

CHAPTER I

INTRODUCTION

This chapter provides introduction of this study. It includes the background of the study, research questions, objectives of the study, significance of the study, scope and limitation of the study and the definition of the key terms.

1.1 Background of the study

English is an international language that almost all countries learn English for communication. People use English for communicating orally and written. As stated by Hutchinson and Waters (1987) make reference to the discovery of the ways English vary in its spoken and written form. In this globalization era, people in all countries are demanded to be able to speak English for facing free market. According to Nurhayati (2014), understanding English in the form of written or spoken is difficult, if people do not understand the meaning of the words. People should be ready to face it and compete with other countries in many aspects of life such as politics, economics, technology, science and industry. English as the most used language and dominates some aspects in language include: technology, information, trade, business, health and commerce (Nurhayati, 2020). English is in a global way making different countries negotiate and discuss educational, social, political and economic issues (Mckay, 2002).

Knowing the importance of English for building communication Internationally, the teachers from Indonesian should give the students an interesting and

understandable teaching and learning process, in order to make them interested and easy to learn English. Especially, teaching English for another majors. Due to English is not only taught for English students but also for various majors such as economic students. According to Nurhayati (2020) knowledge of English is necessity in order to recruit qualified person especially in job opportunity in professional world. It is important for the teacher to be aware of what the college students' need. As stated by Nurhayati (2018) English college teachers should initiate to be models, have strong desire to change students' English competence and their mindset that to be good models needs high motivation, new awareness, to be up date, open minded, to keep on improving the qualities by further study, to appreciate a lot, to be attentive to the students' ability and learning style, to care on students' needs, to be critical, self reflective to make better pedagogical knowledge, communicative competence and emotional skills.

Therefore, the English teachers should choose and use a media which can support and help the students easy to learn English during the teaching and leaning process. There are several media which can be used for teaching lerning process. One of them is printed media, such as textbook, newspaper, poster, etc. Textbook is the most often media which is used by the teachers. Furthermore, learning English, especially in improving the students' vocabulary mastery as the basic component of learning English can be done through fun games which might catch the students' interest based on the students' characteristics (Nurhayati (2008), Nurhayati and Hermaningsih (2013)).

In the teaching English, the teachers usually uses ESP book as a media to teach the students from other majors, such as economic. ESP book was design to support the students in developing the basic knowledge and competence for working related to the majors they are learning. Besides that ESP book designed also helps the students to get jobs easily because in the ESP book includes material which appropriate with their major and based on what the students need. Dudley-Evans and St.John (1998-4-5) state, ESP is defined to meet specific needs of the learners. Hutchinson and Waters (1987) cite as having influenced the emergence of ESP was the focus on the learners' needs and the ways the specific language is acquired. Learners employ different learning strategies, use different skills, and learning schemata, and are motivated differently by needs and interests.

In designing ESP book, the teacher should be paid attention on material because the material has important roles in teaching and learning process. Good and appropriate material will give good and positive impacts for the students during the teaching and learning process. Appropriate material will make the students easy to learn because they are learning useful materials that are related to their future job, materials that are suitable with their needs. The author of the book as the materials might be added by some pictures to help the students understand the materials easily (Nurhayati, 2020). On the other hand, the use of inappropriate material will give negative impact for the students during the teaching and learning process. Inappropriate material might prevent the students to develop their skills to communicate using English in the target situation of their field of works. That is

why, to conduct English learning material, it should be based on the learners' needs and the teachers should represent the material in a good way.

However based on the documentation reviewing showed that the materials which are provided in the ESP book for economic students at open university still general, no specific yet. In addition, the vocabulary which includes in the ESP book was not relate to economic lesson whereas based on the need analysis result showed that the economic students are extremely needed an English book that has materials suitable with economics.

