

ABSTRACT

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The objective of this study is to develop suitable descriptive text materials for reading skill, for business and management students. It was found that descriptive text materials provided in the students' textbook were not suitable to the needs and interests of business and management students. This research was conducted based on educational research and development (R&D) through five steps, namely: gathering data, analyzing data, developing descriptive text materials, validating descriptive text materials, and revising descriptive text materials. The subject of this study was X-1 BM students at SMK PAB 12 Saentis and the instruments used to collect the data were observation list, questionnaire, and interview. Based on the needs analysis conducted there were four descriptive texts related to business and management developed. These texts were accompanied by vocabularies and exercises. These developed descriptive text materials had been validated by two experts and the average score gotten is 4.47. It is categorized "Very Good" since the mean is within the interval $4.20 < \bar{x} \leq 5.00$. It means that the developed descriptive text materials for reading skill are suitable for the tenth grade students of business and management.

Key words: *research and development (R&D), descriptive text, business and management.*

