

# CHAPTER I

## INTRODUCTION

### A. The Background of the Study

There are two types of secondary schools in Indonesia, which can be differentiated meet the specific needs and interests of the students. They are general secondary school (SMA) and vocational school (SMK). General secondary school focuses on increasing knowledge and improving skill for further study in institutions and living in the community while vocational secondary school focuses on skill development that apply to specific occupation.

There are many kinds of major in vocational secondary school, one of them is Marketing study program. Giving relevant materials to the vocational school students is also needed by the curriculum that implemented now, Curriculum 2013.

In English, there are consists of four skills which have to be mastered by students; there are listening, speaking, reading and writing.

According to Carroll (1990:5) writing allows us to share our communication not only with our contemporaries, but also with future generations. It means, writing is an activity to give information which is understandable into a text. Writing is one of the skill that student have

learn, students have to consider some basic skills in writing, such as arranging grammatical sentences, punctuating, typing and spelling because by having writing skill they will be easy to write and produce language into written text. In writing, we combine clauses into sentences in the following order: the core idea becomes the main clause, subsidiary ideas become subordinate clauses, and so on. (Hammond 1991). To improve writing skill, students need to do some practice. They need to read many of examples of descriptive text to develop their skills. Writing is important for students to improve their skill in English, the writing materials need to be developed.

Based on the researcher's preliminary observation in SMK NEGERI 1 MEDAN, it was found that, the students use English Textbook from the government, unfortunately the textbook is also used by the general high school. The book is not in accordance with the students because the book is also used by students in General High School, it makes the students from Marketing Study Program do not learn English writing materials based on students' need. According to Richards (2006: 12) The purpose of a needs analysis is to establish the kind of communication skills that learners would need to acquire if they were in various vocational or educational positions, as well as the linguistic characteristics of specific contexts. According to Richards (2006: 12) A needs analysis is a process that identifies the kind of communication skills that learners would need to acquire if they were in various vocational or

educational positions, as well as the linguistic characteristics of specific environments. Satya (2008:61) states The learner-centered approach to teaching English as a foreign language or second language is known as English for particular purposes. It can be English for Business, Tourism, technology, and so on. ESP is useful to teach the language the learners need to communicate effectively in their study program or work.

Based on Choirul Rohmah's thesis, "Developing English Learning Materials For Grade X Marketing Study Program Students". The result of the research shows most of the students (78%) have motivation to learn English in order to get work after they finish their vocational school. Related to English proficiency, most of the students (91%) were early intermediate. Therefore, the students need English learning materials which support their future job. The materials may contain English expressions and the responses to communicate with others, technical terms, and also simple business letters. The topic of the learning materials should be related to communication in a workplace.

From Yohana's thesis entitled "Developing English Learning Materials for Grade X Students of Beauty Study Program". The result shows that the students prefer to have texts with pictures and also containing terms on beauty. To do the tasks, the students want the teacher to create a good atmosphere of teaching and learning process.

From Umi Ismiyati's thesis entitled "Developing English Learning Materials for Grade XI Students of Patisserie Study Programme". Some conclusions about effective English learning materials for grade XI Patisserie Study Programme students may be formed based on the findings of the requirements analysis and the materials evaluation. First, the topic within units of the developed materials should be related to the patisserie field. Its goal is to adjust the content to the students' preferences. It's also related to their field research. Thus, they find learning English is meaningful. Second, each unit of designed materials should have a design that includes an introduction, a core lesson, reinforcement, and a fun element.

Based on findings above, writing materials that are concerned to Marketing students will be developed in order to fulfil the students' need in relation with their major. The fact that the students do not use relevant materials where writing skill should be mastered by the students of Marketing study program. English writing materials for tenth grade students of SMK NEGERI 1 MEDAN will be developed through Scientific Approach and hopefully it helps the teaching and learning process of writing. And develop the students' writing skill especially in writing descriptive text in the future. Wyrick (1987:227) states that descriptive text is one in which the writer tries to imagine what he is describing. It means that descriptive text is used to describe a particular thing/object, place, or person.

