang as many as 29 sub-district with a total 3,500 SMEs stated in UMKM Banten Province, so the data at random on the basis of the region that

has the potential to export will be taken such as Teluk Naga, Kosambi, Panongan, Paku Haji, and Kemiri. Type of business of the SMEs is as diversed as Bamboo Hats, Bags, Shoes, Wallets, craft making and tool table praga for kindergarten kids, food and other.

Implementation of Training Activities

English language training activities carried out during 46 hours with face to face and evaluation methods with a time of 120 minutes, with 90 minutes of the class for a discussion of material and 30 minutes for evaluation of the teaching material previously provided. Activities carried from June 4 to August 4, 2015, the execution time of the meeting is 2x 1 week (Tuesday and Thursday). This activity was break due to Eid al-Fitri holiday.

It can be seen from the table above that the activity is more focused on writing because the SMEs export activities via email and emphasis on teaching English for business. In addition to writing material given, the SMEs are also given by grammar. Grammar as a basis for writing arrangement or grammar in correspondence with buyers can be true and correct.

Pre-test Result

Table 5 shows the results of the Pre carried out for 100 minutes with a form of multiple choices, and the time allotted each problem as follows:

Table 6 Types of the Pre Test for SMEs

No	Exam Questions	Number of Questions	Duration of Test
1	*Listening*	20	45 minute
2	*Reading & Grammar*	30	55 minute
	Total	50	100 minute

The author provides information about the meaning / significance of this type of exam questions. Listening is skills to understand the meaning or intent of greeting someone either in the form of words, phrases, simple sentences, until combined complex derived from the Audio / Video such as: TV, radio, cassette, etc. Reading is a skill to describe something in detail with in the form of writing about the story / case. Grammar is a set of rules about the structure of the grammar. From the results of questionnaires distributed by the author as much as 20 SMEs from several districts in the city of Tangerang, the authors have obtained the data that 42 provide options that English is very important for the ASEAN Economic Community, but which is present and sends participants from SMEs to attend language training English is only 20 SMEs, here are the results of the Pre tests carried out on 4 June 2015. (see table 6) The results of this test will be part of the evaluation of English language skills which will be implemented for a total of 46 hours each 2x meeting every week for 2 hours to 16x meeting. The data pre and post the test results are as follows.

The data shows that the total value before the course for listening and grammar between 50-70 while after the value after the course for reading / grammar is 77-90, which means that participants had elevated the value of English language, and their desire to be able to speak English and trust to correspondence using on line in order to face the 2015 ASEAN free trade market.

Table 7 Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre test score	63.30	20	5.302	1.186
	Post test score	84.35	20	4.705	1.052

Table 8 Paired Samples Correlations

		N	*Correlation*	*Sig.*
Pair 1	Pre exam & Post exam	20	-.116	.626

Table 9 Pre Test and Post Test Result of English Language Training Program

No	Pre Test Score	Post Test Score
1	70	90
2	66	80
3	65	87
4	50	85
5	58	89
6	59	90
7	65	86
8	64	81
9	70	85
10	63	80
11	70	77
12	59	90
13	68	85
14	55	85
15	62	83
16	59	78
17	65	90
18	64	79
19	66	77
20	68	90

Hypothesis
$H_0: \mu_1 = \mu_2$
$H_1: \mu_1 \neq \mu_2$
$\alpha = 0,05$
$\bar{x}_1 = 63,3$; $\bar{x}_2 = 84,35$
$\sigma_1 = 5,302$; $\sigma_2 = 4,075$

From these results can be known $t_{hitung} = -12,574 < -2,093 = t_{tabel}$ then H_0 rejected.

SPSS Output and Data Analysis

The first part shows a summary of the two samples. The test score before the course has an average score of 63.3 of the total of 20 data. While test scores after course has an average score of 84.35 within the total of 20 data. In addition, table 8 and 9 also can be seen standard deviation score mean standard error from each variable.

In decision making, based on comparison between t_{hitung} with t_{tabel}:

If t_{hitung} is in *range* t_{tabel}, then H_0 is accepted

If t_{hitung} is out of *range* t_{tabel}, then H_0 is rejected

t_{hitung} from output is -12,574

$$t_{tabel} = t_{(\alpha\,/\,2;\ n\,-\,1\,)} = t_{(0,05/2:\ 20-1)} = t_{(0,025;\ 19)} = 2,093$$

Because t_{hitung}= -12,574<-2,093 = t_{tabel} then H_0 is rejected.

It can be said that the implementation of English language training program is effective to be implemented for SMEs in Tangerang to enhance the confidence in facing the 2015 ASEAN Economic Community.

CONCLUSION

English is so important because the EAC is certainly a place for businesses to sell their products, including SMEs. It means that Indonesian entrepreneurs will compete with entrepreneurs from various ASEAN countries. With the holding of English language training for SMEs in Indonesia, it is expected that SMEs are more prepared to overcome English, although still at a basic level. But at least they already have one of the assets to compete with other ASEAN countries when the ASEAN Economic Community (AEC) began in the late 2015's.

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