



The Role of English Correspondence Courses in the Logistics Management Program at the Banyuwangi Marine Academy

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Article Info	Abstract
Article History Received: 2024-04-09 Revised: 2024-05-27 Published: 2024-06-04 Keywords: <i>English Correspondence; Logistics Management; Learning.</i>	The aim of this research is to determine the role of the English Correspondence course in the Logistics Management Study Program at the Banyuwangi Maritime Academy. This research uses qualitative methods to explore the role of the English Correspondence course in the Logistics Management Study Program at the Banyuwangi Maritime Academy. Document analysis was used to review the curriculum, while interviews with lecturers provided teaching perspectives. Student surveys were used to evaluate course effectiveness. The results show that this course was successful in improving students' English language skills, integrating logistics management, and developing soft skills and leadership skills. The results of this research state that the English Correspondence course in the Logistics Management Study Program at the Banyuwangi Maritime Academy has proven its success in forming competent students in the logistics industry. Increasing English language skills and integrating logistics management concepts creates an important balance, accompanied by the development of soft skills for future challenges.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2024-04-09 Direvisi: 2024-05-27 Dipublikasi: 2024-06-04 Kata kunci: <i>Korespondensi Bahasa Inggris; Manajemen Logistik; Pembelajaran.</i>	Tujuan dari penelitian ini adalah untuk mengetahui peran mata kuliah Korespondensi Bahasa Inggris pada Program Studi Manajemen Logistik Akademi Maritim Banyuwangi. Penelitian ini menggunakan metode kualitatif untuk mengeksplorasi peran mata kuliah Korespondensi Bahasa Inggris pada Program Studi Manajemen Logistik Akademi Maritim Banyuwangi. Analisis dokumen digunakan untuk meninjau kurikulum, sedangkan wawancara dengan dosen memberikan perspektif pengajaran. Survei siswa digunakan untuk mengevaluasi efektivitas kursus. Hasilnya menunjukkan bahwa mata kuliah ini berhasil meningkatkan kemampuan berbahasa Inggris mahasiswa, mengintegrasikan manajemen logistik, serta mengembangkan soft skill dan skill kepemimpinan. Hasil penelitian ini menyatakan bahwa mata kuliah Korespondensi Bahasa Inggris pada Program Studi Manajemen Logistik Akademi Maritim Banyuwangi terbukti berhasil membentuk mahasiswa yang berkompeten di bidang industri logistik. Peningkatan kemampuan berbahasa Inggris dan pengintegrasian konsep manajemen logistik menciptakan keseimbangan yang penting, dibarengi dengan pengembangan soft skill untuk menghadapi tantangan masa depan.

I. INTRODUCTION

Higher education in the era of globalization demands mastery of English as the main communication skill, especially in the field of business and logistics management. In the Logistics Management Study Program at Banyuwangi Marine Academy, the English Correspondence course has a central role in equipping students with English language skills relevant to industry needs. This course is designed to improve written communication skills, focusing on developing the ability to write official letters, business emails, and logistics documents (Candra, et al, 2022). The importance of mastering English as a key communication skill is becoming increasingly apparent in the context of globalization, where companies and

organizations operate on an international scale. Logistics management as one of the crucial business fields is no exception to these demands (Sirait, et al, 2022). The English Correspondence course at the Logistics Management Study Program of Banyuwangi Marine Academy responds to the need for more contextualized English language skills by emphasizing business communication situations commonly encountered in the scope of logistics (Guntur, 2023).

This course not only emphasizes the technical aspects of writing, but also provides students with insights into the norms and ethics of communication in the context of international business. Students are invited to understand cultural differences in communication, ensuring that business communication can respond to the

needs and expectations of the parties involved. Thus, English Correspondence is not only an English language training, but also a means of equipping students with practical knowledge in facing the challenges of cross-cultural business communication in the logistics industry (Lewier, et al, 2021). Logistics management as a discipline that involves the supply chain and distribution of goods requires professionals who are able to communicate effectively, especially in an international scope. Therefore, the importance of the English Correspondence course in the Logistics Management Study Program is very visible. Students need to be able to compile clear and professional written documents in order to compete in an increasingly globalized world of work (Sahar, et al, 2023).

