

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Student in Muhammadiyah university of Gresik acquire English material on the first semester. Student non – English department in Muhammadiyah university of Gresik called is EAP Student (English for Academic purposes). The mean of EAP student is intended for non- English department student who are on an intermediate level in their studies of English. The material of EAP which is composed based on the revised curriculum of D -1 English equivalent program. The material of EAP covered four skills (listening, reading, writing and speaking) that were served partially whereas the material also covers those four skill which are composed integrated. And the material of EAP consists of ten units which cover input, language focus, vocabulary building, group work, and reinforcement in each unit.

While English is not the most widely spoken language in the world when you look at it in terms of the number of native speakers, it is the world's most prominent language. While a larger number of people speak Chinese, that language is largely confined to China.

English on the other hand, is spoken around the world. It has been estimated that out of the roughly 6 billion people that are alive today about 350 million speak English. When you look at the importance of English for

International Business, you must look at more than just the number of people who speak it. You must also look at what the language is used for.

English is the ideal language for many governments around the world, and it is also prominent in business, education, world news, and communication. If you wish to be successful in International business, learning English is incredibly important. In many places such as Asia, Africa, and South America, the ability to learn English will determine who will increase their living standards, and who will remain in poverty. There are a number of powerful tools that have allowed more people to learn English than ever before. One of these tools is the Internet. English has become the de facto international language of business and technology, management students have to face this fact while they are students, since books, papers, handbooks, journals, etc. written in English are included in their reading lists, and after graduation, because one of their most valuable resources will be English at the labour market.

However, at Muhammadiyah university of Gresik, its Management Department students have been described as low-competent in the English language especially in TOFL and their skill of English. The writer views were based on preliminary interviews with some English language teachers at Muhammadiyah University of Gresik and some Management graduates, who graduated from the Faculty of Management Department. They thought that the Management students complete their study without any benefit from the English language course they have taken at the job. This is because, according to them, the Management graduates still face a lot of difficulties in using the language. As a result of their poor performance in English, most of the Management Department

graduates have been rejected when applying for work with Management companies.

There are many factors that might have caused the students' low proficiency in English. One is the English language curriculum offered to the Management Department students. The English language for Management Department student at Muhammadiyah university of Gresik are not developed on the basis of an analysis of the English language needs of the undergraduates and as a result, he argued that the students have not got the benefits they need from such courses, stating that an urgent study should be done to evaluate the current curriculum in the English for Management Department student at muhammadiyah university of Gresik.

Given this, the writer, in their evaluation of this curriculum, found that it is more related to General English than to English for Specific Purposes (ESP) and therefore more removed from the students' needs. Along this cause, the researchers were inspired by the problems explained earlier to carry out Management Department students' English language needs.

1.2 Statement of Problem

Based on those statements above, in this study the writer aimed to answer the following research question:

1. What are the perceptions of Management students regarding the reasons for their learning English?

2. What are the perceptions of students regarding the importance of the sub skills of the four skills (speaking, listening, reading, writing) referring to learning needs and target needs?
3. What are the perceptions of English instructors regarding the reasons for students' learning English?
4. What are the perceptions of English instructors regarding the importance of the sub skills of the four skills (speaking, listening, reading, writing) referring to learning needs and target needs?

1.3 Research Objective

According to the problem statement above, the objectives of the study can be stated as follows:

1. Know the perceptions of Management students regarding the reasons for their learning English
2. Know the perceptions of students regarding the importance of the sub skills of the four skills (speaking, listening, reading, writing) referring to learning needs and target needs
3. Know the perceptions of English instructors regarding the reasons for students' learning English
4. Know the perceptions of English instructors regarding the importance of the sub skills of the four skills (speaking, listening, reading, writing) referring to learning needs and target need

1.4 Significance of the Study

a. Theoretical Significance

In the case about the English material for Management Department there is not improve their English skill, because the material of English for Management Department still to general and the materials not appropriate for Management Department. And my result is Management Department students needed the material which appropriate English for business and leadership for development their English in Management Department. In this study, the researcher will find out what factors that can affect Management Department students to have good English and finding what the good English material for Management Department. Hopefully, suggestions regarding the appropriate curriculum for Management department will be put forward. The success of a needs-based ESP program cannot be underestimated.

b. Practical Significance

The result of this study can contribute some benefits to students and teachers. Here are the benefits:

1) University

This study is important to be done because it will give positive contribution especially for University because most of the students prefer English well. This is also conducted to motivate students in other University or faculty to have preferred English well.

2) Lecture

This study is expected to motivate Lecture, so they can affect other students to prefer English well. .

3) The Next Researcher

This study can to develop as syllabus or develop English Book for management department.

1.5. Scope and Limitation

In this study, the researcher scopes the study to a ESP student. Actually, there are many ESP student at Gresik. So if the researcher conducts the study to ESP students of University Muhammadiyah of Gresik. But the researcher focus on Management Department and the researcher only investigates the English Language Needs of Management Department Students at Muhammadiyah University of Gresik.

1.6 Definition of Key Terms

Need Analysis: is process to identifying a need for determining the target of teaching learning process, need analysis can be conducted by evaluating a English teaching learning and also observe the object of the program need.

Target Needs: target needs in this study are general term which has several fields that will determine the need in Management student, include necessity, lack, and want.

Learning Needs: a learning need can helps Management students to identify where they are in terms of their knowledge, skill and competencies, versus where they wish to be what are the learning goal?

ESP (English for Specific Purposes): mean of ESP on the research is Management department at University of Muhammadiyah Gresik. It is an approach to language learning, which is based on learner need. The foundations of

all ESP are the simple question: Why does this learner need to learn a foreign language?

English for Management Studies is the English subject for Management student at University of Muhammadiyah Gresik such as ; Leadership, Culture and change Management, Organizations and operations, Production management, Strategy and the business environment, Finance for strategy, Budgets, decisions and risk, People as a resource, Developing people, Industrial relations, Marketing management, and Management information systems.