DEVELOPING ONLINE READING MATERIALS IN INTERPERSONAL

AND TRANSACTIONAL TEXT FOR GRADE X TOURISM AND HOTEL

VOCATIONAL HIGH SCHOOL AT SMKN 1 PANTAI CERMIN

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DEVELOPING ONLINE READING MATERIALS IN INTERPERSONAL AND TRANSACTIONAL TEXT FOR GRADE X TOURISM AND HOTEL VOCATIONAL HIGH SCHOOL AT SMKN 1 PANTAI CERMIN

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ABSTRACT

Aulia, Annisa. Registration Number 2173121008. Developing Online Reading Materials In Interpersonal And Transactional Text For Grade X Tourism and Hotel Vocational High School At SMKN 1 Pantai Cermin. A Thesis.English Education Study Program.State University of Medan, 2022.

The aim of this study was to develop online reading materials for Grade X students of tourism and hotel study program at SMK Negeri 1 Pantai Cermin. This study was conducted by using Research and Development (R&D) design from Borg, Gall and Gall (2003) through six stages; gathering information and data, analyzing the data, designing materials, validating to expert, revision, and final product. The subjects of the study were an English teacher and 30 of grade X hospitality students of SMK Negeri 1 Pantai Cermin. The data were gathered by administering interview to the English teacher and questionnaire distributed to 30 respondents to get the students" needs. The interview and questionnaire result prove that the students" needs of English reading materials appropriate and can motivate the students with the hospitality context. The product has been validated by the experts. The result of the product was the materials uploaded to the Anyflip.complatform.

Keywords: English Reading Materials, Interpersonal And Transactional Text, Research And Development (R&D)

*Graduate Status

**Lecturer Status

I. INTRODUCTION

A. Background of The Study

English is an International language that it is the most widespread medium of International communication (Brumfit (2001:35)). It means that English is an International language that used in communication between nations. But now English is used in activity which people deal with every time. People need to communicate with the other and make an interaction in doing daily activities in their life. English uses as a medium language in all aspect of national relationship with other countries such as diplomatic, social, cultural, International commerce and also in education.

Based on curriculum, the government recommends for students to master four skills in English such as listening, reading, speaking, writing, and those skills are related to each other. As one of the four major skills, reading is an important part of language teaching. Reading material is one of part in English teaching learning process. It is appropriate material which can expand information about the development progress of technology presented in English besides, for the Tourism and Hotel study program is many using term or vocabulary of English which is about all aspect that include in hotel and the other components of it. By having a good ability in reading skill, it can help the students to know and understanding the new term or vocabulary relate with their subject study which is their never known previously.

Grabe and Stoller (2002:3) state that reading is ability to get meaning from the printed page and can interpret the information appropriately. Reading is making meaning from print. Reading is the way to get the information or main idea from what the readers has read. When reading the reader uses knowledge, skills, and strategies to find what the text meaning.

Reading materials which are related to Tourism and Hotel study

program students was develop in order to fulfill students" need in relation to their major. Reading materials of Interpersonal and Transactional text for Grade X students of SMK Negeri 1 Pantai Cermin was develop through online by using anyflip.com and hopefully help the teaching and learning process of reading in order to improve and develop the students reading skill in the future based on their needs.

During the pandemic, all activities were very limited, be it employment, trade, government and education. Therefore, so that students still get the knowledge of solutions used during the pandemic, namely online learning. According to Moore, Dickson-Deane, & Galyen (2011) Online learning is learning that uses internet networks with accessibility, connectivity, flexibility and the ability to emerge different types of learning interactions. At the implementation level, online learning requires support mobile devices such as smartphones or Android phones, laptops, computers, tablets, and iPhone which can be used to access information anytime and anywhere. Various media can also be used for support the implementation of online learning. Forexample virtual classes using Google Classroom, Edmodo, and Schoology services and instant messaging applications such as WhatsApp. Learning online is a form of distance learning that makes use of technology telecommunications and information, for example the internet, CD-ROOM (Molinda, 2005). This online learning is a solution used in the teaching and learning process during the Covid-19 pandemic.

