

CHAPTER I

INTRODUCTION

1.1 Background of the Study

ESP is an approach in a learning and it uses in English for specific field that used based on necessity. ESP generally used by adults or learners in a vocational school that useful for them in their field of working. Lorenzo(2005) argued that students who studied in ESP usually are adults who have the purposes to use knowledge for their important job.

Hutchinson and Waters (1987) indicated that the approach of teaching language is called ESP, the whole of methods and content in ESP are based on students' reason in a learning.

Content-based instruction is an approach that emphasizes on second language from subject matters those are from syllabus, books, students' want, need and others. Nunan (2004: 131-132) stated about the strength of CBI these are materials development and syllabus design, the materials development getting from the learners need, syllabus or book. The materials can raise learners motivation and heighten learners skill these supported by language development from analytical approach. It helps the learners to master language and other aspects in a learning, and learners get the acquisition of second language then get the content mastery.

Richard, Jack C. & Theodore S.Rodger (2001: 207) stated that ESP has a relationship with CBI approach, it is drawn from the principle of CBI itself, that is better reflects on the learner need who learn a second language.

Concerning with ESP and CBI approach, this study emphasizes on developing English materials for marketing students at vocational school. Grave (2000: 150) defines that the action of adapting, creating and organizing the activities in the materials are called materials development that used to help learners for getting the objectives.

The researcher uses ADDIE model that modified from the expert in developing materials. A model has a function as a tool to conceptualize the process of developing. The researcher finds two previous studies that relates with the title of this study. The first previous study is from Mostafa Amiri and Azar Hoseini (2014) that entitled “The impact of content-based instruction on students’ achievement in ESP courses and their language learning orientation”. This study combined CBI and grammar-translation method (GTM) as approaches in that study. Then the researcher’s study just use CBI as an approach to develop the English learning materials that gather all of subject matter especially from students’ need and students’ want from need analysis.

Second previous study is from Choirul Rohmah (2015) thesis that develops an English learning materials at vocational school. This study focuses on development material with the textbook form. Choirul Rohmah (2015) study uses two approaches, those are using content-based instruction (CBI) and text-based instruction too. While the researcher’s study just focuses on CBI as an approach in the research. The problems of Choirul Rohmah (2015) study are about the target needs, learning needs, and also the suitable materials of English learning materials. While the researcher’s problem is about the target needs, the learning

needs and the suitable materials of English learning materials that using CBI approach. Then the similarity of both thesis are same that using CBI approach.

Based on the some previous studies above, the researcher wants to develop the English materials using content-based instruction approach for marketing students at SMK YPI Darussalam 2 Cerme at the X Grade. This developing English learning materials will help the learners to learn English which is appropriate with their study program (Marketing). Giving the variation of English material is making students learn English as easy as possible. This English materials will facilitate learners to learn English. Tomlinson (2008) stated that to get the succesful of developing materials should consider the learning materials and the principles to adjust student's need that shows the role of the students which should be played.

The previous materials of English is a material of general English. It does not specified English materials that related with marketing subject. The previous English materials are from LKS (*Lembar Kerja Siswa*), English book, from internet sources and some of the materials made by the English teacher.

The objectives of this study are to investigate the target need of students in marketing study program at the tenth grade, to investigate the learning need of students in marketing study program at the tenth grade, to determine the English materials using CBI approach. Then the result of this study is expected to give a contribution for English learning process.

Students at tenth grade of SMK YPI Darussalam 2 Cerme as the subjects of this study that consist of 20 students in 1 class, 19 female and 1 male. Other subjects are marketing teacher and English teacher who involves as accumulation

for getting information of need analysis through interview. During their study at vocational school, they are required more knowledge for developing their ability in English to practice in the real area by following the program of PKL (*Praktek Kerja Lapangan*) or apprentice program. Communication is very needed in their field, certainly, students need to use English as their communication with native speaker. Marketing students have the large opportunities to use English as a communication around their life, if they get a job.

Theoretically, the researcher will develop the materials from need analysis and use content-based instruction approach to develop the English materials based on the subject matter such as from syllabus, books, students wants and students needs. The materials also consists of the themes of marketing.

Practically, the result of this developing English materials will produce the interest product for the learners that consists of several themes of marketing which is appropriate with their study program. They will learn English well from their knowledge that they already know in marketing lesson.

Recently, marketing students will live in the area of marketing that emphasized on good communication to promote their products or services. The ability of English language is needed to optimize their communication.

1.2 Purpose of the Study

This study has the purpose to develop the materials of marketing study program at SMK YPI Darussalam 2 Cerme at the tenth grade.x

1.3 Scope and Limitation

1.3.1 Scope

The scope in this study includes some study programs those are Accounting, Marketing, Bussiness Administration and Bussiness Fashion.

1.3.2 Limitation

Based on the some study programs above, the researcher takes one of the study program that is marketing study program.

1.4 Significance of the Study

There are 2 categories in significance of the study:

1.4.1 Theoritical Significance

This research gives the contribution in educational research. The researcher does the need analysis to develop materials of marketing study program based on the learning needs and students need.

1.4.2 Practical Significance

- Students

This study can enrich the students knowledge of English comprehension that relates with students' future job. English based marketing materials useful to help students to prepare their competence in the global world. Then this English materials will give the motivation to the students to learn the interest English materials that consists of marketing themes. They learn effectively and comfortably in a learning process through this developing English materials.

- Teachers

This study has a benefit to encourage teachers to be creative by developing the variety of learning materials. The teachers will know the students' understanding on English materials also marketing materials in English form. By

knowing the students' ability, so, the teacher uses this materials to be one of the basic English materials in marketing study program at vocational school.

- **Other Researchers**

This study has benefits to other researchers to develop the ideas through the observation and this study also used to conduct their study as their review.

1.5 Definition of Keyterms

1.5.1 Content-Based Instruction

CBI defined as an approach in language teaching especially in English learning. It is an approach in specific learning. Students do the learning based on the instruction from the teacher or book. Then this CBI lesson is emphasized on the second language to get a good communiation in English, besides the students learn language they also learn the content.

1.5.2 English for Specific Purposes (ESP)

ESP is an English learning that learned by the students who study at vocational school or learned by the people who need a specific English for their job. In ESP, the English learning is not general, it is a specific English to study.