

SAILING THROUGH LANGUAGE AND CULTURE: DEVELOPING CLIL-BASED BIPA MATERIALS ON SOUTH SULAWESI'S MARITIME HERITAGE

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The Indonesian Language for Foreign Speakers (BIPA) program plays a strategic role not only in language education but also in promoting Indonesia's cultural identity and soft diplomacy. However, most existing BIPA materials still focus on general themes and have not yet reflected the richness of Indonesia's diverse local cultures. This study addresses that gap by developing innovative BIPA teaching materials that integrate the Content and Language Integrated Learning (CLIL) approach with the maritime heritage of South Sulawesi—a region renowned for its seafaring traditions, the craftsmanship of the Pinisi ship, and the ecological wisdom of its coastal communities.

The research employs a Research and Development (R&D) design following the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). The analysis stage identified the needs of intermediate BIPA learners for authentic, contextual, and culturally rich materials. In the design and development stages, maritime cultural content was integrated into the four language skills—listening, speaking, reading, and writing—through CLIL principles, in which language serves as a medium to explore and understand cultural knowledge. The developed prototype includes thematic learning units, communicative activities, and multimedia resources that bring maritime contexts into the classroom.

This paper presents the prototype of the developed materials. The study concludes that maritime-based CLIL materials can enhance not only linguistic competence but also intercultural understanding and appreciation of Indonesia's maritime identity as a source of cultural diplomacy within the ASEAN region.

Keywords: BIPA, CLIL, Maritime Heritage, Teaching Materials, Local Culture

BIPA

BIPA in material

ART and CULTURAL

Thai and Indonesian Cultural

ASEAN

Sociocultural

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online

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