

ABSTRACT

Pratiwi, Tia. Registration Number: 2143121043. Developing English Speaking Materials For Students of Marketing Study Program Based On Role Play Method At Vocational High School. A Thesis. English Educational Program. Faculty of Languages And Arts. State University of Medan. 2018.

This study aimed at identifying the needs of grade tenth students of Marketing Study Program at SMKN 13 Medan in learning English transactional speaking and concerns on how English speaking materials are developed for students of marketing study programs based on role play method at SMKN 13 Medan. The nature of this study is Research and Development (R & D). This research conducted in 6 stages, they are: (1) gathering information, (2) analyzing data, (3) designing materials, (4) validating by experts, (5) revising, and (6) revised-developing speaking material (final product). This study involved 32 tenth grade students of the Marketing Study Program at SMKN 13 Medan as the research subjects. The instruments for collecting the data were questionnaire and interview. The results of the needs analysis questionnaire and the expert assessment were analyzed using percentage. Data got from the result of need analysis was being the basis in developing the product. The final product consisted of 3 chapters: *What Do You Do?*, *Selling and Promoting*, *Handling Complaints*. Then, based on the experts' assessments, the product is appropriate for the tenth grade students of the Marketing Study Program at Vocational High School. It was proved by the mean score of 3.7 out of 5 by the lecturer and 4.7 out of 5 by the English teacher which means the product is good and relevant.

Key words: *Research and Development (R&D), Role Play, Speaking Materials, Marketing Study Program, Vocational School.*

