

## ABSTRACT

Daniatussalma. 2019. *Language Learning Style in Management Students from Different Gender Group*. Thesis. English Language Education Department, Faculty of Teacher Training and Education, University of Muhammadiyah Gresik. Advisors: (I) Dr. Yudhi Arifani, M.Pd, (II) Candra Hadi Asmana, M.Pd.

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This study was conducted based on the consideration of students in choosing of their learning style. This study tried to investigate the preference learning style of management students and to know the difference learning style between male and female in management students when they learn English as Academic Purpose (EAP) of the first semester in academic year 2019/2020.

This study used survey design with method used is mix method. The data was collected through questionnaire distributed to 230 management students in the first semester of academic year 2019/2020 at Muhammadiyah Gresik University. In addition of this, the writer also did observation to make the data of questionnaire stronger. The questionnaire used was Perceptual Learning Style Preference Questionnaire (PLSPQ) by Reid 1987 with modifying some items matched with management students. While questionnaire distributed to respondents, observation check-list did by the writer and describing it into some paragraphs.

The result showed that mostly management students in the first semester who learn English as Academic Purpose enjoyed in group learning style. In addition of this, there was different in learning style between male and female students. Male students prefer in auditory style when they learned. Meanwhile female students tend learning in group style.

According to the questionnaire data matched with observation, mostly students in every class learn in group. Group discussion was effective to management students due to the amount of students was quiet big. The result also showed that male and female students had different way in learning. The data revealed mostly male students choose auditory style as their preference learning style. It also revealed in the class that male students enjoyed and understand in hearing material from lecturer that present auditory style. Meanwhile, female students prefer learning with two or more classmates which present group learning style.

The writer believed that this study will give contribution to English lecturers in adjusting teaching style in delivering material to management students. To the students, they finally know how to enjoy in learning by knowing their learning styles.