

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDICES	viii
CHAPTER I INTRODUCTION	1
A. Background of The Study	1
B. The Problem of the Study	6
C. The Objective of the Study	6
D. The Scope of the Study	6
E. The Significances of the Study	6
CHAPTER II LITERATURE REVIEW	8
A. Theoretical Framework	8
a. Reading	8
b. Reading Comprehension	10
c. Process of Reading Comprehension	11
d. Genre of Text	12
e. Descriptive Text	13
f. Fashion Design Program	15
g. English for Specific Purposes (ESP)	16
h. Curriculum and Syllabus	19
i. Course Design	21
j. Material Design	23
k. Materials Evaluation	24
l. Material Development	26
m. Research and Development	28
B. Relevant Studies	31
C. Conceptual Framework	33

CHAPTER III RESEARCH METHODOLOGY	36
A. The Research Design.....	36
B. The Subject of Research.....	36
C. The Research Instruments	37
D. The Source of Data.....	37
E. Technique of Collecting the data	38
F. Technique of Analyzing the Data	38
G. The Steps of Developing Materials.....	38
CHAPTER IV RESEARCH FINDING AND DISCUSSION	41
A. Research Findings	41
1. Gathering Information and Data.....	41
2. Analyzing Data.....	42
3. Designing New Reading Materials	48
4. Validating by Experts.....	51
5. Revising Reading Materials	52
6. Revised-Developing English Reading Materials (Final Product)	53
B. Discussion	55
CHAPTER V CONCLUSIONS AND SUGGESTIONS.....	58
A. Conclusions.....	58
B. Suggestions.....	59
REFERENCES	60
APPENDICES.....	62

