

CHAPTER I

INTRODUCTION

A. The Background of the Study

In this new era, where technology has developed, communication can be done globally by exerting transmission. Now people can communicate by using hand phone, radio, television and internet from all over the world. Thus English as the most language used has been more expanded and globally accepted as the international language of technology and commerce, it makes people BE motivated to learn English.

In education, we can see that any levels of education in Indonesia requires English as one of the subjects taught in school, from elementary to college and also it becomes one of the subjects examined in national examination. English learned by high school students is divided into two, they are general high school and vocational school. General high school pay attention to expand students' knowledge, to improve students' skill, and to prepare them for further education. Meanwhile vocational high school is a high education that prepares students primarily to work in a particular field. It focuses on creating students' skills to a certain specific occupation as well as developing students' professional attitude.

One of the Principles of Vocational Education used by Ministry of Education and Culture based on Charles Prosser (1952) in Reynaldo L. and Martinez Jr. (2007) is Vocational education should pay attention to market demand

(regardless of labor market signs). And apparently, English language skills have become the absolute criteria the company desires of a prospective employee. To fulfill that concern, anything that can contribute to students' learning achievement should be considered to support teaching learning process including text materials.

ESP is based on needs analysis which is aimed at specifying what exactly the needs of the students in studying English. In order to meet the learner's needs, a course developer is required to contribute his or her skill to design a specific syllabus and materials for the specific purpose of learning English. ESP is essential to design teaching materials in meeting students' needs.

Thus, when teaching English in Vocational School, teachers should take notice of designing teaching materials based on students' needs related to the vocations that the students focus on. In line with Hutchinson and Waters (1987:19) ESP is an approach to language teaching in which all decisions as to content and method are based on the learner's reason for learning. If the process of English teaching in a Vocational School does not apply ESP as an approach to meet students' needs, there will be a condition that the English taught to the students will be useless because of the gap between the English materials and what the students need about English as an international language related to a vocational purpose that they have.

In a language teaching, materials finally go to skills of the language, included in teaching English as a foreign language. There are four skills which are expected that students have in learning English; they are reading, listening, writing, and speaking.

Reading materials as one of the parts in English learning materials are considered essential since they can help students to get more exposure in English as well as to learn something new about their discipline.

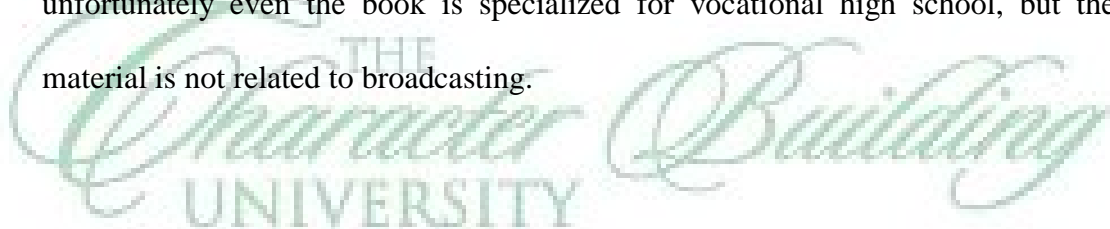
The fact, that the abomination of learning English is reading a text or a passage. But most of the students are too lazy to comprehend a text through having a reading activity. A long text or passage makes them so bored to read; furthermore, the topic is not interesting for them; it is not related to their environment, and the text has too-complex grammar. Meanwhile, by having a good proficiency in reading skills, they actually get to know something new and build the curiosity of certain terms or vocabulary related their subject study in this case is broadcasting. The students are at least expected to know broadcasting terms in English that they will find later on once they face the real working field, such as understanding manuals, knowing instructions in broadcasting, handling equipment in production, and so on. Then later, they will not see English simply as a subject they must go through during the school, but they will consider English as something they have to learn in order to support their better career and future.

Broadcasting field has started to be considered as relatable job for students in these recent years. Due to the demand of rapid exchange information these days, there are many new radios that air up to midnight, with various programs offered from talk shows, music shows, etc. Similarly, what happens to television broadcasting, where television broadcasting today is much more advanced than in the previous era.