In fact, after the researcher analyzed the teaching materials (textbook), it was found that the materials are not specified for Tourism and Hotel student needs. Especially in part of Greeting and Showing care/Sympathy. The reasons why the researcher say that because the existing book is not relevant with students needs are; the picture given not appropriate, then the vocabulary used, and the last is the content of material given. Well actually, students of Tourism and Hotel study program vocation learn reading materials which are not related to their major. In their textbook, they were used the English textbook for general same like the book for Senior High School. Then, actually it was not suitable for the students of Tourism and Hotel study program in vocational high school.

Thus, the students need the suitable English reading materials related to their vocation to motivate them in learning English and master the skills the teacher.

II.   REVIEW OF LITERATURE

A. Theoretical of Framework

In supporting the idea of this study, the research presented some theories that helped the researcher. Theories are very important because they are used as the basic foundation in conducting the analysis of this research.

1. English For Specific Purposes(ESP)

According to Richards & Schmidt (2010, in Brown 2016:4) ESP is the role of English in a language course or programme of instruction in which the content and aims of the course are fixed by the specific needs of a particular group of learners.

ESP is a language teaching away from the concentration of teaching grammar and language structure, but more focused on language in a specific context. ESP includes subject such as accounting, or computer science, tourism, engineering and business management. The focus of ESP means that the English language does not teach subjects that student separate from the real world. Instead, it is integrated into the field of the subject matter is important for students. ESP broadly divided into two, namely EAP (English for Academic Purposes) and EOP (English for OccupationalPurposes).

2. English for Tourism and Hotel Study Program

The growth of the tourism sector in Indonesia has increased significantly. Indonesia jumped from 70 in 2013 to 50 in 2015 an impressive increase. Based on Indonesia Economic Forum Travel and Competitiveness Report, the leap was caused by the increasing number of foreign visitors in Indonesia. However, the report also stated that Indonesia did not emphasize enough on the lack of adequate infrastructure.

In addition to the lack of adequate infrastructure in Indonesia, another reason blocking the development of the Indonesia tourism industry is that there are many regions in Indonesia where indigenous people do not

have the ability to communicate with tourist. Their abilities in read a text still below average. Most foreign visitors come from Singapore, Malaysia and Australia. These language barriers must be share from Singapore to choose Malaysia as their holiday destination not Indonesia. For this reason, a focus on the study of English, especially reading skills for the students of Tourism and Hotel study program is very crucial. It is assumed that English for Tourism and Hotel study program program which contain vocabularies, phrases, expression and text relate to their needs to be taught to staffs of international hotel.

3. Reading Comprehension

According to Prefetti, Landi and Oakhil in Nanda (2016), reading comprehension is understanding a text that is read, or the process of "constructing meaning" from a text, conceptual meaning and relational meaning comprehension is thus the process of binding all together to contextual meaning sent by researcher, the conceptual meaning organized by the reader by the mapping their minds with their prior knowledge and referred to the situation. Reading comprehension involves decoding the researcher's message.

Yale (2008) declared that comprehension is about making sense out of the text. From an interaction perspective, reading comprehension is acquiring information from context and combining disparate elements into a new whole. It is the process of using one's existing knowledge to interpret text in order to construe meaning. Although waiters structure text for their purposes, readers must interpret what they read and must arrive at their own construction of what the text means. In comprehension there are includes of understanding the information in the text as well as changing the knowledge and one used to understand the text in the first place.

4. Interpersonal Text

According to Brown (2000, p. 274. in Teaching transactional and interpersonal dialogues using spontaneous role play by risky Maharani, Sudarsono and Zainal Arifin : 2014). Interpersonal text is designed for the

purpose of maintaining social relationship than for transmission of fact and information. In addition Interpersonal text is a text that is used to relate to other people with the aim that we can communicate with other people properly (socializing).

5. **Transactional Text**

According to Brown (2000, p. 273. in Teaching transactional and interpersonal dialogues using spontaneous role play by risky Maharani, Sudarsono and Zainal Arifin : 2014). Transactional text is extended from of responsive language. Transactional is not just limited to give the short respond but it can convey or exchange specific information. In other word transactional text is a text that is used to relate to other people to the aim that we get what we want from the use of the text (to get things).