## **B. The Problem of the Study**

Based on the background, the study's problem is:

How are English Materials of writing descriptive text for Tenth Grade students of Marketing Study Program at SMK NEGERI 1 Medan developed based on Scientific Approach?

## **C. The Scope of the Study**

Based on the background of the study, this research is focused on the development of writing materials of descriptive text based on scientific approach . it is applied for tenth grade in SMK NEGERI 1 MEDAN. The materials are about descriptive text refers to Basic Competence English Subject for SMK curriculum 2013 revised version. It is 4.4 Descriptive Text regarding tourist attractions and historical building.

## **D. The Objective of the Study**

As mentioned in the problem of the study, the objective of this study is to develop English writing materials of descriptive text for tenth grade students of Marketing study

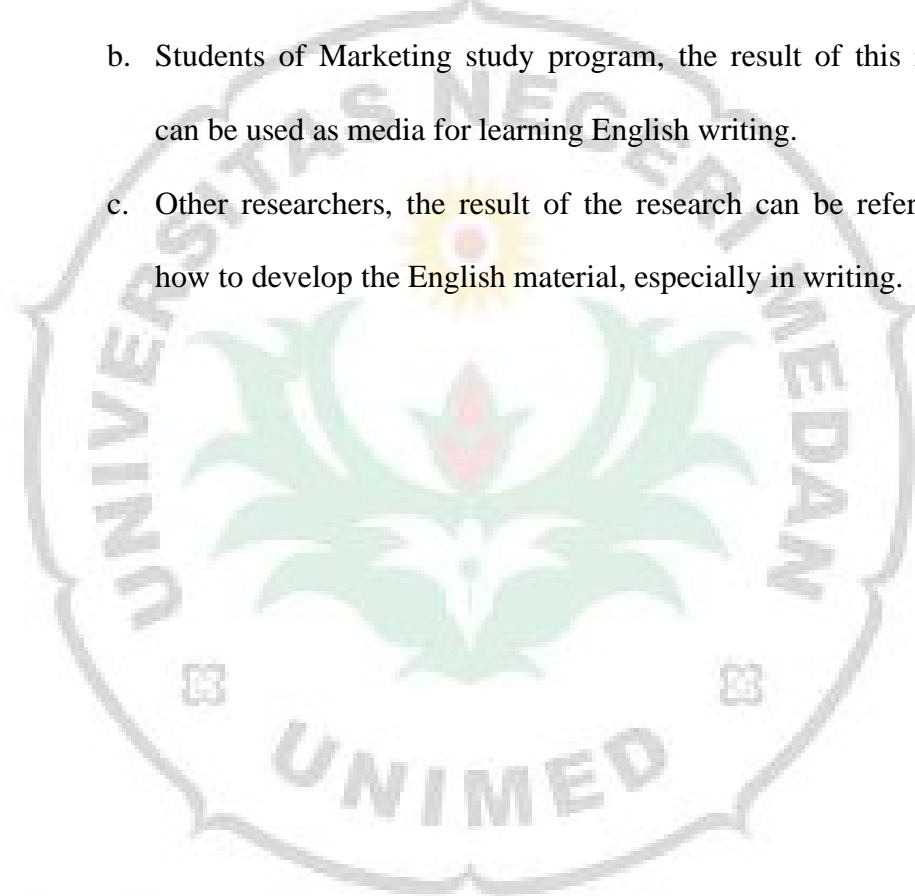
Program at SMK NEGERI 1 MEDAN by using scientific approach.

## **E. The Significances of the Study**

This study are expected to be relevant and useful theoretically and practically. This research is hoped to give contribution to the following parts:

1. Theoretically, this research can be provided to give information about developing English writing materials to teachers.

2. Practically, the result of the research will be useful for:
  - a. English teacher of Marketing study program, the result can be the example of how to design English writing materials
  - b. Students of Marketing study program, the result of this research can be used as media for learning English writing.
  - c. Other researchers, the result of the research can be reference on how to develop the English material, especially in writing.



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