

CHAPTER I

INTRODUCTION

In this chapter, the writer discusses the general background of the research. It also presents the reasons why the writer chooses the topic. Besides, this chapter consists of several points including: a) context of the research, b) focus of the research , c) the purpose of the research, d) significant of the research, and e) definition key term.

A. Context of the Research

As English continues to dominate in business, technology, media, education, medicine, and research, the demand for English for specific purposes (ESP) is rapidly growing to fulfill people with an instrumental purpose (Tsao, 2008; Xu, 2008). ESP has been implemented since the early 1960s. ESP courses are offered to students for meeting their specific needs, responding to the significant demand for English in academic and vocational contexts (Chang, 2009; Tsao, 2011).

The problem of English as the language of business, science and academia is so widespread that as Bolton (2008) states “English is now an Asian language.” He does however raise questions about proficiency levels. This concern about proficiency is important in ESP (English for Specific Purposes) because the language use must effectively and efficiently receive and convey messages for work or professional purposes. For example, a businessperson may need a suitable command of English to forge

relationships and finalize business contracts, while a scientist would need it to write effectively for research publication.

To reach the goal, teacher has the important role in teaching and learning process because most of output of students was determined by the teacher. According to Brown (1994:192) A strategies are specific methods of approaching a problem or task, modes of operation for achieving a particular end, or planned design for controlling and manipulating certain information. Kindsvasters (1996:290) state that the practices of the strategy help the teacher make optimal used by teachers help the students to get easier in understanding the material.

Even, teaching strategies in this research are different for English Specific Purpose's theory. ESP can be viewed as a special and specific edition and English for Specific Purposes (ESP) is generally interpreted as an approach to learning English based on the goals / needs of the learner. In the context of learning English in Indonesia both at high schools and in tertiary institutions, especially for students outside the English department, the ESP approach is a popular choice, one of which is on this yacht work training institution whose overall teaching is based on English Specific Purpose (ESP).

According to E. Dudley (1998), English for Specific Purposes (ESP) is designed to meet specific needs of the learners that are related to certain disciplines use, and in specific teaching situations, different teaching methodologies from General English (GE) are employed. In ESP approach, both the subject matter and the language receive equal emphasis. As

explained by Fiorito (2005) in ESP class, the teacher can give most of the knowledge that students' need in English which is expressed in the subject content. This helping them to learn English faster. Through ESP the students are not only taught the language but are also learning the subject matter relevant to their fields. Therefore, they acquire both the language skills and relevant knowledge in their field at the same time. In ESP teaching and learning process, as Lamri (2016) said, there are some basic elements which should be considered. Among the most important are the needs, the goals, and the motivation of the learners. Furthermore, learners' attitudes toward learning and learning strategies are emphasized and considered in the ESP process. It means that the tutors have to adjust between students' needs and the purposes of the language learning.

The previous research is taken at investigation conducted in 2nd semester of Culinary and Food Beverage Management students at Batam Tourism Polytechnic who took English for Hospitality II subject (M Siska, 2017). The high level of students' anxiety while asking to perform English was discovered whereas the teaching goal was aimed to encourage students to speak in English for their daily communication and to support their performance at internship program or training. The result showed that Vlog made respondents to enjoy learning English, and the instant feedback from teacher helped them improve their speaking competency gradually. The second previous research is about speaking for Hospitality and Tourism Higher Education using the Value of Social Networking Sites in Egypt

conducted by Abu Elnasr et al (2016) uploaded in Journal of Hospitality and Tourism Education. This research investigates the value of using social networking sites (SNSs) in the Colleges of Tourism and Hotel Management in Egypt. The results showed that SNSs have a value for academic-related purposes. They have a great potential in hospitality and tourism higher education in developing countries in which communication technology and formal electronic methods, such as, whiteboards, e-mails, and students' blogs are not used adequately for teaching learning. The sites give benefit to students' knowledge and share experience with others. The third study is the article from E. Dede Nurdiawati (2019), published in Dialektika Journal that states of Indonesia entitled *English Teaching and Learning Process at Albatross Cruise Ship Purwokerto* to describe English teaching and learning process at Albatross cruise ship hotel school Purwokerto.. Both of this research discuss about the teaching of and learning process at Albatross is a good place to study English for those who want to work at cruise ship abroad because the institution facilitates whatever need by the students to be able to join working at cruise ship. The next study is a thesis from Manikam (2007) entitled *Interviewer Training Module System Best Interviewing Skills and Strategies to Hire the Right Information Technology Worker*. Based all of the previous study, the writer will be observe about the practices of ESP in Cruise Ship because many of the researcher have done write about ESP in Medicine, Hospitality, Police act..

Based on a Preliminary Study conducted on Cruise LTE that the institute has a program that can be taken for three months like researchers observed in an intensive shipping program, this intensive class includes hotel vocabulary, marline tests, speaking marline, simulated job interviews, listening to general pronunciation and there are two different program classes, namely the first program is food and travel services, the second is a housekeeping class that they can choose one of them according to what they want to get after the course.

