

CHAPTER V

CONCLUSION AND SUGGESTION

The aim of this research is to develop English learning material for Grade X students of Online Business and Marketing Program. The product was English book as supplementary book that based on local wisdom of Trenggalek city and related with curriculum 2013. This chapter was consisted of conclusion and suggestion of the research based on the findings.

5.1 Conclusion

From three research focus, it can be drawn the conclusion as follows:

1. The kind of material that students' need at Online Business and Marketing Program had to fulfill five criteria of good book from Cunningsworth (1995) and based on local wisdom. Through need analysis, the result showed that students need English book material in line with the goal of learning English for Online Business and Marketing Program. They also need the English book material that related with learning situation in the class, easy to be understood, and can be a good sources for them. They also agree that English book material for them should be arranged well and the layout must be clear and interesting. Moreover, they agree that the language can be used in their daily life activitie and containing the material about grammar, vocabularies, and pronunciation. Most of students need English book material that content all four skills they are listening, speaking, reading, and

writing. Most of them were expected that their future English textbook can give them enough material related on their needs and has some various topics. The material also has included local wisdom of Trenggalek.

2. To develop English learning material for Online Business and Marketing Program was through some steps, they were planning, developing preliminary, preliminary field testing, revision, and final product revision. In planning was preparing the material should be developed in one semester. This material should be contained the material of business and marketing and also based on local wisdom. The next plan was developing preliminary by making prototype. Prototype contained the basic competence, the goal, the skills, and the project should be done by students in each unit. This prototype was based on syllabus of English in curriculum 2013. After the prototype was done, the next step was developed the book and gave it into the validator. The validator gave score very good for the content, presentation, language, and graphic. Moreover, the validator gave suggestion to add the example in each unit and gave attention to the grammatical and structure. After revision, the product was tried out and distributed user validation.
3. To get the user satisfaction, the try out and distributed the questionnaire had done. The tried out was done at 18th and 19th July 2020 by taught the students with unit 2 about being salesperson and compliment. The students was active and did the task well. Then, the user satisfaction was showed that students was satisfied with the product. They agreed that the book

development was interesting, complete, easy to understand and learn, and of course its suitable with their need as students at Online Business and Marketing Program.

5.2 Suggestion

Depends on the conclusion, the researcher gave some suggestions for English teacher, educational service, readers, and next researcher. The suggestion as follows:

1. For the English teacher, it is suggested to use this product as supplementary book in teaching English for Online Business and Marketing Program. English teacher able to use this product for practicing or giving task to the students; meanwhile for the explanation able to adapt from the main book from Ministry of Educational and Culture.
2. For educational service, it is suggested to use and distribute this book for vocational high school in Trenggalek who has Online Business and Marketing Program. It is hoped that educational service in Trenggalek support this development product and maybe this development able to continue for others program at vocational high school.
3. For the readers, it is suggested to support the developing English book appropriate with the program of vocational high school. Moreover, the material is based on local wisdom. By supporting this developing book, it is able to promote and conserve the local wisdom.
4. For next researcher, it is suggested to develop book for Online Business and Marketing program based on the local wisdom in their own place or

developing English book for other program in vocational high school such as computer engineering system, chef and manner, fashion, beauty, and accounting.