

# **CHAPTER 1**

## **INTRODUCTION**

This chapter discusses some points, they are; 1) research context, 2) research focus, 3) research purpose, 4) scope and limitation, 5) significances of research, and 6) definition of key terms.

### **1.1 Research Context**

English for vocational high school should have been taught in line with the students' needs. Absolutely the design and material will be different with regular high school students where the students in vocational school focus more on practical skills rather than theoretical skills (Suroyo & Faridi, 2018). Even in the vocational school itself, the students in different program have different needs. For example, students in marketing program need term of English to sell the product; meanwhile students' need in beauty program is about how to serve and treat the customer well. It means that English learning material in each program cannot be equalized because of the different goal. The term of this fact is called as English for Specific Purpose (ESP).

English for Specific Purpose is addressing the language which is required by students (Dunley-Evans & St John (1998:20) and the teaching based on students' learning purpose in the term of all contents and methods (Hutchinson & Waters 1987:5). The teaching of English for Specific Purpose was largely motivated by the need to communication across language in areas such as commerce and technology. Key issues in teaching English for Specific Purposes are how to

identify learners' needs, the nature of the genres that learners' need to be able to produce as well as participate in, and how to know that the learners have been able to do successfully, and if not, what we can do to help them to do this (Paltridge & Starfield, 2013). In conclusion, it can be said that ESP is taught based on students' need, so the students are able to learn successfully and are better prepared for working.

Those explanation guides to final conclusion of how important to teach ESP for vocational high school. In contrast, the fact is that almost vocational high school have used common book from Ministry of Educational and Culture. It can be proved by the finding of some previous researches who find the use of that book for teaching all programs in vocational high school. Then the result of the research shows some facts about the general English book used, they are: 1) the book is considered too general (Ronaldo, 2016), 2) the book is not appropriate (Sari et al, 2018), 3) it is not relevant with the students' needs (Sijabat, 2018), and 4) it is lack of ESP material (Suroyo & Faridi, 2018). Moreover, the result of those previous research are used as reference to conduct observation at SMKN 1 Pogalan Trenggalek. The result indicates that the general English book used is not appropriate with the students' needs. However, English material for vocational high school has to be related on their specific skills (Hasibuan *et al*, 2015:214), it means that the books should concern on students' field of study. Unfortunately, the book appropriate with the field of study in SMKN 1 Pogalan is not available yet. Accordingly, it is essential to develop the appropriate book for the students in

specific field, especially in this research is English book for vocational high school students at Online Business and Marketing Program.

To develop the appropriate book for Online Business and Marketing Program, it is important to know what the students' view on the criteria of good book which has been done through questionnaire and interview. The result shows that students' need of English book that fulfill 6 criteria, they are from aims and approach, design and organization, language content, skills, topic, and local wisdom. The result of questionnaire and interview shows that students need English good book with these criteria: 1) it should be suitable with their needs, 2) suitable with learning situation in the class 3) the material easy to understand, 4) can be a good sources for them, 5) it should has clear and interesting layout, 6) the content is organized well, 7) it can be used to individual learning, 8) the language content should be included the material about grammars, vocabularies, pronunciation, 9) the language is related and useful on daily communication, 10) the book includes four skills in English completed with the scoring rubric, 11) the material should be related on their needs and for their real communication context, and 12) they also hope that the material is related on social cultural context and has varian topic. Related with the last criteria, students has viewed that local wisdom will be relevant as the material in teaching English for their field of study.

Local wisdom is the reflection of students' character and it should be the foundation to form their characteristic (Firza, 2016). Moreover, Firza (2016) explains that each region has its own local wisdom to form people's characteristic starts from their environment such as family, neighbor, and school. In line with

statement of Firza (2016), local wisdom should be implemented in school and Laili (2017) stated in her research that English teachers are expected to develop the English teaching materials integrated with character education and local wisdom. Local wisdom is cultural identity of society to absorb and filter foreign culture suitable with their own identity and characteristic (Soebadio, 1986:18-19). It can be understood that local wisdom is the effort to apply the cognition to do something and thinking of a certain object or even happening in certain place (Laili, 2018).

Local wisdom can be inserted in designing English learning material to promote local biodiversity and help students to understand the English material easily because they consider about the topic very well. Therefore, English teachers are suggested to insert local wisdom in designing or developing English learning material. Local wisdom is chosen based on the fact that it is important to be involved in English learning material in order to promote the product of local wisdom. It is based on the claim from Richard and Renandya (2012:12), “whenever you teach a language, you also teach a complex system of cultural costumes, values, and ways of thinking, feeling, and acting.” Therefore, English learning material based on local wisdom for vocational high school students of Online Business and Marketing program will be developed and hopefully it will be able to support English teaching and learning process in this program. In inserting the local wisdom for English teaching materials, the teacher can use some folk tales which are originally from local areas in Indonesia, some texts

about traditional foods, traditional houses, traditional clothes, traditional ceremonies, local plants, etc. (Laili, 2018).

