

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusions

After analysing the data, the conclusion were drawn as the following

1. The existing English reading materials were not match with the needs of the students of marketing department, and the English reading materials are too general to be learned. Thus, it was changed into more suitable English reading materials based on the needs of the students in order to perform well in the workplace and the writer made the materials of reading are provided for the students for one semester.
2. The new English reading materials should be developed through authentic materials in order to meet the students' needs. The reading materials should fullfil the components of a task by following lay out such as topic/theme, basic competence, indicators, starting up, orientation, assessment and glossary. The content must attractive for learning process, completed full color, picture or photograph, text must be wrote clearly, using vocabulary appropriate with their field, and using short question.
3. And finally, the new reading materials should be validated by experts' judgement by conducting the questionnaire to the experts thus the new reading materilas could be acceptance. The questionnaire has components of linguistics, process, product, and design/layout. The result of the questionnaire has shown the new reading materials are suitable for marketing department students.

## 5.2 Suggestions

In relation to the conclusion, it is suggested that:

1. The English teachers in marketing department should provide the reading materials which are match with the needs of the students of marketing department because of the appropriatness learning materials can prepared the students to be ready in the workplace environment.
2. TheEnglish teacher should use authentic materials as his/her approach in teaching marketing English for marketing department students.
3. The English reading materials should be validated to the experts in order to provide a suitable reading materials for marketing department students in order to meet the needs of students, teachers and stakeholders.