

## CHAPTER I

### INTRODUCTION

#### A. The Background of the Study

Vocational high school is one of education institution that includes English as a compulsory subject. Through President's Instruction No. 19 Year 2016, the government give directions to Vocational High School's stakeholders to provide maximum support in Vocational High Revitalization in order to achieve the goal of having graduates who are skilled, creative, innovative, resilient, and well-prepared to face the demands of the global world which is growing rapidly. According to Rupert Evans (1978), Vocational Education is a part of education system that aims someone to be more capable to work in one working field better than any other fields. Based on UU No. 20 Year 2003 Article 15, Vocational High School is a High School that prepares the pupils to work in a particular job sector. This means that students are expected to be an effective and efficient worker in the future. The student might work in a company or make their own business. For that reason preparing them with an English ability is very important. Since the goal of teaching English is to enable students to have the ability in developing the communicative competence in oral or writing form. Students need to develop English knowledge and basic skills to achieve the competencies required for the vocational program and to apply the mastery of English skills to be able to communicate in the oral and written forms at the intermediate level.

Speaking skill is crucial for vocational students, especially for Marketing students. Related to their major, marketing students need to have good public

speaking because public speaking will be crucial role to help them in doing presentation, ordering, meeting, and selling. Reason to choose speaking skill in this study was generally that it will be very useful for the students of the marketing study program because their main needs in their future career is to communicate vocationally with people around them.

In order to improve students' speaking skills in an interesting learning method, role play activity is needed. Role play is a method of acting out particular ways of behaving or pretending to be other people who deal with new situations. In this case, Ladousse (1995:5) argues that when students assume a "Role", they play a part (either their own or somebody else) in specific situation. "Play" means that is taken on in a safe environment in which students are joyful and playful as possible. This method is also has been proven as an effective method by previous researchs.

But the fact, based on the researcher observation done toward the marketing students at SMKN 13 Medan, it was found that their speaking didn't reach the competency, students still get difficulties in doing conversation. From interview, the English teacher said that the students' speaking ability is still low. Most of them may not be able to do a conversation fluently, and also with the textbook. The textbook didn't provide the relevant speaking learning material. The topic used still inrelevance with Marketing study program. The textbook that the teacher used is "Bahasa Inggris – Kementrian Pendidikan dan Kebudayaan Republik Indonesia" that consist of general English material.

Here is an example of irrelevance unscript role play in textbook page 37 - 40 :

Task 1 - Make up a short dialogue for the following situations.

1. You plan to do the Biology project at the library after school. You ask your best friend to do it together with you.
2. You plan to go to the movie this weekend. You ask several friends to go with you. Two of you friends definitely agree with you, two others cannot make up with their minds.
3. School holiday is coming soon. You have a plan to go to your grandma's house in the country. You want to find out what your friend is planning.
4. It will be the school's anniversary next month. You and your friends are discussing the plan for the class performance. One of them seems to disagree with the idea because he thinks that it will need a lot of money.
5. A friend as absent because she is sick. You plan with your friends to visit her this afternoon. However, one of them makes an excuse for not going.

Task 2- Act out one of the dialog for the class.

Here is an example of irrelevance script role play in textbook page 33-34 :

Task 1- Read the following conversation. Take turns with your friends doing the role.

Holiday Plans

A long weekend is coming. Riri, Santi, and Bayu are talking about their plans.

Riri : It will be a long weekend soon. Do you have any plans?

Santi : Uhm, I', not sure. I don't have any idea yet. I think I might stay at home.

Bayu : Stay at home? Well, you could do something more interesting!

Santi : So, what about you bayu? Do you have any plans?

Bayu : Definitely! My dad and I are going to go fishing.

Santi : Fishing? It sounds boring too! Are you going to go fishing in the river near your house?

Bayu : No, We plan to go fishing in a lake near my uncle's house. Would you like to come with us?

Santi : Fishing? I don't really like fishing. I would rather stay at home than go fishing.

Bayu : What about you, Riri? What would you like to do on the long weekend?