6. **ReadingMaterials**

According to Hutchinson (1987) materials provide a stimulus to learning. The materials should encourage the learners to learn. Pang (2008) investigates the studies on fluent and less fluent reader characteristics in the past 20 years, focusing on dimensions: language knowledge and processing ability, cognitive ability and metacognitive strategy competence. Grabe (2009) identified four parts of reading fluency: automaticity, accuracy, reading rate and speech structuring. Grabe explains that fluent reading shouldn"t only mean rapid and automatic processing however also accurate and appropriate assignment of which mean performed at an optimal reading rate. According to Grabe (2009), good readers process text chunks in ways that match structural units in continuousprose.

7. **Online ReadingMaterial**

In this 21 century era, popularization of computer technology and the Internet, information can now be transmitted using non-traditional media; one of the such ways of transmission is online reading. Then, the readers can read the information on the World Wide Web in various format and including hyperlinks, texts, pictures, animation, sounds and video. Readers

have to read and understand the information in various form and construct the meanings of webpage content (Rasmusson and Eklund, 2013). According to (Sung, Wu, Chen&Chang 2015) online reading is a reading information on the World Wide Web forms of videos, pictures, sounds, animations and hyperlink.

8. **Anyflip.com**

According to Sri Handayati (2020) anyflip is one of the software designed for make it easier for teachers to create interesting learning media such as e- book. Anyflip has editing functions and multimedia objects to pages into pages that can be flipped like a real book. For an educator, it is greatly helped by the existence of E-books have with various types of the convenience. Anyflip.com is a digital publishing platform that can be used by everyone to quickly create and publish flipbooks. Because the materials that the writer developed are online reading material, so the researcher used this platform (anyflip) as a media to publish the materials. So that to read the material can be access by hyperlink.

III. **RESEARCH METHODOLOGY**

This study was conducted by using Research and Development (R & D) that functioned to develop a new educational product based on the needs analysis. It adapted R & D research method proposed by Borg and Gall (2003). Based on the preliminary observation by the researcher, this study took a class of the tenth grade students at SMAN 21 Medan.

The data of this study was collected by using three strategies. They were observation, interview, and questionnaire. Firstly the data is conducted by reviewing the students' materials provided by the teacher in the tenth grade in order to find out the need analysis of students' materials.

The data collection used interviews result and questionnaires of students' need analysis as reflection in aiming the development of the student's material on the reading skill about interpersonal and transactional text. The interview was

given to the teacher to seek information about the problem that they face in order to know what material that should be applied to solve the problem.

The data with the questionnaires and the interview classified as the qualitative data. Both are used as the references of data analysis. The data was obtained from the interview. These data was needed to evaluation the material and assess the student's needs in learning reading skill especially about interpersonal and transactional text. The data was divided into two forms of data analysis, qualitative data analysis and quantitative data analysis. The data were firstly collected, and then this research was described the findings. The qualitative data was analyzed by showing the conclusion of the interview.

The questionnaires data from student changed into percentage of data, the formula like as follow:

$$P = f/n \times 100\%$$

After that, the data transforms into qualitative data with high percentage was 100% and low percentage is 0%. The next is the data described qualitatively.

IV. RESEARCH FINDINGS AND DISCUSSION

A. Research Findings

In developing the worksheet as a product of this research, there were six steps need to be completed, namely (1) Gathering data and information; (2) need analysis; (3) media design; (4) validating to experts; (5) revising; and (6) final product.

1. Gathering Data and Information

In this part of the study, the data and information were collected by gathering documentation, giving questionnaire and do an interview with an English teacher of the school. There were several data and information collected by gathering documentation such as lesson plan on interpersonal and transactional text and syllabus. The questionnaire given to 30 students had 30 questions to find the needs analysis on the development of reading materials. Then, the interview with an English teacher was also conducted to found several reasons why reading

materials should be developed. The process of collecting data and information has implemented the guidelines that the researcher has prepared before and this process was carried out in a period of two months.

2. Analyzing the Data

In this research, the needs analysis was conducted by giving questionnaire to the tenth grade students and the students were asked to answer some questions. This students' needs analysis would be the guidance to the researcher in developing the materials.

a. Questionnaire Analysis

The 30 students in tenth grade of SMKN 1 Pantai Cermin were given the questionnaire. The questionnaire provided 15 questions that given to the students. The needs analysis was divided into two major needs: target needs and learning needs.

b. Interview Analysis

Interview was given to the English teacher of the tenth grade of SMKN 1 Pantai Cermin. To support and get the accurate data of questionnaire analysis the interview was conducted by researcher.

