
Beyond the Classroom: Factors Driving Learners to *Kampung Inggris Pare*

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Abstract

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Kampung Inggris Pare has become Indonesia's largest English learning center, attracting thousands of learners from various regions with diverse backgrounds. However, the main factors that drive them to choose *Kampung Inggris* over other course institutions have not been thoroughly researched. This study analyzes these factors and identifies the dominant factors in learners' decisions. This study used a qualitative descriptive method with a case study approach, involving 40 learners as research subjects. Data were collected through questionnaires, interviews, and observations, then analyzed using quantitative and qualitative descriptive approaches. The results show that intensive learning methods, a supportive environment, and affordable costs are the main factors that attract learners. The conclusion of this study confirms that *Kampung Inggris* has unique advantages that are difficult to find in other course institutions.

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INTRODUCTION

Kampung Inggris Pare in Kediri has become Indonesia's largest English learning center, attracting thousands of learners

annually. Since its founding in 1977, the area has grown rapidly, with hundreds of course institutions offering various English learning

programs. Unlike English courses in big cities, *Kampung Inggris* provides intensive, hands-on learning methods and an environment that supports the use of English in everyday life. This uniqueness makes *Kampung Inggris* a prime destination for those looking to improve their English skills quickly. With its unique learning system, immersive learning environment, and relatively affordable fees, *Kampung Inggris* Pare has become a phenomenon in Indonesia's world of English learning.

The appeal of *Kampung Inggris* is also growing due to the diverse backgrounds of learners from various regions in Indonesia. Course participants come from different ages, ranging from high school graduates to university students and professionals looking to improve their English skills (Hamonangan, 2021). Furthermore, they have diverse educational backgrounds, ranging from high school graduates to university graduates and professionals in various fields (Sari & Rozimela, 2021). This diversity reflects the significant demand for English language learning in Indonesia and demonstrates that *Kampung Inggris* is a primary choice for many individuals with varying learning goals (A. S. Putera, 2019). However, there is still a lack of research specifically analyzing how certain factors influence learners' decisions in choosing *Kampung Inggris* as a place to learn English compared to other courses. Although many English courses are available in major cities such as Jakarta, Surabaya, and Bandung, Farih et al. (2019) explain that *Kampung Inggris* remains a more popular destination. This interesting phenomenon distinguishes *Kampung Inggris* from other English learning centers. Although various previous studies have discussed the effectiveness of practice-based learning methods and immersive environments in language acquisition, few studies have examined the main reasons behind *Kampung Inggris's* popularity.

Several previous studies have discussed English language learning within a supportive learning environment. Brown (2000) emphasized the importance of communicative language teaching (CLT) in improving speaking skills. Krashen (2005) also emphasized the input hypothesis, which states that language learners will progress more rapidly if continuously exposed to the

language in a supportive environment. Saidah (2021) emphasized that immersive environments help accelerate second language acquisition. Several other studies have also highlighted the effectiveness of immersion programs in improving language skills (Ma et al., 2022; Saka & Merç, 2021). Furthermore, a study by Nunan (2006) showed that social interaction and direct practice with the target language are important factors in successful English learning. In Indonesia, practice-based learning methods significantly improve students' speaking skills (Purwanto, 2022; Ridayani & Purwanto, 2024). Another study by A. R. Putera et al. (2022) discussed the effectiveness of community-based courses in improving English skills. However, no research has specifically addressed the factors influencing learners' decisions to choose *Kampung Inggris Pare*. Therefore, this study aims to fill this gap in the existing literature.

This study aims to identify the factors that motivate learners to choose *Kampung Inggris Pare* as a place to learn English. Furthermore, it aims to analyze the dominant factors that most influence learners' decisions. This study used qualitative and quantitative approaches to collect data from interviews and questionnaires distributed to 40 learners currently taking courses at *Kampung Inggris*. The findings of this study are expected to provide deeper insight into the appeal of *Kampung Inggris* and provide recommendations for language education institutions in developing more effective and applicable learning models.

The results indicate that the main factors motivating learners to choose *Kampung Inggris* are the intensive and effective learning methods. This environment supports daily English practice and has more affordable costs than courses in larger cities. Additionally, recommendations from alumni, a fun learning community, and flexible course schedules are important considerations. The analysis of dominant factors found that the intensive learning method had the most significant influence on learners' decisions. Thus, this study provides new insights into how supportive learning environments and effective teaching methods can improve interest and learning outcomes in English in Indonesia.

