

## ABSTRACT

**Rahmah, Siti. Registration Number : 2132121053. Developing English Speaking Materials Based on Task-Based Learning for Grade X Students of Marketing Study Program at SMK Negeri 1 Medan. A Thesis . English Educational Program. State University of Medan, 2017.**

The study aim to appropriate English speaking materials through task-based learning approach for grade X students of marketing study program at SMK Negeri 1 Medan. this study was conducted by applying the six phases of educational research and development Gall, Gall and Borg which are 1) Gathering information and data, 2) Analyzing data, 3) Designing speaking materials based on task-based learning, 4) Validating new speaking materials based on task-based learning by expert, 5) Revising speaking materials based on task-based learning, and 6) Final Products (speaking materials based on task-based learning). It was found that students agreed that the existing materials currently used by the students were irrelevant with marketing study program. The irrelevant materials were then developed through TBL approach and relevant with their study program. The learning materials were developed into 3 units of speaking materials. The learning materials were then validated by two experts. The average score of the validation was 82,3 it showed that learning materials were very good, relevant, and feasible.

*Keywords: English speaking materials, Marketing Study Program, Research & Development (R & D), Task-Based Learning*