

CHAPTER V

CONCLUSION AND RECOMMENDATION

The fifth chapter is talking about the conclusion of this study, it gives the recommendation to the future study.

5.1 Conclusion

To develop the English materials in this study is using R&D design which is used ADDIE modified model by Candra Hadi Asmara (2012). The need analysis is conducted in marketing students which consists of 20 participant. The need analysis consist of three things that need to be analysed: target need, learning need, and interview. The result of nd analysis shows that student learn English to support their future job. Students interest with speaking skill, they will use English to communication around their work. Furthermore student emphasized on the right pronunciation when talking with people. Most students prefer the materials that consist of picture. According them, the picture will gives the motivation to learn. The students also preferred games to used in their speaking activity.

The interview result, shows that the KTSP curriculum is used in SMK YPI Darussalam 2 Cerme, it is from the English teacher answered. The English teacher said that KTSP curriculum is emphasized on the speaking skill. Meanwhile the marketing teacher also said that the speaking skill is important to the marketing students to support their future job.

Talking about the result of final product, it shows that the English materials that developed by the researcher is presented to the marketing

materials, it is based on the students' response that they agree and strongly agree that the content of the materials is suitable with their need and want.

5.2 Suggestion

The suggestion is taken from the marketing students and marketing teacher. According to the marketing students, the using of picture in the material is more interesting than using written only.

Marketing teacher said that to develop the English learning material which consists of marketing material is better to give more pictures to attract the students to learn it. Furthermore, the game/quiz are important procedures to use in learning activity.