# CHAPTER I

## INTRODUCTION

### 1.1. Background of The Study

The present era is popularly known as the era of globalization with the rapid advance in science and technology. It can be seen that all aspects of our life are influenced by the science and technology. Every time and everywhere, the people use the product of the science and technology. Some of the products are like mobile phone and internet. These two things influence the daily life activities. These products make the world smaller and smaller. To keep up with the development of science and technology, a good will to learn many things is undeniable. It is caused by the rapid changing of everything so it must be important to get the new information every time and every where. In this era the one who gets information rapidly is the one who can be the successful person. To face the information era and globalization era, people must prepare everything to survive. Globalization (or globalisation) describes an ongoing process by which regional economies, societies, and cultures have become integrated through a globe-spanning network of communication and execution. The term is sometimes used to refer specifically to economic globalization: the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology. However, globalization is usually recognized as being driven by a combination of economic, technological, socio cultural, political, and biological factors. The

term can also refer to the international circulation of ideas, languages, or popular culture through acculturation.

Information era emerges the term informatics namely the science of information. Informatics as the academic field is a broad academic field encompassing artificial intelligence, cognitive science, computer science, information science, and social science. In Computer science informatics is the study of information and computation. In Information science informatics is the study of the processing, management, and retrieval of information.

In this era people must master the language used globally and must be familiar with the latest result of the technology. In the information and globalization era the world becomes smaller and smaller and the boundaries among the countries becomes unlimited. The other characteristics of this era are the ease to get the information from around the world and the application of technology in every part of our daily activities. The people can not deny or reject the influences of this era in their life but the influences of the era can make them the actors and sometime the victims. The result of the era is that we are familiar with the term of *Information Technology (IT)*. Information technology is the study, design, development, implementation, support, or management of computer-based information systems. However, recently we have had the improvement of IT which is known as *Information Communication Technology (ICT)*. Communication is one of the most important parts in this era. ICT is the general term which covers all kinds of technology to manipulate information and communication.

Therefore, in the globalization era there are two most important things which always influence all human activities namely computer and English. They are interrelated one another. Computer is a mass product which is used everywhere to make the work easier and simpler. Thus, education to master computer knowledge is very important. Based on this reason we get now ICT lesson as a part in our curriculum and we get many colleges which train the students in informatics and computer like *Informatics Management and Computer Academy*. In Indonesian it is known as *Akademi Manajemen Informatika dan Komputer (AMIK)*.

English has been one of the prestigious languages used all over the world. It has been accepted as the international language of technology and commerce. Thus, more and more people are motivated to learn English. Sometimes, English is learnt for a different purpose which is designed based on the field of someone's need. English is learned to support their work in a certain field. In this case the learners have got the target to learn English. General English is not suitable anymore for those learners so we have to modify General English according to target of the learners. The result is that the learners need specific English. For this reason, the learners who learn Business, Medical, Technical department, should be given special English named English for Specific Purposes (ESP). The name of the course becomes Business English, Medical English and Technical English.

ESP is seen as an approach, not a product, which means that it is not teaching special form of a language but it can be identified as typical of a particular context of use. It means that the learners would likely to meet in the

target situation (Hutchinson & Waters, 1986). ESP is not just a matter of science works and grammar for scientist, etc. but it is linked with performance and competence. It means that what people actually do with language and the range of knowledge and ability, which enable them to do it.

ESP is defined to meet specific needs of the learners, ESP may be related to a design for specific disciplines or fields such as how ESP implemented for Computer Operator, Technician and Programmer. With this situation, it is understood why English subject becomes obligation for students of college and university. The students are expected to be familiar with English in the work places. Thus, the study of ESP materials is relevant and this is also the reason for investigating the ESP courses for the students in order ESP will help them to understand and to simplify well about their work.

Nevertheless, many teachers and lecturers of vocational schools or colleges are not familiar with the role of ESP in English Teaching. They ignore the students' need by giving them the general English. Actually, teachers and lecturers should feel guilty if they teach general English to those who are majoring in vocational schools or colleges because they actually should teach the students with ESP which can support their basic knowledge in their major. It is not easy to teach English for those whose major is not English. They think English simply as complementary subject so they ignore the English learning in their major. At present many teachers and lecturer are not familiar with the needs of their students. They always force the students to follow his or her knowledge in English and they give what they have got as general English. They don't want to learn materials that fit the students major

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where they are teaching. However, the good teachers and lecturers who teach in the vocational schools and colleges like computer, business and law are those who willingly try to use the materials that can fit students, needs for their teaching. For instance, the topic which will be taught must be up to date and familiar with the learners. They have to follow the hot news or hot issues which relates to their learners' major. One of the hot issues which relates to the students of *Informatics Management and Computer Academy* is *face book*. In other words the materials should be changed in accordance to the emergence of many issues in their major. Therefore this study tries to find out the suitable and interesting ESP materials for students of *Informatics Management and Computer Academy* which can supports their major knowledge and stimulate the learners to be interested in learning English.

## 1.2. Problems of the Study

Related to this study, the problems are formulated as follows:

1. What ESP materials are suitable for the Informatics Management and Computer Academy students?

2. What English course design should be planned to meet Informatics and Computer Management Academy students' needs?

## 1.3. Objectives of the Study

The purposes of this study are:

1) To find out the appropriate English materials to the students of Informatics and Computer Management Academy needs

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2) To find out the appropriate course design which meets the students of Informatics and Computer Management Academy needs.

## 1.4. Scope of the Study

The present study is aimed at designing ESP materials as well as preparing English materials for the first year-students of informatics management and computer academy in order to put a stronger basic of English for those students. With this strong basic of English they will be able to learn all of their major's knowledge.

## 1.5. Significance of the Study

The research findings are expected to be useful as an input for ESP teachers and lecturers. It is also to provide more information about the course design, syllabus design, students' needs and materials design for ESP programs especially for informatics. In addition to this, the findings of this study are also expected to be a motivation for the teachers and lecturers to improve their techniques in teaching English and for the students to improve their performance in English.