

# CHAPTER I

## INTRODUCTION

This chapter consist of background of the study, formulation of research question, purpose of the study, specification the product, significance of the research and development, limitation of the research and development, and definition of key terms.

### **A. Background of the Study**

Today's Vocational School is an alternative choice for students to continue their education. The students who attend vocational schools will be provided with skills that they have never received before at another school. They can choose the skills they are interested. Directorate Vocational School Development (2008) cited Slamet PH, 2011 conducted a study that the conclusion states "there is" positive relationship between school student ratio vocational school (SMK) and gross regional domestic product (GRDP). From this statement, it can be concluded that the Vocational School has an important role in improving the domestic economy. According to McMahon (2001) investment in education has contributed greatly to economic development in Indonesia. Education is very closely related to the learning process and of course related to learning outcomes. All of these components are interrelated with each other to achieve the desired and of course maximum results.

To achieve this goal, the presence of the media has a fairly important role, because in these activities the lack of the material used, can be helped

by presenting the media as an intermediary. Nurseto (2011) said that the function of media in learning is to present objects that students cannot see directly, such as presenting events that are far away, complicated, complex, which take place very quickly or slowly, become more systematic and simple. Hamalik in Arsyad (2011), suggests that the use of teaching media in the teaching and learning process can arouse desire and new interests, generate motivation and stimulants for learning activities, and even bring psychological effects on students. The use of teaching media at the teaching orientation stage will be very effective help the effectiveness of the learning process and the delivery of messages and content lessons at that time (Arsyad, 2011). According Hidayatullah (2016) media can represent what the teacher cannot convey through certain words or sentences. The media can be in the form of print or electronic media. Print media such as: worksheets, textbooks, magazine, newspaper etc., and electronic media such as E-book, E-module, digital flipped book, E-journal etc.

In the current condition, electronic media has a very important role for society, especially in the field of education. According to Circular Letter of the Ministry of Education and Culture of the Republic of Indonesia No. 3 2020 regarding the prevention of *Corona Virus Disease* (COVID-19), The Ministry of Education and Culture encourages the implementation of the online teaching and learning process. Learning that is carried out online requires the availability of teaching materials that are suitable for students' conditions. Digital learning media (online) can be interpreted as media

equipped with controllers that can be operated by the users, so that the user can control and access what the users' needs (Novita, & Hamid, 2015). The advantages of using online learning media are independent learning and high interactivity, can be increased memory levels, gives more study experiences, with text, audio (sound), video and link, all of which are used to deliver information.

According Selwyn (2011), digital technologies are described as helping teachers in more procedural and bureaucratic elements in their work, enabling teachers to like tag and produce subject matter to convey to their students. The use of digital technology also can help learners to improve their cognitive processes and thinking skills (Selwyn, 2011). As a bank with virtually unlimited resources from around the world, digital technology can enable teachers to deliver more engaging lessons to their students. Digital technologies are viewed as a useful and integral element of the toolbox of today's modern teachers, allowing them to explore and extend their own profession while also improving the overall 'learning experience.'. Thus, technology can be used as a necessary tool today, especially in online learning. However, when selecting the learning media to be used, students' interests and needs must be considered. Students will be happy to participate in learning activities if they use appropriate media, even if they are not face to face as in traditional learning.

Digital books are one of the online learning media products that are widely used in the world of education and non-education. Digital books are

publications in the form of text and images, published, and can be read through a computer, hand phone or other device (Andina, 2011). The digital book display design that is now in great demand by the public is a digital book with three-dimensional e-book technology known as *flipbook*, where pages can be opened like reading a book on a monitor screen (Riyanto et al 2012). According to Nurseto (2011) A flipped book is an arrangement of flowcharts (sheets of paper resembling a calendar, usually 21 x 28 cm in size, arranged in order). Thus, the Digital Flipped Book is one of the interesting media to be developed for students during the pandemic, because apart from being practical, it is also able to have a positive impact on student learning. According to Sugianto et al (2013), the use of digital flipped books is considered positive because the learning materials are very easy for students to understand. The Digital Flipped Book is also very easy to use, so that it is expected to help in student learning activities. According to Susilana, (2008) In addition to the characteristics previously mentioned, as a learning media, flipbooks have several advantages including: 1) concise and practical; 2) Can be used indoors or outdoors; and 3) Easy to carry everywhere (moveable). With the many advantages of using digital book media (flipbooks) in the learning process, so the digital flipped book deserves to be used as one of the learning media that must be used in any condition.

In the book of Curriculum (KTSP) 2000 Office Management Department of Vocational School Qomarul Hidayah 2 Tugu, based on article 35 thn. 2003 say: “kompetensi lulusan adalah kualifikasi kemampuan lulusan

yang meliputi sikap, pengetahuan, dan keterampilan sesuai dengan standar nasional yang disepakati” (graduate competence is a qualification of graduate abilities that includes attitudes, knowledge, and skills in accordance with agreed national standards.) As contained in the Book of Curriculum (KTSP) 2020 Office Management Department of Vocational School Qomarul Hidayah 2 Tugu, it is stated that one of the graduation requirements for students is mastering skills according to their majors (one of which is English Correspondence). Act productively, independently, collaboratively, and communicatively in: carrying out tasks using tools, information, and work procedures that are commonly carried out. That is all includes solving simple problems according to the field of work, displaying independent performance with direct supervision of superiors based on measured quantity and quality according to competency standards work.

