ABSTRACT


The aim of this study is to develop macromedia flash as a learning media for teaching speaking materials for students of business management program at vocational school. Research and Development is used as the research method. Research Procedures are modified into four steps, they are: evaluation and needs analysis, media design, validation and revision, and final production. The product has been validated by experts (material and media). The media expert is an English lecturer of English literature Department, State University of Medan. The instrument for collecting data is by using questionnaire. The data are analyzed by descriptive technique. The result is the advisability to use macromedia flash with the total assessment by experts is 91 which is categorized good and eligible to be used for teaching speaking for students of business management program at vocational school.

*Keywords: Macromedia Flash, Teaching Speaking Materials.*