

ABSTRACT

The utilization of the English language as a global communication tool has permeated various sectors of life, including diplomacy, education, business, trade, economics, politics, and culture. Therefore, proficiency in foreign languages, especially English, has become a crucial competence for stakeholders of Small and Medium-sized Enterprises (SMEs). The significant role of the English language in the development of SMEs is increasingly important, considering that the customers served by SMEs come not only from Indonesian. This encourages Indonesian SME entrepreneurs to master the English language in order to provide optimal services. In line with this, the Threeling VR application has been developed, a Virtual Reality (VR) based English language learning platform designed for SME entrepreneurs. Users can interact through voice recognition, engaging in real-time communication learning processes with 3D avatars that assist in training communication skills and English pronunciation. The results of a trial involving 32 respondents (53% male, 47% female) showed a positive response, with an average effectiveness, usability, and satisfaction rating of 81.35%. This figure reflects strong respondent agreement towards this application, consistent with an agreement range between 75-100%. Thus, it can be concluded that the Threeling VR application holds the potential to assist SME players in learning the art of effective communication and speaking in English.

Keywords: English Language, SMEs, Virtual Reality, Communication