

CHAPTER I

INTRODUCTION

This chapter presents the discussion about Background of the Research, Assumption and Limitation of the Research and Development, Formulating of Research Question, Objective of the Research Question, Significance of the Research and Development, Specification of the Product, and Definition(s) of Key Term(s).

A. Background of the Research

Peter A. Petri, (2010) The ASEAN Economic Community (AEC) is the largest integration effort attempted in the developing world; if realized, it will create a single market with the free movement of goods, services, foreign direct investment and skilled labor, and free movement of capital encompassing nearly 600 million people.

In undergoing the Asean Economic Community (AEC), Indonesia at this time are still visible under-prepared in many ways, especially in the field of Human Resources (HR). If we look more closely, some of the factors that occur in the environment of Indonesian society such as lack of knowledge and lack of preparation, so the impact on the absence of provisions that mean for the Indonesian people to live a AEC. This could hamper the competitive spirit of Indonesian society in optimizing their actual chance wide for not being a supporting actor in the AEC.

In this issue the role of the English language that very important to running the AEC, which the people of Indonesia can further optimize its role if it can master the English language as the language of instruction, especially as selling points in their work and as a support and career opportunities in the era of the Asean Economic Community (AEC). When connected to education, the closest thing in the world of work is a vocational high school (SMK).

Djojnegoro, (1999) defines that vocational education is part of an education system that prepares a person to be better able to work in a Workgroup or in one occupation than in other occupational fields. With the understanding that each field of study is vocational education as long as the field of study is studied more deeply and the depth is intended as a provision to enter the world of work.

As a school that organizes vocational education at the secondary education level as a continuation of SMP / MTs, vocational high schools that are expected to score graduates are ready to jump in and compete in the world of work. So it requires Vocational Schools to effectively educate their students.

In reality the English language material taught in Vocational School is the same as that taught in high school, this is clearly not in line with the aim of Vocational School to prepare students to be better able to work in a work group or one occupation field than other occupational fields. So that this is the reason that encourages researchers to develop an English coursebook prototype that is devoted to one of the majors.

As a final education before entering the world of work, Vocational High Schools are required to equip students to master English (especially in the study department) so that when they go directly into the world of work, there are no

obstacles in English. Indonesia will face an Asean Economic Community (AEC) that requires prospective workers to compete with prospective workers from other countries so that the quality of graduates be calculated.

For the coursebook prototype that will be developed, researchers choose the Department of Management. Refer to George Terry (1966) office management is a planning, controlling and organizing the work of an office and being a driving force for those who run it so that the stated goals can be achieved. It means that management is an important part of the world of work, especially in the office section, from internal company affairs to inter-company relations, with domestic and international relations. So that workers must master foreign languages (in this case English as an international language).

With the description of the background of the above problems, the researchers believe this prototype will be very necessary and useful for senior high school students, especially in office management.

B. Assumption and Limitation of the Research and Development

This study is limited on developing prototype of English writing coursebook for Office Management students of SMK PGRI 1 Tulungagung. The product of the research is only used to develop English language writing skills for Office Management students, especially in the X grade. Because the topics discussed in this product are specific, that is about what things are needed by students in office Management.

C. Formulating of Research Question

Based on the background, the researcher formulated research question that conducted in this study. Then the research question is “How to develop prototype of English writing coursebook for Office Management students of SMK PGRI 1 Tulungagung?”.

D. Objective of the Research and Development

From the research question, the purpose of this study is aimed to develop prototype of English writing coursebook for Office Management students of SMK PGRI 1 Tulungagung.

E. Significance of the Research and Development

The benefits that the researcher expected from the result of this study can be used for students, researcher, and educational institution.

For the students, this prototype coursebook can make them learn enthusiastic, effective and efficient in learning English. Also very useful for their future.

While the benefit for the researcher is as a valuable experience as a candidate of professional teacher in making English coursebook.

And the last one is the benefit for educational institution, this study is as innovation to increase education quality by using this prototype.

F. Specification of the Product

Specification of the product in this study is a prototype of English writing coursebook for X grade of Office Management students.

G. Definition of Key Terms

Defining key terms is to avoid misunderstanding of the reader about this study. Then the researcher provides some of definition of key term related with topic as follows:

1. Prototype

According to Raymond McLeod (2011:11) a prototype is defined as a tool that gives ideas to potential makers and users about how the system functions in its full form, and the process of producing a prototype called prototyping.

In this study, the prototype is a simple model of a coursebook that is being developed so that users have a basic description of the program and do initial testing. This prototype will provide facilities for developers and users to interact with each other during the manufacturing process, so that developers can easily model the coursebook that will be created.

2. Coursebook

Tarigan and Tarigan, (2010) textbook is a book that is used to study or deepen a subject of knowledge and science and technology or a field of study, thus containing the presentation of principles on the subject, including the scholarly, literary work related to the subject.

In this study, the coursebook is an English writing coursebook for Office Management students of SMK PGRI 1 Tulungagung. Because the topics discussed in this book are specific, and cannot be used in general or other department.

3. Office Management

According to William Leffingwell and Edwin Robinson in 1950 said that office Management is a branch of management that speaks in the execution of work in offices efficiently, where, and when the work must be done.

According to George Terry in 1966 explained that office management is a planning, controlling and organizing the work of an office and being a driving force for those who run it so that the stated goals can be achieved.

From the definition of office management above, the researcher draws conclusions that office management is a series of actions in planning, organizing, directing, supervising and controlling until it is organized by tapping into office management work to support the achievement of the organization's objectives.