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REiLA Journal of Research and Innovation in Language is a double-blind peer-reviewed international journal dedicated to promoting scholarly exchange among teachers and researchers in the field of languages. The scope of REiLA includes studies in Linguistics and Applied Linguistics which covers textual and fieldwork studies with various perspectives of Language research and innovation that can be related to History, Society, Humanity, Technology and also various perspectives in Education interest.

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Vol. 6, No. 3, December 2024

Content Page

Editorial Page i

Content Page iii

Foreword From LPPM Director iv

1. **English Language Lacks of Textile and Apparel Fashion Technology Trainees of Ethiopia Technical and Vocational Training Institute**
   Gashaw Shewangizaw Woret, Alemu Hailu Page: 236-252

2. **Beyond Transactions: Exploring Employee-Customer Interaction in Retail Persuasion Scene**
   Wayan Pageyasa, Sarmadan Sarmadan Page: 253-265

3. **Enhancing ESP Vocabulary Proficiency through Five Elements of Online Cooperative Learning for Nursing Students**
   Wini Fitrina Sofyan, Aat Agustini, Eti Wati Page: 266-279

4. **Understanding How Ideas are Linked in Compare and Contrast Essays: A Discourse Marker (DM) Study**
   Khilda Husnia Abidah, Elisa Ratih, Evynurul Laily Zen, Ira Maria Fran Lumbanbatu
   Page: 289-290

5. **Politeness Strategies in Selected Academic Settings: Insights from Lecturer-Student Interactions in Eastern Indonesia**
   Nunung Anugrawati, Ummi Khaerati Syam Page: 291-304

6. **Beyond English and Bahasa: Exploring the Pedagogical Functions of Code-Switching in Multilingual EFL Contexts**
   Sri Dewi Mulyani, Syofia Delfi, Jismulatif Jismulatif Page: 305-315

7. **Fostering Linguistic Excellence Through Sastranesia: Developing Digital Platform to Enhance Writing Skills and Creativity**
   Hera Chairunisa, Ayu Nadira Wulandari, Tomi Arianto Page: 316-329

Guidelines for Preparing REiLA Journal-Camera Ready Manuscript Page: v

A Foreword from the Editor-in-Chief

December 2024, Pekanbaru. Indonesia

It is with great pride and appreciation that I present this latest issue of *REiLA: Journal of Research and Innovation in Language*, Volume 6, Number 3, December 2024. This milestone reflects the collaborative efforts and unwavering dedication of many individuals who have contributed to its success. My deepest gratitude extends to the esteemed Editorial Board members, our meticulous reviewers, members of LITA, and, most importantly, the contributing authors whose innovative research and scholarly rigor enrich this volume.

I extend my special thanks to Dr. David Setiawan, the Director of LPPM-Unilak, for his steadfast support and encouragement, which have continuously inspired us to push the boundaries of academic inquiry and knowledge dissemination.

This edition of *REiLA* features an exciting array of studies that tackle critical issues and advance our understanding of linguistics and applied linguistics across diverse contexts. The first paper by Shewangizaw Woret, G., and Hailu, A shed light on the often-overlooked challenges faced by trainees in Ethiopia's technical and vocational education sector, particularly in mastering English proficiency for technical fields like textile and apparel fashion. By using a mixed-methods approach, their study reveals critical skill gaps and proposes integrative language instruction tailored to technical education, offering a roadmap for improving global career readiness in under-researched contexts.

In the next paper, Pageyasa, W., and Sarmadan, S. provide an in-depth exploration of persuasive communication strategies in Indonesian retail environments. Their analysis of verbal and non-verbal techniques offers fresh insights into how urgency, trust-building, and cultural nuances shape customer behavior and decision-making. Following this, Fitrina Sofyan, W., Agustini, A., and Wati, E. examine the impact of Online Cooperative Learning (OCL) in enhancing English for Specific Purposes (ESP) vocabulary among nursing students. Their study demonstrates how OCL fosters collaborative learning while addressing language proficiency in healthcare education. Moving forward, Husnia Abidah, K., Ratih, E., Zen, E. L., and Lumbanbatu, I. M. F. ontribute a detailed investigation into the use of discourse markers in academic writing, focusing on compare-and-contrast essays. By employing corpus analysis, they reveal patterns in discourse marker usage among undergraduate students and provide educators with actionable insights to enhance logical coherence in academic texts.

The fifth paper by Anugrawati, N., and Syam, U. K. navigate the intricate dynamics of politeness strategies in lecturer-student interactions within Indonesian higher education. By examining how cultural and hierarchical norms shape communication, their study offers a nuanced understanding of how positive and negative politeness strategies function in fostering inclusive and respectful academic environments. Subsequently, Mulyani, S. D., Delfi, S., and Jismulatif, J. present an insightful exploration of code-switching in multilingual English as a Foreign Language (EFL) classrooms. Their findings underscore the pedagogical and managerial benefits of strategic code-switching, particularly in incorporating local languages alongside English. This study emphasizes the need for balance between linguistic diversity and immersive English learning..

Finally, Chairunisa, H., Wulandari, A. N., and Arianto, T. present an innovative study on integrating digital platforms to enhance creative writing among literature students. introduce *Sastranesia Pers*, an innovative digital platform aimed at fostering creativity and collaboration in writing among literature students. By combining theoretical and practical approaches, their study demonstrates how web-based tools can bridge gaps in traditional teaching methods, fostering critical thinking and real-world applications in journalism and creative writing.

Together, these studies underscore the diversity and depth of research in this volume, reflecting *REiLA*'s mission to connect language research with society, education, and innovation. Each contribution offers valuable insights that not only advance theoretical frameworks but also address pressing real-world challenges.

On behalf of the Editorial Team, I extend my heartfelt gratitude to all contributors, readers, and supporters for being part of this journey. Your dedication and passion drive the mission of *REiLA* forward. As we look to the future, let us continue to foster collaborative scholarship and impactful research that transcends borders and disciplines.

Wishing you an engaging and thought-provoking reading experience.

Warm regards,

Dr. Budianto Hamuddin, MESL
Editor-in-Chief