3. Designing Reading Materials

Some stages were conducted by researcher to get a good result of product and the stages would be described as follow.

After found the student's needs then the next stage is writing the reading materials based on the students" need. Then the main problem was English reading materials given should be related to their program. It was done not only faced the student need in the learning process but also in their future job to make the students easy in reading an English text.

The designing reading materials consists of 2 units. Each unit consists of 5 parts; observing, questioning, exploring, associating, and communicating. For the explanation of material are: in part of observing, in this section provides activities to brainstorm the students about the topic that is given in the tasks, fulfill their curiosity so that they know the meaning of what they are going to learn, and to help the students to find the fact about

the relation between the objects they are going to analyze. In this section the students will have a picture to lead them to the topic which is going to be learned. The next is questioning section, in this section consist questions related the picture in part of observing which is used to encourage and inspire student to be more active in learning even develop some questions related to the topic. Exploring section provide activities to learn the material, in this section the material will be explained. Also in this section have activity build their vocabulary in order to add new words for students and help them to translate the conversation tasks and to help the students so that they have the competence in a good pronunciation. Associating section provides the students in a deeper information and task related to the topic. And the last is communicating, in this section student will practice/present what they have learned. This section forces the students a lot to read. After practicing, the students will have reflection section which content of some statements to measure the students' achievements in learning topic.

4. Validating by the Experts

The developed materials firstly was judged by experts in order to make sure the quality of the product. The researcher compiled the questionnaire sheet on 4 aspects. They were linguistic aspect, process aspect, product and content aspect, layout aspect, and technology aspect. For the first expert was English Lecturer in State University of Medan, are Dr. Anni Holila Pulungan, M.Hum and the second expert was Enita, S.Pd., M.Si, as English Teacher in SMKN 1 Pantai Cermin.

5. Revising

There were some critics and suggestions given by experts.

a. Dr. Anni Holila Pulungan, M.Hum

The first expert recommended to puts some task more interesting and make it variation. The lecturer also asked the researcher to fix some grammatical errors in instruction sentences.

b. Enita, S.Pd., M.Si,

The second expert said that the materials was already good and interesting but the expert also suggested to carefully writing the instruction to the students.

6. Final Product

After revising the product, the final product was finalized based on the suggestions and the comments from experts. The materials also developed based on the students' need analysis and implemented the revision from the experts.

B. Discussion

The aim of this study was to developed online English reading materials for tenth grade students of Tourism and Hotel study program. The researcher used the R&D method by Borg and Gall (2003). As the first step of the gathering the data to found need analysis, the researcher distributed the questionnaire to 30 students of Tourism and Hotel study program at SMK Negeri 1 Pantai Cermin. Based on the need analysis, the researcher conclude that the students need more time to learn English reading to help them later in the work field.

Also, to increase the English reading ability they need appropriate materials that match with their major. The materials also need to be interesting in order to make the students are interested to study. The researcher used anyflip to make them more interesting and easy in learning English because the students will be interested in learning with technology. The use of anyflip.com can be accessed unlimited time and can be accessed anywhere. Therefore, the planning step was to analyse the syllabus based on the core competence and basic competence. In designing step, the materialdevelopedbycurriculum2013.Then,the material evaluation step was begun with the validation judgements. The result from the first validator of the reading materials was 3.76 or 75% which categorized 'Good". The result of the second validator of reading materials was 4.30 or 86% which can be categorized of "Very Good". Thus, the averagethe final product of material was administered to the anyflip platform.

V. CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data, the conclusions are drawn as the following;

Generally, the existing English reading materials are not suitable and too general with the needs of Tourism and Hotel students. The students have difficulties in reading English text, to improve their motivation and their understanding the student should to learn an interesting material and suitable with their need especially for Tourism and Hotel study program. Therefore, the researcher developed the textbook which develop based on the result from questionnaire and interview in order to identify the students" needs and learning needs.