This research uses a qualitative descriptive approach with a case study

METHOD

method to deeply understand the factors that drive learners to choose *Kampung Inggris Pare* as a place to learn English. This approach was chosen because it allows researchers to explore learners' experiences, perceptions, and motivations in their natural context. Using a case study, this research focuses on a specific phenomenon occurring in *Kampung Inggris Pare* and analyzes various factors influencing learners' decisions based on their experiences during the course. Data were collected through in-depth interviews, observations, and questionnaires designed to uncover various aspects influencing interest in learning in *Kampung Inggris*.

This research was conducted in *Kampung Inggris Pare, Kediri*, Indonesia's largest English learning center. The research subjects comprised 40 learners currently taking courses at various institutions in *Kampung Inggris Pare*. The sampling method used was purposive sampling, a technique for selecting samples intentionally based on specific criteria aligned with the research objectives. The primary criterion for sample selection was learners with at least two weeks of experience studying in *Kampung Inggris* to provide sufficient perspective on the learning methods, learning environment, and factors that drove them to choose *Kampung Inggris*. Furthermore, samples were selected from various age groups, regions of origin, and learning objectives to obtain a more comprehensive picture of learner diversity. The selection process was conducted through direct approaches at the course locations and through instructor and administrator recommendations. This technique enabled researchers to obtain more in-depth and relevant data per the research focus.

The data collection process in this study utilized three main techniques: questionnaires, interviews, and observations, to obtain comprehensive data on the factors that motivate learners to choose *Kampung Inggris Pare*. The first stage was quantitative data collection through questionnaires administered to 40 learners currently taking courses at *Kampung Inggris*. This questionnaire was designed to identify the main factors influencing their decision to choose *Kampung Inggris*, such as learning methods, cost, recommendations, and other factors. The data obtained were analyzed

descriptively to examine the preferences and motivations of most learners. The second stage was in-depth interviews with several learners selected based on age, educational background, and learning reasons. These interviews aimed to delve deeper into their personal experiences, including the reasons for choosing *Kampung Inggris* over other course institutions and the impact they experienced while studying there. The interview results complemented the questionnaire's quantitative data by providing a more in-depth and narrative perspective. The final stage was direct observation, conducted to observe the learning environment at *Kampung Inggris*, including teaching methods, interactions between learners and tutors, and the use of English in everyday life. These observations were conducted at several course institutions and public areas in *Kampung Inggris* to understand the unique learning atmosphere there. Data from these observations were used to confirm and enrich the findings from the questionnaire and interviews.

In this study, descriptive data analysis was conducted using simple qualitative and quantitative approaches to understand the factors that motivate learners to choose *Kampung Inggris Pare*. This analysis was conducted in several stages to present the results systematically and accurately. The first stage was processing the quantitative data from the questionnaire. Data from 40 respondents were categorized based on learning methods, learning environment, cost, recommendations, community, time flexibility, and economic factors. Each factor was analyzed using percentages to determine the most dominant factors influencing learners' decisions to choose *Kampung Inggris*. The results were then presented in tables and diagrams to represent the data patterns visually. The second stage is the analysis of qualitative data from interviews. Data from interviews with several learners were classified based on relevant themes, such as learning motivation, experiences during the course, and comparisons between *Kampung Inggris* and other course institutions. The interview results were then analyzed descriptively by summarizing and identifying emerging response patterns.

RESULTS AND DISCUSSIONS

RESULT

Kampung Inggris Pare, Kediri, has developed into a popular English learning

center attracting thousands of learners from various regions in Indonesia. This phenomenon is interesting to study, considering the numerous English courses available in various regions, yet Kampung Inggris remains the primary choice. This study aims to understand the characteristics of learners who come to *Kampung Inggris*. These factors encourage them to choose this location to study, and analyze the dominant factors that influence their decisions. This study has three important points: 1) the profile of Kampung Inggris learners, 2) factors that encourage learners to choose Kampung Inggris, and 3) analysis of dominant factors, which will be explained in detail.

1) Leaner Profile of *Kampung Inggris*

This study involved 40 learner respondents, considering demographics, motivations, and their experiences while studying at *Kampung Inggris*. The results are expected to provide insight into the attractiveness of *Kampung Inggris* as an English language learning center and the implications for developing language teaching methods in Indonesia. Based on data collected from the 40 respondents, the learner profile at *Kampung Inggris Pare* shows diversity in region of origin, age, educational background, learning goals, length of stay, and reasons for choosing *Kampung Inggris*.

