

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background of the Study**

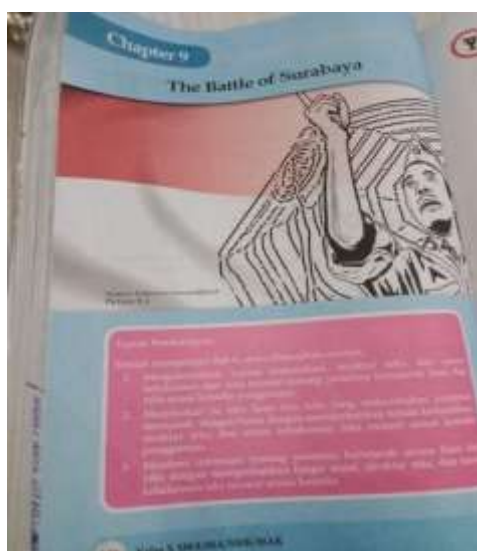
Vocational High School or SMK (Sekolah Menengah Kejuruan) is an educational institution which focuses on developing students' specific skills. Generally, Vocational High School provides several study programs for the students. In terms of English teaching in SMK, the Minister of Education and Culture Regulation No. 68, 69, 10/2013 about the basic competences of English states that English teaching in SMK is focused on developing communicative competence.

Material is one of some factors which have to be considered by the teachers to reach the objective of learning. According to Tomlinson (1998:2), materials can be anything which is used by teachers or learners to facilitate language learning. Tomlinson (1998:2) defines materials as any tools in the forms of both audio-video and printed- no printed things that are used to facilitate the learning of the language, not only restricted to course books. For examples: CDROMs, dictionaries grammar books, workbooks, photocopied exercises, etc.

English speaking materials for SMK should be based on the learners' needs, and they should represent the characteristics of each study program. Unfortunately, there are some SMK in Indonesia still use English learning materials that are same with SMA. Materials that are provided by the government and launched by some publishers are still general. It also happens in SMKN 1 Medan. This school has

three study programs, they are Office Administration, Tourism and Marketing Study Programs. Ideally, it should have three kinds of English learning materials for each program study. In reality, such kinds of materials aren't available in the school.

After the researcher observes the teaching and learning process, the syllabus and teaching material in Grade X Marketing Study Program classroom, I found the students still use a textbook entitled “Bahasa Inggris SMA/SMK/MA/MAK Kelas X” by KEMENDIKBUD RI 2016 that contains general materials. It can be seen from students’ textbook in chapter 9, the material is about “The Battle of Surabaya” that are not appropriate to marketing study program.



**Picture 1.1. The Learning Topic in the Textbook**

In order to support students learning activities, the students have to master speaking skills. But in fact, after the researcher interview the English teacher, she said that “Speaking materials that provide in the textbook are still general. There are no specific speaking materials about marketing that provide in the school, so sometimes I just make speaking materials spontaneously”. It means that speaking

materials are still limited that will make speaking practice of students are also limited. So, developing English speaking materials concerning marketing can help the students to train and practice their speaking skills.

Based on the observation and explanation above, the researcher will develop English speaking materials based on scientific approach for students of marketing study program. It will be different with other research because it will focus on descriptive text topic that is needed by marketing students and will be develop based on scientific approach.

McLelland (2006) said that the scientific method is a way of learning process by using critical thinking that will produce creative ideas. (Suharyadi, 2013) said that scientific approach is a process in finding out information in science by testing ideas through experimenting and making decisions based on the result.

There are many studies which show developing English learning materials for each study program at vocational high school is good and can help the students to get appropriate learning materials for their study program. According to Bayu S Pramesthi (2015), he found on his research that developed English learning materials based on scientific approach for students of SMK is categorized as “Very Good”. With the existence of appropriate course books, conducting the teaching and learning process in the class will become much easier and effective.

Malina (2018) found that developed speaking materials for students of Office Administration Program of Vocational School were very good, relevant and feasible. Nursiti, Moon, and Karmila (2018) found that developed supplementary

English speaking materials for nursing vocational school were categorized as strongly agreed. It means developing English speaking materials for students based on their study program is needed by the students at vocational high school.

### **B. Identification of the Problem**

Based on the background of the study above, there are two problems that found. First, the students of SMKN 1 Medan use textbook “Bahasa Inggris Kelas X SMA/SMK” by KEMENDIKBUD RI 2016 that means English materials that provided are still general. Second, there are no speaking materials about specific study program that provided and the teacher just made the speaking materials spontaneously. It means the students have the limited chance to practice their speaking skills because English speaking materials that are still limited. It can be conclude that there are two problems identified related to research topic. The first is related to the English materials that are still general for students of Vocational High School. And the second is about the limited chance for students to practice speaking skill because the speaking materials are also limited.

### **C. The Formulation of the Problem**

Based on the focus of the study, the problem of this study is formulated as follows:

How are English speaking materials of descriptive text for Tenth Grade students of Marketing Study Program at SMK developed based on scientific approach?

### **D. The Objective of the Study**

Related to the research question, this study aims:

To develop English speaking materials of descriptive text for Tenth Grade students of Marketing Study Program at SMK based on scientific approach.

### **E. The Scope of the Problem**

Developing all types of English materials will consume much time. This research will be conducted in limited period of time, it focuses on developing English speaking materials for Grade X students of Marketing Study Program based on Scientific Approach. The developed materials are about descriptive texts that refer to Basic Competence of English Subject for Vocational High School from curriculum 2013 of revised version. It is 4.4; 4.4.2 Descriptive Text regarding tourist attraction and historical building.

### **F. The Significant of the Study**

#### 1. Theoretically

This study is expected to enrich information about how to develop English speaking materials based on scientific approach for students of Marketing study program.

#### 2. Practically

- a. For the students, the result of this research can help the students to increase their knowledge, their skills and competency in practicing English fluently and appropriately in order to prepare them to face the work field.

- b. For the teachers, the result of this research can be used as a reference and can influence the teachers to develop other English learning materials.
- c. For other researchers, this research will encourage them to conduct relevant studies for their research.