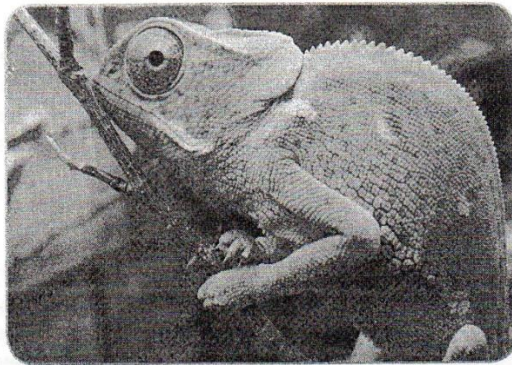
As the result to education, broadcasting has become the one of the prestigious vocations in high school in the world. In Indonesia there are lots of broadcasting schools mostly in Java. In Medan, there is BroadcastingBina Creative as the first school providing Broadcasting class. An advanced education should be accomplished as the strong basis to empower broadcasting field in Medan.

One of the important things need to be accomplished is by providing relevant teaching material. As stated by O'Neill (2003) emphasizes that teaching materials help a teaching and learning process; the teaching materials must be suitable for students' needs, even if they are not designed specifically for them, the teaching materials should make it possible for students to preview and prepare their lessons, and the teaching materials should allow for adaptation and improvisation. In many cases, teaching materials are the center of instruction and one of the most important influences on what goes on in the classroom.

As the result of preliminary data that the researcher conducted on June 5th 2017, it was found the materials in the English Textbook published by *Erlangga* which unfortunately even the book is specialized for vocational high school, but the material is not related to broadcasting.



Text 2



Source: wikimedia.org

Chameleons are a family of lizards. There are about 160 species, living in Africa and south Asia. They have been introduced to California and Florida, and are found in warm habitats. They are considered unique animal with distinguished characteristics. They have long and sticky tongues which can be propelled out in seconds. Their tongue can stretch up twice their body size. Their eyes are big and can rotate independently. The largest species is about 1.5 feet in their natural habitat.

Some chameleon species also possess the ability to change their skin colors. Different chameleon species are able to vary their coloration and pattern through combinations of pink, blue, red, orange, green, black, brown, light blue, yellow, and purple.

Figure 1.1 Existing Material

It was found that this report text talked about Chameleons which has no relation for Broadcasting class. Thus, based on ESP theory it cannot fulfill the students' need.

This study discusses English for a specific purpose especially the materials for students of Broadcasting class due to the fact that, based on the writer's observation, materials found in vocational senior high school for Broadcasting class in Broadcasting Bina Creative have no relation to its field. In other words the materials were too general and sometimes went too far from the scope of students' majoring. Consequently the teaching is mainly focused on the linguistics forms. Therefore the writer concerns with the materials especially reading materials in report text, as the reason because report text is suitable to provide information about many things related to broadcasting area in general. As stated by Pardiyono

(2008:271) report text is a text which presents information about something, as it is. Later students will get to know some terms in broadcasting field through reading comprehension that is related to their field job without burden.

B. The Problem of the Study

Based on the background above, the problem of study is formulated as follow:

1. “What report text materials for reading skill are relevant to be prepared for students of Broadcasting class grade XII?”
2. “How to develop English reading materials for students of Broadcasting class grade XII?”

C. The Objective of the Study

The objective of this study is:

1. “To find relevant English reading materials: textbook focused on report text needed for the students of Broadcasting class grade XII?”
2. “To develop appropriate English reading materials: textbook focused on report text for the students of Broadcasting class grade XII”.

D. The Scope of the Study

The present study is aimed at developing ESP materials : textbook focused on report text for the grade XII of Broadcasting vocational school in order to support teaching learning for the students.

E. The Significance of the Study

The research findings are expected to provide information which may have theoretical as well as practical value.

Theoretically, the findings of the study later will add some new theories and information about developing English reading material for ESP program especially for broadcasting vocation.

Meanwhile practically, the findings become a useful input and source of reference for the English teachers especially in Senior High School in their attempts to develop the materials in English material. In addition to this, the findings of this study are also expected to be a motivation for the students as the suitable text materials will make them easier to comprehend the materials and help them in their future.