Riri : I have made a plan with my mother about what to do on this long weekend. We are going to practice baking cookies.

Santi : That sounds like a very good plan.

Bayu : Are you going to bake choco chips cookies the last time?

Riri : well, yes. That is my favorite. But we will also try to make ginger cookies.

Bayu : Haha, I guess you should enjoy staying at home alone.

Riri : Oh, would you like to join me to learn baking cookies? You can come to my house.

Bayu : It's a good idea! Or will you go fishing with me and my dad?

Santi : Uhm.. not fishing I guess. But I think I would like to bake cookies with Riri. Thanks for asking me to join you Riri.

Riri : No problem. I will call you on Friday to let you know the time when we can start.

Santi : Thanks a lot. I will be waiting for your call.

Bayu : Have a nice long weekend everyone.

Riri, Santi : You too.

From the example above, it can be seen that the content of the dialogue is not in a marketing context. The dialogue above is about holiday plans and the participants in that conversation are talking about their activities which are various. It means that the context of that conversation is not focussed and also not relatable with marketing.

Lumbannahor (2016), a student of State University of Medan had done a research about English speaking material development and he developed a new learning materials using role play. The study was Developing English Speaking Material for Students of Business and Management program at Vocational School. He found that the students' need of speaking materials to be related to their study program and real work situation in order to make them familiar with all the language and expressions used in business and management context. In material development, he had done two stages; they were syllabus design and speaking materials. This study was conducted using R&D method and applying a term of ESP.

One of the ways to assist the Marketing students in fostering their speaking skill is through providing learning materials, as Moore (2001) says that the success of teaching and learning process is determined by a good preparation which contains six components, namely : topic, objective of learning, learning materials, activity, instrument/media and evaluation. In short, learning materials are one of the elements that determine the success in teaching and learning process. So by

providing learning materials for the speaking activity, it can help students to increase their speaking skill.

Furthermore, to support the public speaking achievement of Marketing students in order to foster their speaking skill easier and faster, developing English for Specific Purpose (ESP) was intended to improve the students skill of vocational high school. This statement was supported by Hutchinson and Waters (1987) who stated that ESP materials focus on the learner, so the clear relevance of the English course to their needs would improve the learners' motivation and thereby make learning better and faster.

Esteban (2002) also argues that ESP learning materials are as means to prepare the students to their target situation. Relevance learning materials to the students field of specialization can provide a bridge between English teaching and other subject of the students are engaged in, expands the students' knowledge of their major and present vocabulary in authentic way.

According to the law of Education System No.20 of 2003, a curriculum includes some ways or method as manual or learning activities in order to achieve some specific educational purpose. The recent curriculum applied in this school is curriculum 2013. It points out that the aim of education is to develop three aspects of students' competences which are attitude, knowledge, and skill.

Based on the explanation above, English supplementary speaking material development is intended to support the success of the teaching and learning process at Marketing students. It is considered can help the students to learn effectively and be more interested in learning English.

## **B. The Problem of The Study**

Based on the background above, the problem of the study is “How is the English speaking materials developed for students of marketing study program based on role play method at SMKN 13 Medan?”

## **C. The Objective of The Study**

The objective of this study is to develop relevant English speaking materials based on role play method for students of marketing study program at SMKN 13 Medan.

## **D. The Scope of The Study**

This study is limited on developing of English speaking materials for grade tenth students of marketing study program at SMKN 13 Medan, which focuses on the relevant transactional conversation in odd semester for the students because people who work in this field need to communicate well and have qualified public speaking.

## **E. The Significance of The Study**

The significance of this study is classified into two, theoretically and practically. Theoretically, this study is expected to enrich information how to develop English speaking material for Marketing students.

The practical significances of this study are expected to contribute : 1) Marketing students, as a source information and references to widen their horizon about the topics discussed in the research. 2) English teacher, as a souce of information and references in order to enrich their knowladge and horizon about this topic discussed. 3) Other researchers, as references to conduct similar research.