In addition to communication skills, the English Correspondence course also provides a significant portion in shaping students' analytical skills of various documents and communication needs in the logistics industry. By understanding the structure and context of written communication, students can identify specific needs in different business situations. This helps them become not only proficient writers but also situational understanders, enabling them to produce documents that match the demands and expectations in the world of logistics management (Firdaus, & Chairunisa, 2021). Furthermore, this course provides a platform for the development of students' soft skills, such as clarity of expression, adherence to grammar rules, and professional demeanor in business communication. By understanding the proper articulation of English, students can build a strong professional image, communicate ideas clearly, and foster sustainable business relationships (Rahmiati, 2021). In addition, their awareness of cultural diversity and the broad global business context is also enriched through this course, preparing them for the challenges of supporting logistics operations at an international level.

The course also provides an in-depth understanding of the internationally accepted formats and procedures of writing in the business world. This includes communication etiquette, official letter structure, and specialized terminology commonly used in the logistics industry. These skills not only improve the technical aspects of students, but also provide provisions to adapt to a multicultural work environment (Wardhani, & Katoningsih, 2022). It is important to note that the English Correspondence course not only teaches writing

skills, but also develops students' ability to understand and respond appropriately to business communication needs (Zainuddin, 2019). Through this learning, students learn to identify different situations and audiences, as well as compose context-appropriate messages. This creates graduates of the Logistics Management Study Program at Banyuwangi Marine Academy who are not only skilled in language aspects, but also trained in crafting strategic and responsive messages.

In today's dynamic and global business environment, the ability to communicate effectively and efficiently is essential. This course is geared towards helping students build this competency, presenting real case simulations and practical exercises that demand direct application of the concepts taught. Thus, students not only understand theoretically, but are also able to apply their knowledge in everyday business scenarios (Siregar, & Hardana, 2022). This provides a solid foundation to prepare Logistics Management Study Program graduates as future leaders who are able to navigate the challenges of cross-border communication in the ever-evolving logistics industry (Khoiruman, et, al, (2023). In addition to providing linguistic understanding, the course also integrates logistics management concepts into the context of business communication. This includes students' ability to draft letters or emails that not only meet English standards, but also reflect their understanding of certain aspects of logistics management. Thus, the course bridges the gap between English language skills and the specific needs of the logistics industry (Nurcahyo, 2015).

In addition to equipping students with basic business communication skills in English, the English Correspondence course also emphasizes the importance of leadership and collaboration in the context of logistics management. Students are encouraged to develop team leadership skills through written communication, such as drafting clear operational instructions and distributing them to team members. This not only improves operational efficiency, but also hones leadership skills that are essential in the dynamic world of logistics management (Mawaddah, 2021). Furthermore, the course provides students with a deeper understanding of the development of information technology in logistics and how it affects business communication. Students learn to use technology effectively in the preparation of logistics documents, such as stock reports and supply chain analysis (Sitorus, 2023). Thus, this course not only focuses on linguistic aspects, but

also equips students with relevant technological skills to respond to the growing demands of the logistics industry (Erlina, 2003).

The conclusion from the analysis of the role of the English Correspondence course in the Logistics Management Study Program at Banyuwangi Marine Academy is that it is very important in equipping students with English language skills that are contextual and relevant to the needs of the logistics industry. In this era of globalization, where English is the main key in business communication, this course not only emphasizes the technical aspects of writing, but also focuses on business communication situations commonly encountered in logistics. The success of this course is reflected in students' ability to draft logistics documents clearly and professionally, respond to global demands, and face cross-cultural communication challenges. Thus, English Correspondence in the Logistics Management Study Program at Banyuwangi Marine Academy is a strong foundation in forming graduates who are not only skilled in English, but also ready to face the complexity of the logistics industry at the international level.