Table 1. Demographic of English learners in *Kampung Inggris Pare*

N	Main Category	Sub Kategori	Total
1	Place of Origin	East Jawa	10
		Central Jawa	8
		West Jawa	6
		Sumatera	5
		Kalimantan	4
		Sulawesi & etc	7
2	Age	16–18 years	8
		19–22 years	15
		23–26 years	10
		27–30 years	5
		Over 30 years	2
3	Educational Background	SMA/SMK	10
		High Students	18
		Fresh graduate	6
		Employees/Professi	6

4	Learning Goals	onals	
		TOEFL/IELTS Preparation	12
		Improving Speaking Skills	15
		Employment Preparation	6
		Study abroad preparation	5
5	Length of Residence	Hobbies and self-development	2
		2 weeks	10
		1 month	15
		2–3 months	8
		More than 3 months	7
6	Reasons for Choosing <i>Kampung Inggris</i>	Friend/alum recommendations	12
		Affordable fees	10
		Effective learning methods	8
		Supportive learning environment	7
		Program flexibility	3

Table 1 describes the demographic data of learners at *Kampung Inggris Pare*. The majority of students come from Java, particularly East Java (25%), Central Java (20%), and West Java (15%). This indicates that *Kampung Inggris's* geographic location in Kediri, East Java, provides accessibility for learners from surrounding areas. However, regional diversity is also evident, with learners from Sumatra (12.5%), Kalimantan (10%), Sulawesi, and other regions (17.5%), indicating *Kampung Inggris's* national appeal. This factor reinforces *Kampung Inggris's* role as a well-known English learning center throughout Indonesia.

Most learners are between 19 and 22 years old (37.5%), followed by those aged 23 and 26 (25%). This indicates that most participants are students or recent graduates seeking to improve their English skills for academic or career purposes. Furthermore, the predominant educational background of university students (45%) and high

school/vocational school graduates (25%) indicates that *Kampung Inggris* is the primary choice for those transitioning to the workforce or higher education. Meanwhile, the primary learning objectives are dominated by improving speaking skills (37.5%) and TOEFL/IELTS preparation (30%), confirming that *Kampung Inggris* is a favorite destination for those seeking to improve their English fluency quickly.

Furthermore, the most common length of stay is one month (37.5%), reflecting that most learners seek a sufficiently intensive yet flexible program. The most influential factors in choosing *Kampung Inggris* are recommendations from friends or alums (30%) and the more affordable cost compared to courses in larger cities (25%). This demonstrates that alums's success in improving their English skills also influences prospective learners' decision to come to *Kampung Inggris*. Thus, *Kampung Inggris Pare's* primary attraction lies in the effectiveness of the learning methods, the supportive learning community, and the more affordable costs.

2) Factors that Encourage Learners to Choose *Kampung Inggris*

Based on the questionnaires and interviews conducted with 40 learners in *Kampung Inggris Pare*, several key factors were identified that motivated them to choose this location to learn English. The following is an explanation of each identified factor and interview excerpts from several informants.:

Intensive and effective learning methods

The intensive and effective learning methods at *Kampung Inggris Pare* are among the main factors attracting many learners. The tight schedule, English-based environment, focus on speaking skills, tiered class system, and communicative approach make this place a leading English learning center in Indonesia. One of *Kampung Inggris's* main attractions is its intensive learning methods. Learners receive a packed schedule with various classes, from grammar and speaking to pronunciation and listening. This system allows participants to progress more quickly than in regular courses elsewhere.

"I feel like I am learning English faster because I speak English daily with friends and tutors. The classes are not just theory, but also involve more practice," (A, 21, student).

Interviews revealed that the high-intensity learning helps participants improve their English skills quickly. The practice-based method also accelerates the language adaptation process.

