

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

Based on the results and analysis of this research, some conclusion and suggestions are described as follows:

A. Conclusions

1. Generally, the existing English speaking material was less relevant with the needs of the students in marketing study program. In terms of topics, they are not relevant with the Marketing Study Program, it makes the students are less motivated in learning English.in term of practices, they are not well designed, the practices do not help and ease the students to promote their speaking skill, and as a result their speaking skill is low.
2. The speaking materials needed by the students are relevant with their needs where the topics or contents used in the course book are relevant and useful in the work situation are: Introducing, Compliment, and Intention.
3. The design of the speaking materials are task-based, the task framework is employed in structuring the elements of the speaking materials, they are consist of pre task, task cycle, and post task. This series of tasks are designed in order to facilitate the students to promote their speaking skill easier and faster.

B. Suggestions

In line with the the conclusion above, some suggestions ate recommended as follows:

1. It is suggested that the English teacher of vocational school should be more responsive with the need of the students. The teacher should be able and creative to provide the relevant materials to the students' needs or in other words the students of Marketing Study Program should be given Marketing English conversation.
2. It is suggested that the English teacher should be perceptive with the practices and materials given whether they are used in helping the students to increase their speaking skill or not. The teacher should realize whether the material given new horizon and knowledge about the students major, in this case Marketing Study Program. If they are not, the teacher should use contextual teaching and learning approach in their material.
3. The new materials in this study has validated in terms of relevancy, contents, layout and linguistic feature by an Esp expert, and the result shows that it is good, relevant and feasible, so it is suggested for the English teacher to use this material to increase the students' speaking skill easier and faster, and for the other researchers who do the same study to develop the English materials for Marketing Study Program.