

TABLE OF CONTENTS

COVER	i
ADVISORS APPROVAL SHEET	ii
LEGITIMATION	iii
DECLARATION OF AUTHOR SHIP	vi
MOTTO	v
DEDICATION	vi
TABLE OF CONTENTS	vii
CHAPTER I: INTRODUCTION	1
1.1 Research Context	1
1.2 Research Focus	5
1.3 Research Purposes	5
1.4 Significance of Research.....	6
1.5 Definition of Key Terms	7
CHAPTER II: REVIEW OF RELATED LITERATURE	9
2.1 English at Vocational High School.....	9
2.2 English for Specific Purposes	11
2.3 English Learning Material	15
2.4 Characteristic of Good English Learning Material	19
2.5 Local Wisdom	21
2.6 Previous Research	26
CHAPTER III: RESEARCH METHOD	38
3.1 Model of Development	38
3.2 Procedure of Development	39
3.3 Research Setting.....	43
3.4 Research Subject	43
3.5 Data Collection Instrument	43
3.6 Data Collection Technique.....	45
3.7 Data Analysis	48

CHAPTER VI: FINDING AND DISCUSSION.....	51
4.1 English Learning Material that Students' Need at Online Business and Marketing Program	51
4.2 The Development of the Product	58
4.3 The Level of User Satisfaction toward the product of English Learning Material based on Local Wisdom	70
4.4 Discussion	75
CHAPTER V: CONCLUSION AND SUGGESTION.....	79
5.1 Conclusion	79
5.2 Suggestion.....	81
REFERENCES.....	83
APPENDICES	86
Appendix 1: Blueprint of Questionnaire	86
Appendix 2: Questionnaire for Preliminary Study	88
Appendix 3: Questionnaire for Need Analysis	95
Appendix 4: Interview Guide.....	102
Appendix 5: Prototype	103
Appendix 6: Expert Validation Guidance	108
Appendix 7: User Validation Guidance	113

LIST OF TABLES

Table 2.1 Previous Research.....	31
Table 3.1 Criteria of Material Development.....	46
Table 3.2 The Organization of Descriptive Analysis.....	50
Table 4.1 Aims and Approach	52
Table 4.2 Design and Organization	53
Table 4.3 Language Content	54
Table 4.4 Skills	55
Table 4.5 Topic	56
Table 4.6 Local Wisdom.....	57
Table 4.7 Content Appropriateness.....	65
Table 4.8 Content Appropriateness.....	65
Table 4.9 Presentation Appropriateness.....	66
Table 4.10 Presentation Appropriateness.....	66
Table 4.11 Language Appropriateness.....	67
Table 4.12 Language Appropriateness.....	67
Table 4.13 Graphic Appropriateness	68
Table 4.14 Graphic Appropriateness	68
Table 4.15 The Revision of Book Product.....	70

LIST OF FIGURES

Figure 3.1 Borg and Gall Steps Schemes.....	40
Figure 3.2 Borg and Gall Model Steps Scheme.....	41
Figure 4.1 Responding Card from Students.....	74

LIST OF APPENDICES

Appendix 1: Blueprint of Questionnaire	87
Appendix 2: Questionnaire for Preliminary Study	89
Appendix 3: Questionnaire for Need Analysis	96
Appendix 4: Interview Guide.....	103
Appendix 5: Prototype	104
Appendix 6: Interview Result	110
Appendix 7: Expert Validation Guidance.....	101
Appendix 8: Example of Book Product	121
Appendix 9: User Validation Guidance	128