An environment that supports daily English practice

One of the main advantages of *Kampung Inggris Pare* is its supportive environment for learners to use English in their daily lives. In almost every corner of the village, from classrooms and food stalls to dormitories, learners are required or encouraged to communicate in English. This policy is strictly enforced by the course institutions in Pare, creating an immersive atmosphere that helps learners learn naturally. Furthermore, there are various special zones where English is the main rule, such as the English Area, where anyone caught speaking Indonesian will be given a light punishment, like push-ups or singing an English song in front of their peers. This system encourages learners to continuously think and speak in English, thus improving their skills more quickly. Beyond the language policy, the social environment in *Kampung Inggris* is also very supportive of learning. Many learners come from various regions with the same goal of improving their English. This creates a supportive community throughout the learning process. Extracurricular activities, such as group discussions, debates, and the English Club, further strengthen learners' language skills. Furthermore, the numerous tutors and native speakers who frequently interact with learners also provide opportunities for them to hear and imitate more natural pronunciation. With an environment that consistently encourages the use of English in various situations, participants learn theory and develop habits that will continue even after completing the course at *Kampung Inggris*.

"It was difficult at first because I was not used to speaking English every day. But after a few weeks, I started to feel confident because everyone here speaks English" (ZB, 23, fresh graduate).

From this interview, it can be concluded that an environment that supports English practice plays a significant role in boosting learners' confidence. Continuous interaction accelerates the process of natural language acquisition.

The costs are relatively more affordable than courses in big cities.

One of the main reasons many learners choose Kampung Inggris Pare is its much more affordable cost than English courses in larger cities. In *Kampung Inggris*, various learning programs are available at varying prices, ranging from hundreds of thousands to several million rupiah, depending on the duration and intensity of the program. For example, a two-week intensive course can cost around Rp 500,000–Rp 1,500,000, including classes and accommodation. Compared to English courses in Jakarta, Surabaya, or Bandung, which can reach millions of rupiah per month, the cost at *Kampung Inggris* is clearly more affordable for many groups, especially students. Furthermore, many course institutions in *Kampung Inggris* offer complete packages that include course fees, accommodation, and meals at a low price, so participants do not have to incur significant additional costs during their stay. In addition to the affordable course fees, the cost of living in *Kampung Inggris* is also relatively low. Prices for food, accommodation, and daily necessities are much lower than in larger cities. For example, food prices at food stalls around *Kampung Inggris* range from Rp 10,000 to Rp 20,000 per portion, while dormitory or boarding house rentals can range from Rp 200,000 to Rp 500,000 per month. Supporting facilities such as bicycle rentals, laundry services, and internet access are also available at relatively low prices. With these more affordable prices, many people find studying in *Kampung Inggris* a highly effective investment in improving their English skills without spending much money, thus attracting more learners from various economic backgrounds.

"I want to learn English, but courses in big cities are costly. Here, I can get an intensive study program at a more affordable price," (RC, 19, high school graduate).

The lower cost is an important factor for many learners. It allows more people from various economic backgrounds to access quality English education.

Recommendations from friends or alumni

One of the strongest factors driving learners to choose *Kampung Inggris* Pare is recommendations from friends or alums who

have experienced the benefits of studying there. Many learners initially learn about *Kampung Inggris* through stories from friends, relatives, or colleagues who have taken courses and experienced improved English skills. These direct testimonials from people they know provide confidence and motivation for prospective learners to try learning in Pare. Furthermore, many *Kampung Inggris* alums share their experiences through social media, blogs, and YouTube videos, further strengthening the positive image of this place as an effective and enjoyable center for English learning. Beyond personal recommendations, numerous learning communities and online forums discuss the experience of studying at *Kampung Inggris*. In social media groups like Facebook or WhatsApp, alumni often share information about the best programs, tips for choosing a course, and experiences in Pare. Some courses even have strong alum networks, which help guide prospective participants in choosing a program that suits their needs. The existence of these alum communities creates a domino effect: the more people who benefit from *Kampung Inggris*, the more they recommend it to others. Thus, recommendations from friends or alums are a significant factor in attracting new learners to come and study at *Kampung Inggris*.

"My sister studied here, and she said the learning was very effective. After taking the course, she got a better TOEFL score. That is what convinced me to come here," (DS, 22, student).

Positive alum experiences contribute to the increase in enrolment. The success of *Kampung Inggris* graduates in improving their English skills is a decisive promotional factor through word-of-mouth marketing.

The existence of a community and a fun learning system

Kampung Inggris Pare's main attractions are its strong learning community and engaging learning system. Unlike English courses in big cities, which are often formal and rigid, *Kampung Inggris* offers a more relaxed yet effective atmosphere. Learners study in the classroom and participate in various interactive activities such as group discussions, educational games, debates, and even simulated real-life conversations. This varied learning method makes the learning process more enjoyable and less boring.