Some experts have conducted studies related to ESP for economic students. Khalik (2014) conducted study on ESP needs analysis based syllabus of economics faculty students, universitas "45" Makasar. The main objective of the study is to design a syllabus and adapt materials in the basis of students' need. The result of the study indicated that conducting need analysis prior to any ESP course is absolutely important as the basis for syllabus design and material adaptation because there was no material available on the market that could fully fit with the students' need. The result of the target situation analysis also indicated that the main purpose of the students of economic faculty universitas "45" Makassar in learning ESP is to enable them to read and understand books related to economics written in English that are available in the libraries. Based on the fact, the researcher of the study tried to design a syllabus that integrated reading skill, vocabulary acquisition and mastery on English grammar. Then Purwanto (2014) conducted study on need analysis of English for specific purposes (ESP) for the students of business and economic faculty (FEB) UNISBANK Semarang. The aim of the study is to investigate a

possible reconstruction of ESP for the students of FEB UNISBANK Semarang in anticipation of the needs for English in Asean Economic Community (AEC) era 2015. The finding indicated that the majority of respondents expressed positive responses on which to formulate the competency standards required of the students in order to professionally survive in the AEC era. Recommended in the study is to reconstruct the ESP syllabus and teaching materials. Krismayani et al. (2020) conducted study on the English material needs of economics and business students. The study was aimed to describe the analysis of the English course for economics and business students focus on target need and learning needs. The findings of the study showed that conducting need analysis to ESP course is important as the basis for designing syllabus and material because there was no material available on the market which suitable with the students' need. Based on the studies above, almost previous studies assumed that designing English course focus on economics students' need is important. However in designing the English course, the experts only focus on reading, vocabulary mastery and grammar. According to the result of the previous studies, the researcher of this study intended to develop ESP book for economic students at open university in which the design of the book focuses on all skills of English as speaking, reading, listening, writing and one component of English that is vocabulary.

1.2 Research Questions

Based on the background of the study above, the researcher finds the following research question. There are three research questions for this study, those are

preliminary research question and secondary research question. The research questions are follow ;

1. What kinds of English book do the economic students need at open university?
2. What are the product of English book development for students of economic at open university?
3. How are the experts' validation and students' acceptability toward the English book for economic students at open university?

1.3 Objectives of the study

This research purposed to developing English textbook for economic students at open university. These are the specific objectives of the research :

1. To analyze the students need of English book in economic department at open university.
2. To produce the English book based on economic students' need at open university.
3. To know the experts' validation and students' acceptability for English book in economic department at open university.

1.4 Significance of the Study

The findings of this study are expected to give contribution to the English lecturer, economic students and other researchers. First, for English lecturer, the researcher hopes the product of ESP textbook which has already designed in this research can facilitate the leacturer more easily to teach English for economic students. The second, for the economic students, the researcher hopes

the product which has developed would make the students easily to understand the material and could support them in seeking jobs in the future.

The third, for the other researchers, the researcher of this research hopes this research can be a reference for them who would like to conduct studies which has similar focuses.

1.5 Scope and Limitation of the Study

The scope of the study

This research was focused on developing English textbook or ESP book for economic students. In this research, the researcher developed English textbook or ESP book appropriate with the economic students need, especially in the first semester.

Limitation of the study

Due to the limitation of time and budget in completing this research, the researcher only conducted need analysis and ESP book designed.

1.6 Definition of term

1. Development

Development is a process to modify or perfect something that has already existed. The purposed of develoment for solving problems that happened in the teaching learning process by developing the solution. (Riska; 2017)

2. English for Specific Purpose

Hutchinson and Waters (1987), ESP is an approach to language teaching in which all decisions as to content and method are based on the learners' reason for learning.

3. Economics

Economics is a social science concerned with the production, distribution, and consumption of goods and services. It studies how individuals, businesses, governments, and nations make choices on allocating resources to satisfy their wants and needs, trying to determine how these groups should organize and coordinate efforts to achieve maximum output. (Chappelow Jim; 2019).