

TABLE OF CONTENTS

	Pages
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
TABLE OF FIGURES	vii
LIST OF APPENDICES	viii
CHAPTER I INTRODUCTION	1
A. Background of the Study	1
B. The Problem of Study.....	4
C. The Objective of the Study.....	5
D. The Scope of the Study	5
E. The Significance of the Study.....	5
CHAPTER II REVIEW LITERATURE	6
A. Theoretical Framework	6
1. Materials.....	6
2. Learning Materials Development.....	6
3. Materials Development	8
a. Principles and Procedure of Materials Development	9
b. Materials Development Procedures	11
c. Materials Development as a Practical Undertaking	12
4. Developing Learning Materials for Specific Purposes	15
a. Need Analysis	19
1) What are target needs.....	20
2) Gathering information about target needs.....	25
3) Learning needs	28
4) Analyzing learning needs.....	31
5. Teaching Materials.....	33
a. Writing Materials.....	34
6. The English Text.....	38
7. Descriptive Text.....	39
a. The Nature of Genre Base Descriptive Writing	39
b. Kind of Descriptive Text.....	41
c. The Generic Structure and Textual Elements.....	43
d. The Language Feature.....	45
8. Research and Development.....	47
9. Related Studies.....	49

B. Conceptual Framework	50
CHAPTER III RESEARCH METHOD	53
A. Type of The Research	53
B. Research Design	53
C. Data and Source of Data	54
D. Instrument of Data Collection	54
E. Technique of Collecting Data	55
F. Technique of Data Analysis.....	55
G. Procedures of Materials Development	56
CHAPTER IV DATA ANALYSIS AND SEREARCH FINDINGS.....	57
A. Data	57
B. Data Analysis	58
C. Research Findings	59
B. Discussion	71
CHAPTER V CONCLUSION AND SUGGESTION	74
A. Conclusion	74
B. Suggestion	75
REFERENCES.....	76
APENDECES	79

