

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Vocational high school or SMK is the school to create the students in a specific skill. As we know the purpose of vocational high school is to make students ready to work when they are graduated, like in motto “Siap kerja, cerdas dan kompetitif” it means that students will be ready to work, smart and competitive (Mendiknas,2009). In SMK there are many study programs, students do not only study from the text book or from teacher explanation but also they should follow a practice program namely PKL (Praktek Kerja Lapangan). So in here students must be skillful and competitive to finish their study.

The category of Multimedia department is one of the study programs in SMK include in Indonesian government rule (Number 17, 2013:80). The basic competence of English teaching in SMK is focusing on communicative competence (the Minister of Education and Culture Regulation, 2013:68-69). In communicative competence, students can communicate orally and accurately in writing. It is appropriate with four language skills (Tomlinson B, 2011;10) . To get this object there are factors that will be considered such as teachers, materials and media.

The material is one of the important parts in teaching and learning process. To give positive influence in students learning process the teacher should have good materials and appropriate materials (Apple& Christian-Smith,1991). Because the aims of SMK is to support students competence, that means for SMK English learning materials is based on the students’ needs and give some of the characteristics of each study program.

In reality, most of SMK still have a problem with English learning module that should be appropriate for the students. The ESP modules from the government and by publishers are still general. It means students get the material not in specific study program, the module is different with the students' need in their future occupation. This also happens in SMK Nahdlatul Ulama Gresik. This school has four study programs, they are; *Marketing, Akuntansi, Teknik Komputer Jaringan dan Multimedia*. Ideally, it should have four kinds of English learning modules for each grade; English for Management, English for Multimedia, English for Software Engineering, and also English for Multimedia. In reality, such kinds of materials are not available in the school it can be found that the materials are still general.

The English materials for multimedia study program still general such as : Make a conversation in daily activities, asking and telling job, making and receiving phone call, expressing necessity, telling the past activities, making appointments, giving instruction, giving opinion and etc. But as we know that multimedia is a kind of English Specific Purpose, so the materials should appropriate with the students need. In English module should has the topic that related with the multimedia study program such as : Principle how to make animation, How to use multimedia software, create text for multimedia purposes, etc

When the teacher uses inappropriate module in teaching it makes students can not develop their skills to in their works. If the conditions like this, the purpose of English teaching will not be achieved. For developing English Specific Purpose (ESP) modules for each study program of SMK is needed and necessary. When the module is appropriate it can help students to learn English more easily, because the material can use in their

future job and the material based on the students' needs. So here the researcher wants to develop ESP module for a multimedia study program.

ESP is important to learn, that is learned for specific purposes (Hutchinson and Waters; 1987). English as an international language because of that ESP has great influence for the learner. In the other hand, Hutchinson and Waters (1994:19) say that ESP is not kind of language or methodology but an approach to study language with based on learner need. The material give in ESP is based on the need analysis and learning need, the function of need analysis is to know what the material that students need and addition syllabus design (Hutchinson and Waters, 1994).

As we know that English as the main language international communication, able to communicate in English, students of different students program need ESP, that has the characteristic "sense of purpose and vocation" (Harding, 2007:6). These characteristics focus on what students will need in their working environments. Based on Harding (2007:6) the purposes in ESP is to study what and will learners do in the future job. The example is how they can use English in making document, and so on (Harding, 2007:6).

Here, how to develop ESP module selection whether the materials should be in a specific subject and appropriate with the general materials. In general material focus on the ability to communicate interactively, while in specific subject focus in a particular job or industry (Ellis and Johnson, 1995). The materials choice have impact on what happens in learning activities, so both of general and the specific subject should equip the students with skills and knowledge (Ellis and Johnson 1994:115). To selection ESP, the materials should based on students need and in future jobs; that is focus on the appropriate topics

and include “tasks and activities that practice in the target skills area” (Ellis and Johnson, 1994:115).

Because of that the researcher wants to develop ESP module for multimedia department in 11th grade. As we know the purpose of module is to make learners can study on self-instructional, it from the module students can study by him/her-self. The module is kinds of tools in learning activities which the contents are material, method and how to evaluate to realize with the competence (Ericson, 2015).

1.2 Purpose of the Study

The purpose of the study in this research is to develop ESP module for multimedia department at SMK NU 1 GRESIK

1.3 Significance of the Study

The result of this research is divided into two; there is theoretical and practical significance.

a. Theoretical Significance

The result of this research is an alternative theory in developing English Scientific Purpose for Multimedia department.

b. Practical Significance

In practical significance this study is expected to give contribution for the teacher who teaches English in Multimedia program, this module is useful as one of the references to teaching English and can influence the teacher to develop appropriate English learning material for students.

For the students, the researcher hopes it can motivate them to learn English for Specific Purpose more and help them to improve their knowledge and skills by using English fluently.

1.4 Scope and Limitation of the Study

The scope of the study to develop ESP module for 11th of Multimedia class with the material is functional text. In order to make investigate more spesific, the researcher wants to have a limitation about the topic of this module which focuse on precedures, recount and descriptive texts. So that the English module will match with students' need. The limitation is in the skill of reading and writing which are receptive and productive skills.

The concept of the module are :

- a. Analyze of objectives and characteristic of multimedia study program
- b. Analyze of the learning resources
- c. Analyze the characteristic of learners
- d. Specifies the objectives and learning content
- e. Specifiesthe strategy of organizing in learning content
- f. Specifiesthe strategy of delivering learning content
- g. Assign learning management strategies, and
- h. Measurement procedures to development of learning outcomes

1.5 Definition of KeyTerms

- a. ESP module is a set of teaching material for ESP focuses on Multimedia material for Multimedia students of SMK NU 1 GRESIK.
- b. Multimedia is one of the study programs in SMK NU Gresik