

## TABLE OF CONTENTS

	Page
<b>ABSTRACT .....</b>	<b>i</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>iii</b>
<b>TABLE OF CONTENTS.....</b>	<b>vi</b>
<b>LIST OF TABLES .....</b>	<b>ix</b>
<b>LIST OF FIGURES .....</b>	<b>x</b>
<b>LIST OF APPENDICES .....</b>	<b>xi</b>
<b>CHAPTER I : INTRODUCTION .....</b>	<b>1</b>
1.1 The Background of the Study .....	1
1.2 The Problems of the Study .....	11
1.3 The Objectives of the Study .....	11
1.4 The Scope of the Study.....	12
1.5 The Significances of the Study .....	12
<b>CHAPTER II : REVIEW OF LITERATURE .....</b>	<b>14</b>
2.1 Theoretical Framework .....	14
2.1.1 English For Specific Purpose .....	14
2.1.2 Esp Types .....	15
2.1.3 Learning Materials .....	18
2.1.4 Principles of Learning Materials .....	19
2.1.5 The development of Learning Materials .....	21
2.1.6 Models of Learning Materials .....	22
2.1.7 Reading Materials .....	26
2.1.8 Reading Materials for Marketing Department .	28
2.1.9 Authentic Materials .....	29
2.1.9.1 The Usage of English Materials in the	
Classroom .....	31

2.1.9.1	The Advantages of Authentic Materials.....	34
2.1.9.2	The Disadvantages of Authentic Materials... ..	34
2.1.10	The Development English Reading Material for Marketing Department.....	35
2.1.11	Need Analysis.....	37
2.2	The Relevant Previous Studies .....	42
2.3	Conceptual Framework .....	48
<b>CHAPTER III :</b>	<b>RESEARCH METHODOLOGY .....</b>	<b>51</b>

3.1	Location of the Research .....	51
3.2	Research Design .....	51
3.3	Targeted Clients .....	52
3.4	The Technique and Instrument for Collecting Data .....	52
3.5	Techniques of Analyzing Data .....	53

**CHAPTER VI: DATA, DATA ANALYSIS AND MATERIAL  
DEVELOPMENT..... 58**

4.1	Data Ananlysis .....	58
4.1.1	The Evaluation and Need Analysis .....	58
4.1.1.1	The Evaluation of Teaching and Learning of English for Marketing Department.....	58
4.1.1.2	The Need Analysis of Teaching and Learning for Marketing Department.....	61
4.1.2	The Development Syllabus of English Reading Materials for Marketing Department .....	66
4.1.3	The Development of English Reading Materials for Marketing Department .....	70
4.1.4	The validation of English Reading Materials	

for Marketing Department.....	71
4.2 The Result of Interview and Documentation.....	78
4.3 Discussion.....	80
<b>CHAPTER V: CONCLUSION AND SUGGESTION.....</b>	<b>84</b>
5.1 Conclusions.....	84
5.2 Suggestions .....	85
<b>REFERENCES.....</b>	<b>86</b>
<b>APPENDICES</b>	