Students of Tourism and Hotel study program needs reading materials which are suitable with their major and it can them used in their textbook and relevant with their work field. The researcher have developed two units in reading materials, they are: greeting and showing care/sympathy.

This research was designed the materials based on scientific approach which consist of 5 elements, they are; observing, questioning, exploring, associating and communicating. And in addition there are reflection in every last chapter. This series of task are submitted in anyflip platform which can be accessed the students during the learning activity.

This research followed the R&D stages which adapted from Borg&Gall (2003). In conclusion, based on the expert validation and review, the developed online reading materials for vocational high school tourism and Hotel study program was appropriate to be used to reading material at grade X Tourism and Hotel study program at SMK Negeri 1 Pantai Cermin. Then the final score of the material obtained an average of 78% from the two experts. Since it was in the "Good" range, it can be considered suitable for use because it attracts students' need and increases their interest in learning reading text of interpersonal and transactional.

B. Suggestions

After conducting this research, the researcher recommends several suggestions as follows:

a. For teacher, as already explained that the importance of using appropriate and interesting teaching material, therefore, in choosing the teaching materials should consider the needs and interests of students. Teacher should use the teaching materials that suitable with the student needs, so that can be effective and efficient in learning English.

b. For students, suggested to practice your ability in reading a text by using technology (smartphone) in order to help you improve your reading comprehension

c. For other researcher, suggested to develop other English material that can help teachers in the teaching and learning process related to the needs of students.
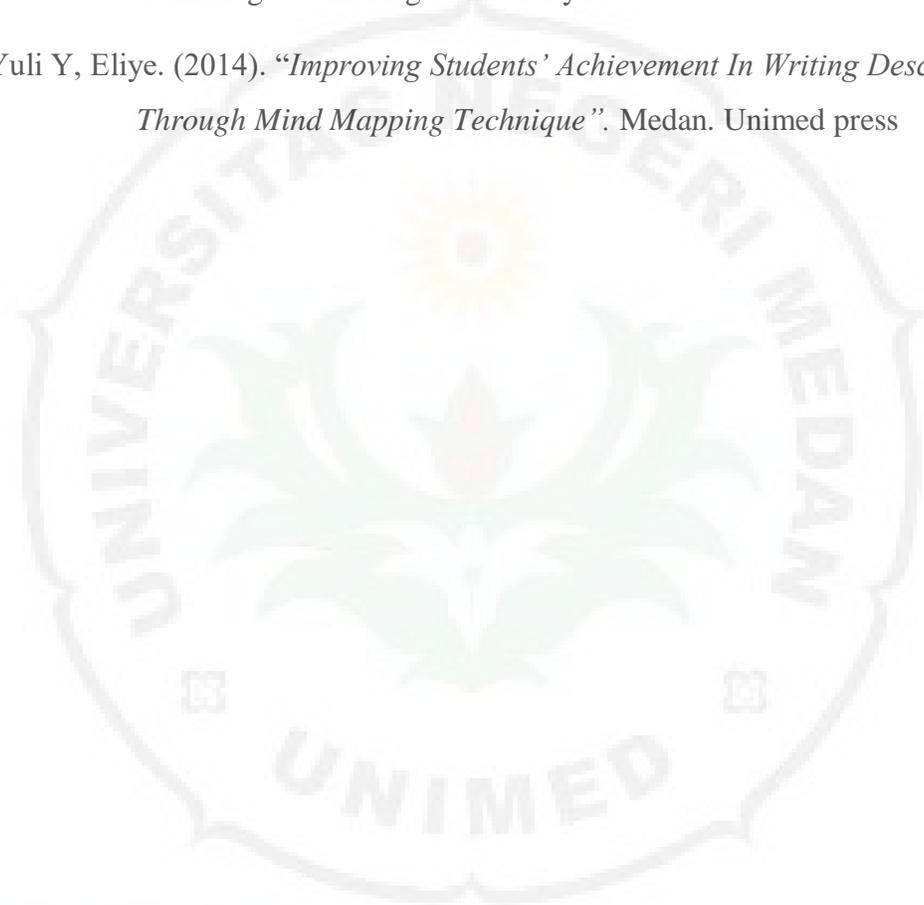
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