II. METHOD

The research method used to investigate the role of the English Correspondence course in the Logistics Management Program at Banyuwangi Marine Academy involved a qualitative approach (Sayidah, 2018). First, a document analysis was conducted to review the course curriculum, lecture materials, and learning objectives. This documentation became the basis for understanding the structure and content of the course, as well as evaluating the extent to which the curriculum was in line with the needs of the logistics industry (Sayidah, 2018). Furthermore, the interview method was used to collect data from lecturers teaching the English Correspondence course. Semi-structured interviews were conducted to gain perspectives and in-depth understanding of teaching approaches, learning strategies, and challenges faced in delivering the material (Vania, & Rizal, 2023). Data from the interviews provided direct insights from competent sources on the implementation of the course in a higher education context.

In addition, a survey was used to collect data from Logistics Management Program students who have taken the English Correspondence course. The survey was designed to evaluate students' perceptions of the effectiveness of the course in preparing them for the challenges of business communication in the logistics industry.

The survey questions covered aspects such as the relevance of the material, teaching methods, and the impact of the course on their English language skills (Astuti, & Amanda, 2020). The data from the student survey provided a holistic understanding of how the course was received and perceived by them.

With a combined approach of document analysis, lecturer interviews, and student surveys, this study aims to provide an in-depth understanding of the role and effectiveness of the English Correspondence course in equipping students of the Logistics Management Study Program at Banyuwangi Marine Academy with relevant and contextual English language skills in the context of the logistics industry (Xanda, et al, 2023).

III. RESULTS AND DISCUSSIONS

A. Result

1. Improving Students' English Proficiency:

The English Correspondence course in the Logistics Management Study Program at Banyuwangi Marine Academy has had a positive impact on students' English language skills. The results showed a significant improvement in their ability to write official letters, business emails, and logistics documents. This reflects the effective role of this course in equipping students with English language skills relevant to the needs of the logistics industry.

The improvement of students' English language skills through the English Correspondence course in the Logistics Management Study Program at the Banyuwangi Marine Academy is a significant and strategic achievement in the development of higher education in the era of globalization. The results of the study illustrating consistent improvement in the ability to write official letters, business emails, and logistics documents are indicators of the success of this course in achieving its objectives. The English Correspondence course effectively equips students with English language skills that are highly relevant to the world of the logistics industry. Improved writing skills that cover various types of business communication contribute positively to forming graduates who not only excel in the technical aspects of logistics, but also have strong communication skills.

This positive impact is crucial in addressing the demands of globalization, where English is becoming the primary language of communication. Through improved writing skills, students can communicate effectively with international business partners, help streamline logistical workflows, and increase operational efficiency on a global scale. This course provides a strong foundation for students to understand the norms and ethics of international business communication. This improvement in English language skills also has implications for the competitiveness of graduates in the job market. Logistics Management Study Program students who are able to master business communication in English have a significant competitive advantage. They can compete more confidently in job selection and have a greater chance of getting strategic positions in logistics companies operating at the international level.

In addition, the results also reflect that the English Correspondence course contributes to the development of students' analytical skills of various documents and communication needs in the logistics industry. Students are exposed to an in-depth understanding of the structure and context of written communication, enabling them to identify specific needs in various business situations. This helps to create graduates who are not only proficient in writing, but also trained in understanding and responding appropriately to business communication needs. From a logistics management perspective, the importance of the English Correspondence course is also evident through the significant portion given to the development of students' soft skills. Skills such as clarity of expression, adherence to grammar rules, and professional demeanor in business communication become an integral part of the curriculum. Students are encouraged to understand proper English articulation, build a strong professional image, and foster sustainable business relationships, in accordance with the demands of the dynamic world of logistics.

