

## CHAPTER V

### CONCLUSSION AND SUGGESTION

#### 5.1 Conclusion

The aim of this research is to find out the needs to develop appropriate English learning materials for marketing students of SMK Putra Anda Binjai.

The findings of this research are:

1. The result of the need analysis showed that the existing English speaking materials are not appropriate student need material for speaking which related to their major and their future job after they graduate from the school with the students' skill. The arrangement of the book interrelated one and the other and there are no progress that can be connected and support from the previous topic to the next topic. In term of learning method there is not certain learning methods to help students learn speaking easily and can not motivate the students because the existing speaking material apply activities based learning. And about the skills doesn't help the students to improve students' speaking skills quickly.
2. From evaluation of questionnaire, the CBI is used in the development of the new English speaking material. The product of this English speaking materials entitled Speaking material for Marketing Student. There are four topics in the book 1) Nice to see you, 2) Could I have lower price. 3) What does it look like, 4) handling's costumer complain and it is completed with teacher's guide book

3. In developing the material, the expert judgement is needed to validated the materials. after the material has developed then it was validated by the expert judgement. The result of expert judgement showed that the total score value of the three dimensions is 102. The value is categorized as “Good” due to its position in range of 101 – 125. So the new Speaking materials can be used for the second grade students of marketing and it can help them in facing the future job.

## 5.2 Suggestion

The final product of this research is English learning materials for marketing students program. The result of this research is expected to be beneficial for the English teacher in Vocational High Schools and other materials developers.

1. To English teacher in vocational high school suppose giving more attention to the students needs learning English. It is not only prepare them to face national examination but as a teacher we should prepare them to be able in face the competition to look for a job after they graduate from school.
2. To other researcher, it is suggested that this study could be further expanded, elaborated and explored in other field in order to contribute they development of Educational Research and Development (E-RD) especially in English Specific Purposes (ESP) In Vocational High School
3. To All the readers, it is suggested to use this study as references for other research in Educational Research and Development.