Furthermore, many courses implement a hands-on, practice-based learning system, where participants are encouraged to communicate in English from the very first day of class. Beyond the engaging methods, the strong community is also crucial in making learning at *Kampung Inggris* more effective. Learners come from various regions in Indonesia, but they share the same goal: improving their English skills. This creates a supportive environment where participants can learn together, share experiences, and motivate one another. This community is also strengthened by various social and cultural activities, such as motivational sessions, social events, and outdoor activities that integrate English in real-life situations. With a fun learning system and a supportive community, learners improve their English skills, build a vast network of friends, and enrich their experience while studying at *Kampung Inggris*.

"I like studying here because it does not feel like school. Many interesting activities like debates, discussions, and games make learning more exciting."
(ME, 20 years old, student).

The comfort factor and engaging learning methods are key attractions. Learning in a fun atmosphere motivates participants to continue improving their skills.

Flexible learning schedule (choose course duration)

One of the advantages of *Kampung Inggris Pare*, which attracts many learners, is its flexibility in choosing the course duration. Unlike English courses in big cities, which typically have fixed schedules and long durations, *Kampung Inggris* offers a variety of program options with durations that can be tailored to the learner's needs. From a one-week super-intensive program to a two-week regular course, to a long-term program lasting three to six months, all are available to suit the needs and time available of the participants. This flexibility is highly beneficial for various groups, such as students on school holidays, university students looking to fill their time before college, and employees looking to improve their English skills without leaving work for an extended period. Furthermore, this flexibility allows participants to set their own learning pace. Intensive programs are available for those seeking quick results with study schedules

from morning to night. In contrast, classes are available with a lighter frequency for those seeking a more relaxed pace. Some course institutions also offer tiered packages, where learners can take a basic program first, then progress to more advanced programs. With this flexibility, *Kampung Inggris Pare* has become a learning center that can adapt to learners' diverse needs and preferences, attracting more and more people to study there without being limited by time constraints.

"I only have one month before starting work. At Kampung Inggris, I can choose an intensive program that fits my time," (FX, 24, prospective employee).

The flexibility in choosing course duration makes *Kampung Inggris* attractive to a wide range of groups, including those with limited time to study. *Kampung Inggris* offers a variety of course durations, ranging from two weeks to six months. This provides flexibility for learners with varying schedules.

Economic factors (*Kampung Inggris* offers affordable course and accommodation packages)

One of the main factors that makes *Kampung Inggris Pare* so popular is its affordable costs, especially in terms of course and accommodation packages. Many course institutions in *Kampung Inggris* offer learning packages that include course fees and accommodation at a much lower price than similar courses in larger cities. For example, a two-week course can cost from IDR 500,000 to IDR 1,500,000, depending on the intensity and facilities provided. Compared to courses in Jakarta or Surabaya, which can cost millions of rupiah per month without additional facilities, *Kampung Inggris* offers a more economical option for learners from various economic backgrounds. Furthermore, many course packages offer comprehensive programs, including speaking, grammar, and pronunciation classes, and supporting facilities such as certificates and learning modules at no additional cost. In addition to the low course fees, accommodation in *Kampung Inggris* is also very affordable. Various housing options are available, from simple dormitories costing around Rp 200,000 to Rp 500,000 per month to more comfortable boarding houses at competitive prices. Some dormitories even implement an English Area system, where residents must

speak English, ensuring a more optimal learning environment. Furthermore, daily necessities such as food, transportation, and laundry are relatively low-cost compared to larger cities. With its affordable course fees and accommodation, *Kampung Inggris Pare* is an ideal destination for those looking to study English intensively without spending much money, making the opportunity to improve their language skills more inclusive for all groups.

"I can get a course package and accommodation for a cheaper price than if I were studying in a larger city," said (GR, 21, student).

Many participants choose *Kampung Inggris* because the course and accommodation package are more affordable than courses in larger cities. The combination of affordable courses and accommodation makes *Kampung Inggris* a more economical option for many learners. This factor is crucial in attracting participants from various regions.