The success of this course also lies in its ability to provide an in-depth understanding of internationally accepted

writing formats and procedures in the business world. This includes communication etiquette, the structure of official letters, and specialized terminology commonly used in the logistics industry. This course not only shapes the technical aspects of students, but also provides them with the tools to adapt to a multicultural work environment, which is a key characteristic of international logistics operations. It is important to note that the English Correspondence course not only teaches writing skills, but also develops students' ability to understand and respond appropriately to business communication needs. Through this learning, students learn to identify different situations and audiences, as well as compose context-appropriate messages. This creates graduates of the Logistics Management Program at Banyuwangi Marine Academy who are not only skilled in the language aspect, but also trained in crafting strategic and responsive messages.

In today's dynamic and global business environment, the ability to communicate effectively and efficiently is essential. This course is geared towards helping students build this competency, presenting real case simulations and practical exercises that demand direct application of the concepts taught. Thus, students not only understand theoretically, but are also able to apply their knowledge in everyday business scenarios. This provides a solid foundation to prepare Logistics Management Study Program graduates as future leaders who are able to navigate the challenges of cross-border communication in the ever-evolving logistics industry. Furthermore, this course not only equips students with basic business communication skills in English, but also emphasizes the importance of leadership and collaboration in the context of logistics management. Students are encouraged to develop team leadership skills through written communication, such as designing clear operational instructions and distributing them to team members. This not only improves operational efficiency, but also hones leadership skills that are essential in the dynamic world of logistics management.

Furthermore, the course provides students with a deeper understanding of

the development of information technology in the world of logistics and how it affects business communication. Students learn to use technology effectively in the preparation of logistics documents, such as stock reports and supply chain analysis. As such, this course not only focuses on the linguistic aspects, but also equips students with relevant technological skills to respond to the evolving demands of the logistics industry.

Overall, the English Correspondence course in the Logistics Management Study Program at Banyuwangi Marine Academy plays a central role in shaping graduates who are ready to face the challenges of an increasingly complex and globalized logistics industry. Its success in improving students' English language skills developing analytical skills, integrating soft skills, and harmonizing technological aspects with logistics business communication are valuable contributions. Thus, this course is not only part of the curriculum, but also the main pillar in building the foundation of comprehensive and competitive Logistics Management Study Program graduates.

2. Integration of Logistics Management Concepts in Business Communication:

The English Correspondence course not only focuses on linguistic aspects, but also successfully integrates logistics management concepts into the context of business communication. Students are invited to draft logistics documents, such as stock reports and operational instructions, that not only meet English standards but also reflect their understanding of certain aspects of logistics management. This provides a practical dimension to the application of English language skills in a logistics work environment. The integration of Logistics Management Concepts in Business Communication through the English Correspondence course at the Logistics Management Study Program of Banyuwangi Marine Academy is the main point in this discussion. This course not only equips students with strong English language skills but also focuses on practical application in the context of logistics management.

Firstly, through this course, students not only learn technical English, but also

understand the procedures and formats of writing that apply internationally in the business world. This involves communication etiquette, the structure of official letters, and specialized terminology commonly used in the logistics industry. Thus, students are not only skilled in the language aspect, but also understand the relevant rules and norms in global business communication.

Secondly, the integration of logistics management concepts in business communication helps students to develop analytical skills of various documents and communication needs in the logistics industry. By understanding the structure and context of written communication, students can identify specific needs in different business situations. This gives them an in-depth insight into how logistics information is structured and conveyed through effective English. Thirdly, the course provides students with an in-depth understanding of the development of information technology in logistics and how it affects business communication. Students learn to use technology effectively in the preparation of logistics documents, such as stock reports and supply chain analysis. This creates students who are not only skilled in linguistic aspects, but also in the utilization of technology to respond to the evolving demands of the logistics industry.

Fourth, the integration of logistics management concepts also encourages students to develop leadership and collaboration skills in the context of logistics management. Through written communication, such as designing clear operational instructions, students can design documents that not only meet English standards, but also reflect effective leadership. This helps students to understand the importance of collaboration in the supply chain and how effective communication can improve operational efficiency.

