

ABSTRACT

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The objective of this study was to develop English learning media based on students' needs. This research was conducted in SMP N 37 Medan for students in grade VII which consists of 30 students. This study followed the steps of research and development proposed by Borg and Gall, which are 1) need analysis; 2) planning(develop preliminary form of product); 3) Collecting data; 4) designing media; 4) media evaluation; 5) revising (designing final product). It was found that 96.66% students agreed that the existing an interactive learning medium currently used by the students of Junior High School. The more relevant media were then developed based on they need, which it can give the students chance to participate in the class. The learning media were developed into 4 media based on 4 units of speaking materials. The learning media were then validated by two experts. The average score of the validation was 90. It showed that the developed learning media were very good, relevant and feasible.

Keywords: *English learning media, speaking, visual art media.*