3) Dominant Factor Analysis

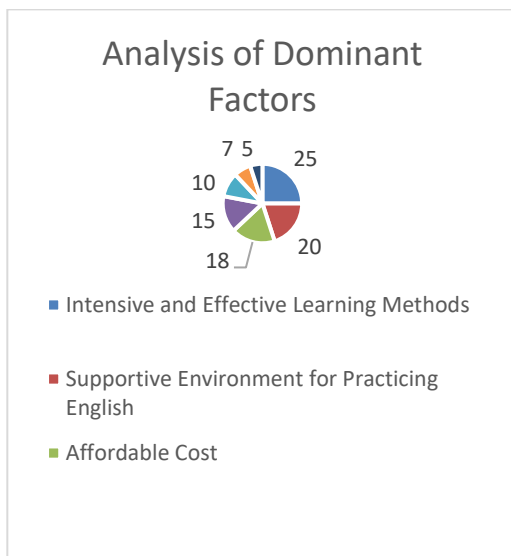


Figure 1. Dominant Factor Analysis

Based on the dominant factor analysis diagram for selecting *Kampung Inggris Pare*, the primary factor influencing learners' decisions is the Intensive and Effective Learning Method (25%). This indicates that many learners are attracted to *Kampung Inggris* because its teaching methods differ from typical English courses. Learning at *Kampung Inggris* is known for being more interactive, using a hands-on approach, and

offering an immersion-based program that allows participants to master English more quickly. Furthermore, an environment that supports daily English practice (20%) is also a significant factor. Learners find the learning environment encouraging them to speak English inside and outside the classroom, enabling their language skills to develop more naturally.

Economic factors, including affordable course fees and accommodation (18%), are another reason that encourages many to choose *Kampung Inggris* over courses in larger cities, which tend to be more expensive. Recommendations from friends or alums (15%) also significantly influence the learning process, as many learners come based on the positive experiences of others who have studied there. Furthermore, a fun community and learning system (10%) made learners feel more comfortable and motivated to continue learning. Flexibility in choosing course duration (7%) and attractive economic packages (5%) were also considered at smaller percentages. Overall, this diagram illustrates that learners' decisions in choosing *Kampung Inggris* are based on a combination of learning methods, a conducive environment, and supportive economic aspects.

DISCUSSION

This study aims to analyze the factors that motivate learners to choose *Kampung Inggris Pare* as their primary destination for improving their English skills. Using both qualitative and quantitative approaches, the study involved 40 respondents from various regions in Indonesia. Demographic analysis revealed that most learners were university students and recent graduates seeking to improve their English skills for academic and professional purposes. Furthermore, respondents came from diverse educational backgrounds, with a predominance of high school and college students. Quantitative data showed that over 70% of participants chose *Kampung Inggris* due to the effectiveness of the learning methods, the supportive learning environment, and the more affordable cost compared to courses in larger cities.

In-depth interviews revealed that *Kampung Inggris's* immersion-based learning method was key to improving participants' communication skills. The intensive learning system, active interaction with tutors and fellow participants, and the rules for using English in everyday life created a conducive

environment for improving speaking skills (Putri et al., 2024). Furthermore, the strong learning community and dormitory system supporting English practice were beautiful to participants (Thahira et al., 2023). Zenny Oktamia Rachman et al. (2022) explained that economic factors are also a significant consideration, as course fees at *Kampung Inggris* are relatively cheaper than conventional courses in large cities, allowing more people to access quality English learning.

Overall, this study found that the combination of intensive learning methods, a supportive environment, flexible study times, and economic factors is the main reason learners choose *Kampung Inggris*. These results confirm that the material taught and the practical experience gained in a supportive environment determine success in learning English. These findings can serve as a reference for other language education centers in developing more effective and applicable learning systems.

The results of this study have significant implications for the field of language learning, particularly in the development of effective learning methods and environments. The success of *Kampung Inggris Pare* demonstrates that the immersion learning approach and intensive learning methods can improve English language skills more quickly and efficiently than conventional methods (Pratiwi et al., 2020). This indicates that other language education institutions, both formal and informal, can adapt a similar concept by creating learning environments that encourage active English language practice in everyday life (Dewi et al., 2021; Khoiriyah & Mujiyanto, 2022; Pratiwi et al., 2020). Furthermore, flexibility in course program selection is an important factor that can be implemented in various educational institutions to adapt to individual language learning needs (Nurhayati et al., 2013; Yusuf Rehan, 2022).

From the research interpretation, it can be concluded that learners' decisions to choose *Kampung Inggris* are influenced not only by academic factors but also by economic and social factors. Intensive learning methods provide more optimal results because course participants are directly involved in daily English practice inside and outside the classroom. Furthermore, continuous social interaction in English creates a conducive environment for improving communication skills (Malik et al.,

2020). Cost is also a key consideration, as *Kampung Inggris* offers more affordable courses than language education institutions in major cities, thus opening up opportunities for more people to obtain quality language education (Sukarni, 2018).