Fifth, the integration of logistics management concepts also provides students with a deeper understanding of the needs and expectations of those involved in the logistics industry. By tailoring their business communications with an in-depth understanding of the management aspects of logistics, students

can ensure that the messages they convey match the needs and expectations of their audience. This creates graduates who can communicate appropriately and effectively at various levels within the logistics industry.

Sixth, the integration of logistics management concepts in business communication gives a practical dimension to the use of English in a logistics work environment. Students not only learn theory, but can also apply their knowledge in drafting relevant logistics documents. This ensures that the skills they acquire are not only academic but can also be used in real situations in the logistics industry.

Seventh, the course's role in equipping students with the ability to analyze logistics documents gives them a competitive edge in the job market. The ability to understand and interpret logistics information through English creates graduates who can quickly adjust to the demands of work in the dynamic logistics industry.

In conclusion, the integration of logistics management concepts in business communication through the English Correspondence course makes a significant contribution to the development of students' skills in the Logistics Management Study Program. Students not only improve their English language skills but are also able to apply their knowledge in the practical context of logistics management. This creates graduates who are ready to contribute to the complex and evolving world of logistics work.

3. Development of Soft Skills and Leadership Skills:

In addition to English language skills, the English Correspondence course also pays attention to the development of students' soft skills and leadership skills. Through practical exercises, students not only understand the linguistic aspects of business writing but also learn to lead a team through written communication. By focusing on operational and distribution instructions to team members, students can develop leadership skills that are essential in the dynamic world of logistics management.

The development of Soft Skills and Leadership Skills through the English

Correspondence course in the Logistics Management Study Program at the Banyuwangi Marine Academy is an important aspect that needs to be discussed. This course not only pays attention to the linguistic and technical aspects of business writing, but also seeks to enrich students with soft skills that are vital in the business world, especially in the context of dynamic logistics management.

Through practical exercises, students have the opportunity to explore and develop soft skills that include clarity of expression, adherence to grammar rules, and professional demeanor in business communication. This course creates a platform where students can practice how to communicate clearly and efficiently, build a strong professional image, and understand communication ethics in the context of international business.

Furthermore, this course not only teaches students to be proficient writers but also effective leaders. With a focus on operational instructions and distribution to team members, students are engaged in written communication situations that demand clarity and precision. This helps them build leadership skills that are relevant in the world of logistics management, where team collaboration and operational coordination are key to success. The leadership skills developed through this course are not only about how to direct a team, but also about how to lead in the context of logistics management involving the supply chain and distribution of goods. Students are invited to understand how written communication can contribute to operational efficiency and appropriate decision-making in the face of various challenges that may arise in logistics.

In addition, this course gives students a broader perspective on the importance of leadership in logistics management that involves many stakeholders. Students learn to develop operational instructions that not only guide internal teams but also communicate effectively with business partners and other relevant parties. This skill is invaluable in building strong collaboration in a multi-stakeholder logistics environment.

In the ever-evolving world of business, the ability to communicate and lead a team is a critical factor in achieving success. The English Correspondence course equips students with these skills, making them better prepared to face challenges in an increasingly globalized job market. In addition, an understanding of how information technology affects business communication in logistics is also an emphasized aspect, providing an additional layer to the development of students' leadership skills.

It is important to note that this course not only focuses on the technical aspects of writing and English language skills, but also provides students with an in-depth understanding of the need for cross-cultural business communication in the logistics industry. As such, this course plays an important role in shaping students into leaders who are not only technically competent but can also lead by understanding and respecting cultural diversity.

The development of soft skills and leadership skills through the English Correspondence course is a valuable investment for students' future. Students who have strong English language skills and good leadership skills can be valuable assets in the competitive logistics industry. Therefore, this course makes a significant contribution in preparing students to become successful and competitive leaders in the global job market.

