

ABSTRACT

Citra Hasan. Registration Number: 809112024. Materials Development of Reading for the Students of Business Administration Program Through Task-Based Language Instruction Approach. A Thesis. English Applied Linguistics Study Program, Postgraduate School, State University of Medan 2014

This research elaborates the materials development of reading for the students of business administration study program through Task-Based Language Instruction Approach. The study aims to develop the materials of reading by conducting need analysis in order to meet the needs of business administration students. The method of research was a research and development (R&D) by Borg and Gall which consists of 10 steps of research. In this research, those steps are modified in three main cycles, namely: evaluation and needs assessment, materials development, and materials validation. The method of data collection were questionnaire, interviews, study the documents, and Readability Test on the texts of the materials. The sources of the data were from the English lecturer, the Head of Business Administration study program, the alumni of Business Administration study program, the sponsors, the expert of education and ESP, 4th semester students of Business Administration study program, and the documents which were the existing syllabus and materials. The study found that the existing syllabus and materials of reading have only two meetings while one-semester syllabus and materials should have about 16 meetings. Moreover, the existing materials of reading II are not match with the needs analysis result. Thus, the researcher added 13 more basic competencies of the syllabus and materials of reading related to the learners needs and learning needs. The materials of reading were adapted form authentic sources and were tested by using Readability Test of Gunning Fog Index. All texts have score range 12 – 22. It means that all texts are readable for the business administration students. Afterwards, the new materials of reading were validated by the experts, then were revised and lastly became the final products of the materials development. As the conclusion, the new materials of reading meet the students' needs and it is suggested that the English materials should be developed by the teacher or lecturer.



ABSTRAK

Citra Hasan. NIM: 809112024. Materials Development of Reading for the Students of Business Administration Program Through Task-Based Language Instruction Approach. Tesis. Program Studi Linguistik Terapan Bahasa Inggris, Sekolah Pascasarjana, Universitas Negeri Medan 2014

Penelitian ini menguraikan pengembangan materi bagi mahasiswa program studi administrasi bisnis melalui Task – Based Language Instruction Approach. Penelitian ini bertujuan untuk mengembangkan materi Membaca dengan melakukan analisis kebutuhan dalam rangka untuk memenuhi kebutuhan mahasiswa administrasi bisnis. Metode penelitian adalah penelitian dan pengembangan (R&D) oleh Borg dan Gall yang terdiri dari 10 langkah penelitian. Dalam penelitian ini, langkah-langkah diubah dalam tiga siklus utama, yaitu: evaluasi dan analisis kebutuhan, pengembangan materi, dan validasi materi. Metode pengumpulan data adalah kuesioner, wawancara, studi dokumen, dan Tes Keterbacaan pada materi. Sumber data berasal dari dosen bahasa Inggris, Ketua program studi Administrasi Bisnis, alumni program studi Administrasi Bisnis, para sponsor, para pakar pendidikan dan ESP, mahasiswa semester 4 program studi Administrasi Bisnis, dan dokumen-dokumen yaitu silabus dan materi sebelumnya. Studi ini menemukan bahwa silabus dan materi Reading sebelumnya hanya memiliki dua pertemuan sementara silabus dan materi satu-semester harus memiliki sekitar 16 pertemuan. Selain itu, materi Reading kedua sebelumnya tidak sesuai dengan hasil analisis kebutuhan. Dengan demikian, peneliti menambahkan 13 kompetensi dasar silabus dan materi Reading yang terkait dengan kebutuhan peserta didik dan kebutuhan belajar. Materi Reading diadaptasi dari sumber otentik dan diuji dengan menggunakan Tes Keterbacaan Gunning Fog Index. Semua naskah memiliki rentang nilai 12-22. Ini berarti bahwa semua teks dapat dibaca untuk mahasiswa administrasi bisnis. Setelah itu, materi Reading yang baru divalidasi oleh ahli, kemudian direvisi dan akhirnya menjadi produk akhir dari pengembangan materi Reading. Sebagai kesimpulan, materi Reading yang baru memenuhi kebutuhan siswa dan disarankan bahwa bahan bahasa Inggris harus dikembangkan oleh guru atau dosen.