Besides that, there are a lot of yacht and hotel institutions or can be called as many cruise ship schools established in each region, but enthusiasts in this institution can be seen from the results of pralimenary study that there are quite a lot of students in LTE and they come from various regions not only Pare It has been found that some students in the class prove to be very good by their fluent English during a job interview simulation, and there are some graduates from institutions that have been accepted to work in one big hotel in Australia and Cruises in Germany, and many are accepted in foreign hotels because they are required to have the ability in English in the work process. It can be said that the results of good practice in the ESP class are influenced by teacher instructions on teaching strategies in the institution starting from planning lesson plans, teaching models that are in accordance with the material and assessment requirements that are different from formal. institution in general. Learning methods related to teaching strategies on non-formal institutions have a big role in shaping students to have good skills in

the field of shipping. Therefore, this research focuses on how tutors design, practice and evaluate the Cruise Ship program in English for Specific Purposes that is used by tutors in the cruise program to score successful students. The title of this study is "*Practice ESP Teaching in English Cruise Ship Program on LTE Cruise Pare*"

The reason for choosing the title as a thesis is to provide the reader with knowledge of how ESP-based teaching is applied differently between formal institutions which tend to be deep and detailed but in non-formal institutions this still uses ESP practice but its application is not as detailed as formal institutions. on the observation and documentation on preliminary study syllabus at this institution is different from the syllabus that is presented at the formal institute of researchers listed in appendix. This thesis to the LTE Cruises institution for training on board the Cruise LTE English course and to help tutors make preparations for teaching in ESP classes. This thesis investigates the crew ship programs run in the Cruise LTE English course in the teaching aspects of speaking for job interviews, student responses, and tutor solutions.

B. Focus of the Research

Based on the research background, one of the English Courses in Pare which has job training program for hotels, cruises and maritime especially on LTE Cruise courses. Researcher will make observations on cruise ship program in LTE, which there are two programs, namely the regular and

intensive programs. Here will be carried out observations on intensive classes where the members in the class already have basic English Language Skills.

This research is descriptive study because it describes a phenomenon of cursing there called the case study because it has a uniqueness that is that there are a lot of students interested in taking study in that specialty so from there it is not broader than the structured learning process so I will see how the learning process there with the formulation of the problem as follows

1. How is the teaching and learning activities designed on English for Cruise Ship program in LTE Course Pare (in the term of syllabus, lesson plan, method, technique and material)
2. How the teacher set activities in ESP to support student learning in English for Cruise Ship program?

C. The Purpose of the Research

The purpose of doing this research becomes one of the ways to rich the prospective of study. The purpose to do these researches is:

1. To analyze how the teaching learning activities design the lesson plans for English Cruise Ship program in LTE Course Pare to get the students successful.
2. To analyze how the tutor set activities in ESP to support student learning in English for Cruise Ship program.

D. The Significance of the Research

Theoretically, this research is to analyze and describe the practices of ESP in English Cruise Ship Program. Practically, this research is expected

to provide information about learning strategies in the special training program for a yacht and will provide some benefits for tutors, owners, English majors and researchers in the future. Here are the benefits for each of them:

1. Tutor

The tutor will know how the teaching strategies well by ESP practices in the course place. It is expected the tutor will give the good learning on order to make the students understand well about the material cruise ship, so that be able to increase the quality of the material of teaching strategies cruise ship.

2. Owner

The owner will know the good teaching process by ESP practices for cruise ship program. It can be consideration to upgrade the quality of program cruise ship in that course; more over the good quality of program cruise ship can interest the students and increase the number of students in intensive cruise ship class, thus it can increase the income in that course.

3. Student

Students will get illustrations of work training programs especially on cruise ships. It is hoped that students will learn more about how to work on a cruise ship abroad, so that it will help them when they apply in the company they will enter or the company they dream of working for.

4. English Department

It is hoped that the English Department will add an English specific purpose program as one of the subject matter in the lecturers. Research on teaching strategies especially job training on cruise ships will help as a guide for developing this subject. The aim is for tutors to prepare what strategies are best used in class as learning takes place.

5. Next Researcher

The researcher further knows that a good program for teaching English Cruise ship and what makes many graduates can be accepted in several companies abroad. So, they can use this research as a guide for doing better research in the future.

E. Definition of Key Term

Concerning with the title of this research, it shows the definition of some key terms in order to avoid misunderstanding and misconception of the reader. This definition will be able to make the reader clearer about the content.

1. Practices of English For Specific Purpose (ESP)

ESP practice its can be assist tutors in preparing teaching materials in the classroom. Thus the tutor can handle the needs of students, tutors could be addressing the needs of pre-experience learners (preparing to enter a specific discourse community) who need English for Specific Academic Purposes (ESAP) at universities, or who need Vocational English for Specific Purposes (VESP) at vocational and technical secondary schools. Other teachers/trainers at private language schools or in university ESP

departments may be targeting English for Occupational Purposes (EOP) courses in the business sector, intended for experienced learners already in the workplace who need English as a tool for their job.

2. Teaching Strategies for English Cruise Ship

Teaching strategies in English cruise ship is learning about what strategies are used in the learning process in the classroom that students can easily receive material about the cruise ship program. It has the purpose to prepare for prospective teachers or called tutors who will learn about several teaching strategies, because the strategies used in cruise ship are teaching strategies on English specific purposes.

Teaching strategy is to help teacher make optimal use of methods, and instructional materials. Teaching strategy is the general pattern of activity of teacher to reach the goal in process and teaching. From the definition above, the researcher defined teaching strategy as the teachers' effort in creating environment that enables for students to get easier in understanding the material.

3. LTE Cruise Course

LTE CRUISE Institute is a course institution located in the area of the British Kampung that focuses on training and channeling ship crews and to overseas hotels, LTE Cruise has established cooperation with ship agencies and overseas hotel agencies. They prepare themselves by taking course at LTE Cruise Ship in Pare.