B. Discussion

1. Improving Students' English Proficiency

The improvement of English language skills through the English Correspondence course in the Logistics Management Study Program at the Banyuwangi Marine Academy has had a significant impact on students. Research shows consistent improvement in the ability to write official letters, business emails, and logistics documents. This course successfully equips students with English language skills that are highly relevant to the world of the logistics industry, making a positive contribution in shaping graduates who not only excel in the technical aspects of logistics, but also have strong communication skills.

In addition, the English Correspondence course also produces students who are ready to compete in the job market. Business communication skills in English provide a significant competitive advantage, enabling them to compete for job selection and secure strategic positions within international logistics companies. In addition to improving English proficiency, this course also develops analytical skills and soft skills, and aligns technological aspects with logistics business communication, providing a solid foundation for Logistics Management Study Program graduates as future leaders in an ever-evolving industry.

2. Integration of Logistics Management Concepts in Business Communication

The integration of logistics management concepts in business communication through the English Correspondence course not only improves students' English language skills, but also provides practical experience in drafting logistics documents. Students learn to not only meet English language standards, but also understand the aspects of logistics management involved in drafting documents such as stock reports and operational instructions. This provides an important practical dimension in applying English language skills in a logistics work environment, preparing students for the challenges of the dynamic logistics industry.

In addition, the integration of logistics management concepts in business communication also helps students to develop analytical skills of logistics documents and communication needs in the logistics industry. By understanding the structure and context of written communication, students can identify specific needs in various logistics business situations, creating graduates who are able to communicate effectively at various levels in an ever-evolving industry. This integration provides a more in-depth understanding of the management aspects of logistics, providing Logistics Management Study Program graduates with the necessary skills to become future leaders in the complex logistics industry.

3. Soft Skills and Leadership Skills Development

The development of soft skills and leadership skills through the English Correspondence course in the Logistics Management Study Program at the Banyuwangi Marine Academy is an important aspect that needs to be discussed. This course not only pays attention to the linguistic and technical aspects of business writing, but also seeks to enrich students with soft skills that are vital in the business world, especially in the dynamic context of logistics management. Through practical exercises, students have the opportunity to develop soft skills such as clarity of expression, adherence to grammar rules, and a professional attitude in business communication. In addition, the course also teaches students to be effective leaders with a focus on operational instruction and distribution to team members, helping them build leadership capabilities relevant in the world of logistics management involving supply chains and distribution of goods.

The English Correspondence course not only equips students with technical writing skills and English language proficiency, but also provides an in-depth understanding of cross-cultural business communication needs in the logistics industry. Thus, this course plays an important role in shaping students into leaders who are not only technically competent, but can also lead by understanding and respecting cultural diversity. The development of soft skills and leadership skills through this course is a valuable investment for students' future, as students who have strong English language skills and good leadership skills can be valuable assets in the competitive logistics industry.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

The English Correspondence course in the Logistics Management Study Program at Banyuwangi Marine Academy has successfully shaped students into competent individuals who are ready to compete in the logistics industry. Improved English language skills, especially in writing official letters, business emails and logistics documents, demonstrate the vital role of this course. The integration of

logistics management concepts in business communication provides a practical dimension, creating a balance between English language skills and a deep understanding of logistics management. The development of soft skills and leadership skills through this course is an undeniable addition, preparing students for the challenges in the dynamic world of logistics management. Thus, English Correspondence not only trains English language skills, but also shapes students into comprehensive individuals with communication, logistics management, and leadership skills needed in the future.

B. Suggestion

Firstly, integrating practical exercises and case studies into the curriculum can provide students with real-world applications of English language skills within the context of logistics management. Secondly, offering opportunities for language immersion experiences, such as internships or exchange programs in English-speaking environments, can further reinforce language proficiency and cultural understanding. Additionally, providing regular feedback and support from language instructors can help students address specific language challenges they encounter in the logistics field. Finally, fostering collaboration between language educators and logistics instructors can facilitate the seamless integration of language learning with logistics knowledge acquisition, creating a more holistic educational experience for students.

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