A. Conclusions

The students of Software Engineering Program needed the specific material in reading text especially for procedure text. In this study, the problems were they studied procedure text but it was not appropriate to their major which must make the motivation for them in reading the material. From the acquired data and information were started by observation of the book that used in eleventh grade students of Software Engineering Program in SMK Negeri Binaan Provinsi Sumatera Utara Medan used “Effective Communication, An Integrated Course of English for Vocational High School” published by Pusat Perbukuan Departemen Pendidikan Nasional in 2008. They learned about How to Keep Phone Calls Short and How to Use Facsimile Machine.

The new reading material was developed by using six phases of Research and Developmental (R & D), they were; 1) Gathering Information and data, 2) Analyzing Data, 3) Designing Materials, 4) Validating by Experts, 5) Revising, and 6) Final Product. The material was developed based on the data of the students’ needs analysis the questionnaire, the analysis of interview from the English teachers and the existing material.
B. Suggestions

- Teacher

In learning English for the vocational students, the teacher should find the specific material for the students. Because they are the students who really close to the software, use the software as well as possible because by using software it will motivate them to improve their skill especially in reading. The learning process can be successfull if the teacher can give the material related to the students’ program and also The teacher can apply “English for Specific Purposes” approach to apply in teaching English.

- Students

The students must be a proactive and wise if they want to increase their ability in English, especially in reading. If they cannot find the specific related material from the school especially their textbook, they should maximalist their skill by using the internet to find out the specific material.

- Institution

In order to improve the ability of students you should use this developed material in learning process so the students will be motivated.