In conclusion, it should be emphasized that the appropriate English book based on local wisdom which has fulfilled 6 criteria of good book from students' view must be developed. This developing English book can help students to study English which is supported their specific program, online business and marketing. Meanwhile, this specific English book material can help teacher to teach English related on the students' need, so the teacher unnecessary to look for text material that relate on students' program to support their learning.

## **1.2 Research Focus**

Based on the research context above, the research will be focused on:

1. What kind of English learning material does the students' need at vocational high school of Online Business and Marketing Program?
2. How to develop English learning material based on local wisdom for vocational high school students of Online Business and Marketing Program?
3. How is the level of users' satisfaction toward the product of English learning material based on local wisdom for vocational high school students of Online Business and Marketing Program?

## **1.3 Research Purposes**

The purpose of doing this research is to develop the English textbook for Online Business and Marketing Program, so the research purpose is:

1. To analyze the kind of material that students' needs at vocational high school of Online Business and Marketing Program.
2. To develop English teaching material based on local wisdom for vocational students of Online Business and Marketing Program.
3. To describe the level of users' satisfaction toward the product of English learning material based on local wisdom for vocational high school students of Online Business and Marketing Program.

#### **1.4 Scope and Limitation**

Based on the focus above, this research was focused on the developing English learning material for grade X students of Online Business and Marketing Program. Due to the limit time of doing this research, the research was limited on the unit and material. The first was limited the unit. From 15 units in the main book, the seven units in the first semester was chosen to be developed. The second was limited the steps of developing book product. The steps of developing book product in this research was adapted by Borg and Gall (1938:772), they are: (1) need analysis, (2) planning, (3) develop preliminary form of product, (4) preliminary field testing, (5) main product revision, (6) main field, (7) revision of product as suggested by expert validation, (8) operational field testing, (9) final product revision, and (10) involves dissemination and implementation. Due to the time limitation, this research only implemented some of the steps such as need analysis, planning, developing preliminary form of product, preliminary field testing, revision, final product revision, try out, and user validation.

### **1.5 Significances of the Research**

This research is expected to give advantages theoretically and practically for the readers. Theoretically, this research gives benefit for developing English learning material based on local wisdom for vocational students of Online Business and Marketing Program.

Practically, the developing English material based on local wisdom for vocational students of Online Business and Marketing Program hopefully beneficial for teacher, educational service, readers, and next researcher to use and develop appropriate English book for vocational high school students especially at Online Business and Marketing Program.

1. For the English teacher, the product of this research can be used as reference to teach English subject for vocational students of Online Business and Marketing Program. They can teach appropriate material for Online Business and Marketing students from this supplementary book that relates on students' need, so the students will learn English subject enjoyably.
2. For educational service, the final product can be used as the reference of English learning material based on local wisdom for vocational high school students at Online Business and Marketing Program.
3. For the readers, this research can be used as source to increase their knowledge of English education values. The values that mention in this research is vocational high school should be taught by using English for

Specific Purposes and the fact that local wisdom is important to be inserted in English subject.

4. For next researcher, this research can be used as information and reference to do another research in the future with the same field. Moreover, it can be the reference for next researchers who want to develop English learning material for vocational high school based on local wisdom but implementing in different program at vocational high school such as technique of computer and system, accounting, or chef and table manner.

### **1.6 Definition of Key Term**

This item has benefit to facilitate the readers in understanding this research. It is made to build some perception about ESP, need analysis, Online Business and Marketing Program, local wisdom, and English learning material.

#### **1. *English for Specific Purposes (ESP)***

English for specific purpose in this research is related to English that has been taught based on students' needs at Online Business and Marketing Program.

#### **2. *Online Business and Marketing (OBM)***

Online Business and Marketing or called as OBM is the one of program in vocational high school. In this program, the tenth grade students learn about basic competence and knowledge of being both good conventional or modern marketer by using online.

### **3. *Local Wisdom***

This local wisdom is related on the needs of online business and marketing program such as local folktale, local food, local tradition, and local tourism place in Trenggalek.

### **4. *English Learning Material***

The English learning material will be developed from recent English book and become supplementary book that is suitable to teach students of Online Business and Marketing Program.

