

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Vocational High School (VHS) is an educational institution which focuses on developing specific skills. Generally, VHS provide several study programs for students. In terms of English teaching, the Minister of Education and Culture Regulation No. 68, 69, 10/2013 about the basic competences of English states that English teaching in SMK is focused on developing communicative competence. Learning English in Vocational High School is different from learning English in Senior High School. The orientation of the Vocational High School (VHS) is to prepare the students to be able to take a part in the business and work industry.

The government supports this program with the slogan of SMK BISA. It offers students chance to be professional in the certain field. The graduates of Vocational school are supposed to be able to ready for work, and able to compete in the global industry. As the result they need to be a skill full worker. One of the criteria is having a good ability in oral communication. It is in line with the objective of English learning process in VHS that English is an adaptive subject, in which it is aimed to provide students the ability to communicate in English in the communicative material contexts needed for the students program both written and spoken. To have a good oral communication, the students should improve their speaking ability. as the example is Marketing students. Marketing is one of

the programs of Business and Management also requires students to improve their speaking skill. It is because in the future students should be able to deal with their customer.

Widdowson, (1985 : 57) states that. "Speaking is an oral communication that gives information involves two elements, they are; the speaker who gives the message and the listener who receives the message in the world" speaking is very important to learn to Marketing students related to its role in the communication. The students of vocational school are encouraged to communicate in English well. To improve the quality of the students speaking skills especially for marketing students is by providing the students with the appropriate speaking learning material.

Materials take an important part in teaching and learning process. Good and appropriate materials will give positive influence to the students' learning process. In learning English, the materials are expected to meet the students' need and represent the characteristics of each study program. Different study program should have the different teaching materials. Because the students should have different English knowledge based on their skills to face the different world work. Teaching materials play a central role in teaching and learning process, and as Garton and Graves (2014) assert that Materials are fundamental to language learning and teaching but materials cannot be viewed independently of their users. This assertion presents two important characteristics of teaching materials that imply their relevance in teacher education, they are a fundamental part of

language learning and teaching and they are dependent on their users (both teachers and learners)

Unfortunately, most of Vocational High School in Indonesia, especially in Binjai still have a problem related to the availability of English learning materials which are appropriate for the students. English materials which are provided by the government and by some publishers are still general, similar to English materials for VHS students. The materials are not specified into certain study programs, whereas English that is needed by the students of vocational high school in their future occupation will be different depending on their study program. The Speaking materials that provided in the books which are used by students do not have relationship to their need and their study program. It also happens in SMK Putra Anda Binjai. This school has so many study programs, such as Office Administration, Accounting, Marketing, Software Engineering, Electricity, Audio Video, etc.

Ideally, each study program should have different English materials, based on their skills, but in fact all of the study programs have the same English materials from the same textbooks. The Speaking materials that they have is still general not the specific one. The English teachers use the book from the Indonesian Minister of Education and Culture 2014. The same English textbook is used by the Senior High School students. The Speaking materials that provided in the textbooks are not related to the student's skills. Especially for the Speaking materials, there are no Speaking material related to the Marketing programs for

the students. For example, the topics are about Instructional manual for your gas stove, biography, the favourite things, argumentation, etc.

Based on the observation and interview that were done toward the Marketing students on grade XI at *SMK Putra Anda Binjai*, it is found that their speaking skill is still low, especially when they should do the presentation about marketing in front of the class, The students still get difficulties in producing the utterances in English. The reasons are the lack of vocabularies, the difficulty in constructing the sentences and the difficulty in the pronunciation. Those make them not confident to communicate in English. Actually the students of Marketing should be able to communicate in English to support them in getting good job after they finish their study. They should be able to do the promotion, the services and the negotiation to their costumer.

The use of inappropriate speaking materials might prevent the students to develop their skills to have good communication in English, especially to communicate using English in the target situation of their field of works. If such condition continuo happens, the purpose of the English teaching will not achieved. Therefore, developing appropriate English speaking materials for each study program of VHS students is necessary. In this case, English for Specific Purposes (ESP), especially English for Marketing is extremely needed in order to increase their motivation. It is emphasized by Chen (1993) which stated that ESP will be more motivated, benefit, and effective in increasing student's learning motivation because it relates to their fields of the study and caters their needs. Appropriate speaking materials can help the students to be able communicate in

English more easily. It is because they will learn useful speaking materials that are related to their skills and their future job.

1.2 The Problems of the Study

In relation to the background of the study, the problems of study are formulated as the following.

1. How are the existing English speaking materials of the Marketing students at *SMK Putra Anda Binjai*?
2. What English speaking materials are needed to meet with the Marketing students' need at *SMK Putra Anda Binjai*?
3. How are the English Speaking materials developed through Content Based Instruction approach for the students of Marketing study program at *SMK Putra Anda Binjai*?

1.3. The Objectives of the Study

In line to the problems, the objectives of the study are :

1. to analyze the existing English speaking materials used currently by the students of Marketing study program at *SMK Putra Anda Binjai*.
2. to investigate English speaking materials which meet to the Marketing students' learning need at *SMK Putra Anda Binjai*
3. to develop English Speaking materials for Marketing students through Content Based Instruction at *SMK Putra Anda Binjai*

1. 4. The Scope of the Study

This study deals with the development of English Speaking materials through Content Based Instruction (CBI) for students of Marketing in Vocational High School, particularly the students of Marketing Class XI PM of *SMK Putra Anda Binjai*.

1.5 The Significances of the Study

This research is expected to give valuable contributions, Firstly, theoretically, the results of this study are expected to provide new contribution in research on English learning classes especially in vocational school. The results of this study are also expected to be one of the reference that could be useful in developing speaking materials in English especially for the marketing students. Secondly, practically, the result of this study significant for the following parties:

1. To the students of marketing program, this study provides relevant English speaking materials, so that it is expected can increase the students' motivation in learning English.

2. To English teacher, this study can be used as a reference or hand book in teaching English, especially for Marketing students.

3. To other researcher, this study can be used as reference for further related study.