Furthermore, this study revealed that recommendations from alums and a pleasant learning community also influence learners' interest in attending *Kampung Inggris*. This suggests that positive learning experiences and fellow learners' social support significantly increase learning motivation (Nasar et al., 2023; Novia et al., 2024). Thus, this study confirms that a holistic approach combining effective learning methods, a supportive social environment, and affordable economic aspects can be a key strategy in developing English learning centers in Indonesia.

The results of this study align with various previous studies that have discussed the effectiveness of immersion learning methods in language learning. One relevant study is S. Krashen's (2001) study on Second Language Acquisition Theory, which emphasizes the importance of meaningful language input and a supportive environment in accelerating the process of second language acquisition. This concept is particularly evident in the learning system at *Kampung Inggris Pare*, where course participants are intensively exposed to English in daily interactions, thereby accelerating their speaking and comprehension skills. Furthermore, research by Nurhayati et al. (2013), which examined the effectiveness of learning methods at *Kampung Inggris Pare*, found that active communication-based methods, such as the direct method and total physical response (TPR), significantly improved the speaking skills of course participants. This reinforces the findings of this study, which demonstrate that intensive, hands-on teaching methods are more effective than theory-based methods in conventional classrooms.

However, compared to research by Hidayat et al. (2024) on English language learning in formal institutions such as universities, there are significant differences in the approach and results. The study shows that language learning at universities tends to be more theory-based with less practice, resulting in slower improvement in speaking skills than in *Kampung Inggris*. This confirms that an interactive, practice-based learning environment, such as that implemented in

Kampung Inggris Pare, has the advantage of accelerating the achievement of English language competency more effectively than conventional learning methods (Adawiyah et al., 2022; Hamidah et al., 2023; Ilmudinulloh et al., 2022).

This study's novelty lies in analyzing the dominant factors influencing learners' decisions to choose *Kampung Inggris*, a topic not widely explored in previous research. This study provides a new perspective on how combining teaching methods, learning environments, and social and economic factors can shape Indonesia's thriving English language learning ecosystem. For future research, this study recommends further exploration of the long-term effectiveness of *Kampung Inggris* learning methods. Further studies could also compare the success of learners taking courses in *Kampung Inggris* with those studying in conventional or digital-based courses. In addition, research on the sustainable impact of learning experiences in *Kampung Inggris* on careers and the use of English in the workplace could be an interesting topic for further research.

CONCLUSION

The conclusion of this study shows that *Kampung Inggris Pare* has become a popular English learning center due to several key factors: intensive and effective learning methods, an environment that supports daily English practice, and more affordable course fees compared to course institutions in large cities. Furthermore, alum recommendations, a fun learning community, and flexible course times are important factors in students' decisions to choose *Kampung Inggris*. The analysis of dominant factors found that intensive learning methods were the most influential factor in students' decisions, followed by a supportive learning environment. This study contributes to scientific knowledge by strengthening immersion learning in the context of English learning in Indonesia. These findings align with second language acquisition theory, which emphasizes the importance of an interactive and intensive environment in improving language skills. Furthermore, this study can be a reference for language education institutions to develop hands-on learning methods and create a learning environment that better supports English mastery. The learning model at *Kampung Inggris Pare* can inspire other educational institutions in designing more applicable and

learner-oriented curricula. Although this study provides valuable insights, several limitations need to be considered. One reason is the limited sample size of only 40 learners, which may not fully represent the entire population of course participants in *Kampung Inggris*. Furthermore, this study relies primarily on qualitative data from interviews and questionnaires, thus not fully describing the long-term impact of *Kampung Inggris's* learning methods on improving English language skills. This study also failed to explore in-depth the variations in course programs and differences in effectiveness between course institutions in *Kampung Inggris*. For future research, it is recommended that studies with a broader scope and a larger sample size be conducted to provide more representative results. Furthermore, further research could focus on a comparative analysis of the effectiveness of learning in *Kampung Inggris* and in formal institutions, and its impact on the career development of course participants. Longitudinal research could also be conducted to determine how learning in *Kampung Inggris* improves English skills in the long term. Thus, this research can serve as a basis for developing more effective and applicable learning models in various language education institutions in Indonesia.

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