

CHAPTER I

INTRODUCTION

A. The Background of the Study

Living in globalization era people learn many languages. Language is as a main tool for communication to express the feelings, thoughts, and ideas to other people. English is as the one of the language in the world and it is an international language which is learned by the students in Indonesia. It has been taught broadly in Junior High School, Senior High School and Vocational High School (VHS), either in public or private school. Since grade seven until grade twelve, English becomes a compulsory subject and even it becomes one of the subjects examined in National Examination. Learning English is important, especially for those who are going to face the real working field after graduating from schools, in this case VHS students.

Vocational High School is the secondary school which is equivalent with the Senior High School, however the VHS is the school which has the specific skill who will be ready for work which is different from Senior High School. For the students who want to get job and without continuing the study in the university, they choose this type of school. In other case, those who want to continue and learn more about their knowledge, they can continue their study to university and choose the program which relate to their program in VHS. There are some program in VHS such as Bussiness and Management, Tourism, Flight, Fashion And Designer, Computer, Culinary Art, Mechanical Engineering, etc.

Office Administration is one of the programs from the major of Business and Management of VHS in Indonesia preparing the students to face the global competition. It produces the graduates of Office Administration to be professional and skillfull. One of to be a skillful worker is having a good ability in oral communication which is the major in the competition of working. Competing in the international company suppose the people to be able in communicating english language either in spoken or written. They are expected to know how to serve the client, manage the schedule and organization, make a meeting, how to collaborate with client and so on. To have a good oral communication, the students have to improve their english speaking skill because speaking is one of the four skills in English which is important to be learned by students with the appropriate english material relate to their vocation.

Learning materials have the important role to fulfill the need learning of students. It is the most important components of the instructional process and used to help transfer information and make the VHS Students become more familiar with English that relevant with their study. Good and appropriate materials will give positive influence to the students' learning process. Since English teaching in VHS aims to support the students' competence in a certain study program, appropriate English learning materials for VHS should be based on the learners' needs, and they should represent the characteristics of each study program.

Unfortunately, most of VHS in Indonesia still have problem related to the availability of English learning materials which are appropriate for the students. The materials which are provided by the government and launched by some

publishers are still general. The materials are both specified to the certain study program. This also happens in SMK Bina Bersaudara 1 Medan in which the English learning materials of Office Administration are not related to the students's need. Especially in English Speaking material which provide some dialog in general conversation and some expression is different and not related to the study program.

Here is an example of irrelevance conversation in the textbook page 75 :

Dialogue 6 Agreement/Disagreement

- X : How about going camping next week?
 Y : No, I don't agree, the weather is bad these days
 X : Yes, you are right. Do you have opinion?
 Y : How about going fishing?
 X : That's a good idea. One hundred percent I agree with that
 Y : Okay, we will go fishing next week

From the dialog above, the conversation is not relevant with their major because the topic is not specific and not relate with their major of Office Administration, according to Lailyfiah Erma (2016) state that the students of Office Administration program needed English to improve communication skills primarily in handling a telephone call, handling guest and delivering a presentation. As stated in Journal of Ampa Andi Tenri (2013) ESP course is to be designed to meet the specific learning needs of a specific learner or group of learners within a specific time frame for which instruction in traditional General English will not suffice. It can conclude that the English material has to be developed with specific and appropriate with the major to fulfill the competence of English learning.

In SMK Bina Bersaudara 1 Medan, the English competence students' of Office Administration, especially speaking is relatively low. One of the factors cannot get the appropriate of English Speaking material they needed to develop their speaking skills based on their vocation. In addition the students' learning motivation is relatively low to practice the English conversation because they lack of vocabulary. They do not realize that learning English is very important for their future. In which English as the one of the requirements to get the job.

Teachers who have already known this situation are expected to design materials that are relevant to the students' needs, but since their limitation of time, energy, and lack of understanding on how to design materials for specific field, it is almost impossible for them to design such materials. It is time-consuming to conduct needs analysis, match the related topics to syllabus, and evaluate the materials, while as we know teachers have so many things to do to carry out their duty as educators.

Designing materials that are appropriate to the major is not an easy matter to do and is not such an instant process. It is true that the government has always tried to develop materials from time to time. However, designing such matters needs a lot of things to consider. The available materials are actually not bad, but they just do not meet students actual needs and it is even hard to find specific English materials to use for Vocational High School especially to Office Administration students.

Based on the reasons above, the writer wants to try to develop an English speaking material for the Grade Eleven Second Semester students' of SMK Bina Bersaudara 1 Medan. The English Speaking Material developed is hopefully to help the teaching and learning process of Speaking to improve and develop the students' speaking skill and be a solution for the teachers in facilitating the study.

B. The problems of the study

Based on the background of the study, the problems of this study can be formulated as follows:

1. What are the target needs and learning needs of the grade eleven students of Office Administration program in SMK Bina Bersaudara 1 Medan?
2. How are English Speaking materials developed for the grade eleven students of Office Administration program in SMK Bina Bersaudara 1 Medan?

C. The Objectives of the Study

Based on the problems of the study, the objectives of this study are as follows:

1. To describe the target needs and learning needs of the grade eleven Students of Office Administration program in SMK Bina Bersaudara 1 Medan
2. To develop the appropriate English Speaking materials for the grade eleven students of Office Administration program in SMK Bina Bersaudara 1 Medan.

D. The Scope of the study

The research is limited into developing an English Speaking material which focused on the relevant transactional and interpersonal dialogue for the grade eleven second semester students' of Office Administration Program at SMK Bina Bersaudara 1 Medan.

E. The Significances of the Study

The significances of the study is as follows :

(1) Theoretical Significance

This study is expected to enrich information about how to develop English speaking material for the Office Administration students. The materials are expected to provide a good refference and useful in developing the knowledge and science.

(2) Practical Significances

- a) for Students of Office Admistration program, the result of this study as a source of information and useful inputs to have more practice in their language skills.
- b) for English teacher, the result of this study are expected to be one of the resources to inspire teacher in designing materials that are appropriate for their students in order to improve the English teaching and learning process
- c) for Other researchers as references to conduct similar study on a different field of study.