English is an international language which is also the second language in this country, so that in the realm of offices, companies, as well as other government and private institutions, English language skills are needed. The ability to speak English is also one of the requirements or qualifications for someone to be able to work in a company (for example in the field of marketing and secretaries). Neeley (2012) said that the role of English cannot be ignored because presently English is the global language for business. As is known until now, the use of English as a global communication tool is one of the most widely used languages in Indonesia in order to communicate with foreign countries.

At the end of semester 1, the researcher confirmed to teacher and head master of Vocational School Qomarul Hidayah 2 Tugu, Trenggalek to conduct research at the school. The researcher chose Vocational School Qomarul Hidayah 2 Tugu, because the school has a location that is near from the researcher's home. So, it will make it easier for researcher to collect the required data. After the researcher confirmed to the teacher and head master of Vocational School Qomarul Hidayah 2 Tugu, the researcher made observations regarding the curriculum used, the learning media used, and the material being studied by following the learning that is being carried out in class or what is taking place online (by joining the WhatsApp class group).

Based on the data that the researcher found, SMK Qomarul Hidayah 2 Tugu has implemented the latest Revised 2013 Curriculum which in practice this curriculum requires students to be active in learning. The syllabus and lesson plans used have also been adapted to the standards that have been applied by the Ministry of Education and Culture which are written in the Book of Curriculum (KTSP) Vocational School Qomarul Hidayah 2 Tugu. However, in these observations the researcher obtained field data that they still use LKS (Student Worksheets) and handbook that are only owned by the teacher, so to be able to obtain material from the book each student must borrow it by individual in the school library with a certain time limit. In practice, students objected because the physical form of the book was relatively heavy to be carried go and back to school, that meaning the students at Vocational School Qomarul Hidayah 2 Tugu did not yet have interactive

and online-based learning media to support their study in carrying out the learning process. As a result, the teacher and students experience difficulties in the process of learning activities, especially when learning topics related to English.

In addition, English Correspondence has always been one of the final achievement materials which tested by the ISI “Ikatan Sekretaris Indonesia” (Indonesian Secretary Association) and now has a new name *Cipta Prestasi Gemilang* because it is an important material and become one of the competencies in the Office Management Department. Therefore, it is important to develop learning media on English Correspondence material at Vocational School Qomarul Hidayah 2 Tugu, using Digital Flipped Book media.

## **B. Formulation of Research Question**

Based on the identification and limitation of the problems, the problems are formulated as follows:

1. How to develop Digital Flipped Book to teach English Correspondence for the tenth graders of Office Management Department – Vocational school Qomarul Hidayah 2 Tugu, Trenggalek?
2. What are the specifications of Digital Flipped Book to teach English Correspondence for the tenth graders of Office Management Department – Vocational school Qomarul Hidayah 2 Tugu, Trenggalek?

### **C. Purpose of the Study**

The objectives of the research are:

1. To develop Digital Flipped Book to teach English Correspondence for the tenth graders of Office Management Department – Vocational school Qomarul Hidayah 2 Tugu, Trenggalek.
2. To explain the specifications of Digital Flipped Book to teach English Correspondence for the tenth graders of Office Management Department – Vocational school Qomarul Hidayah 2 Tugu, Trenggalek.

### **D. Specification the Product**

The product that was developed and produced in this Research and Development is Digital Book. This product was design and developed based on the students need in their majors, and the teacher need in the majors in Office Management Department towards the tenth graders of vocational school Qomarul Hidayah 2 Tugu, Trenggalek. The specification of the product can be read in the explanation bellow.

Digital Flip Book is a textbook that is converted into digital form. So that it is easy for users to read it at any time. This digital flipped book is specially made for students who are majoring in office administration. This digital flipped book is designed as follows:



**Table 1.1 Designing Specification of the Digital Flipped Book**

<b>MATERIALS</b>	In this part, the researcher will explain the meaning of English Correspondence, what's parts in English Correspondence, and also the researchers will explain 3 types of English Correspondence needed in Office Management Department, including: Job Application Letter, Curriculum Vitae, Formal Letter/Official Letter. Each letter will be explained the meaning, components and also how to write the letter.
<b>EXAMPLE</b>	In this part, the researcher giving some examples of Job Application Letter, Curriculum Vitae, Formal Letter/Official Letter to make students easier to understanding in English Correspondence.
<b>EXERCISE</b>	In this part, the researcher giving questions from the materials which have been explained above. The questions given consist of: knowledge and practice.
<b>EVALUATION</b>	In this part the researcher giving a summary from the material that has been explained above, then the teacher and students will have a group discussion regarding the materials and the problems encountered by students.

This digital flipped book is also designed with pictures to make it look more interesting, so that making easier for students to understand the material. It has 1 outline theme, it about English Correspondence which explain 3 types of letters: Job Application Letter, Curriculum Vitae, Formal Letter/Official Letter.

## **E. Significance of the Research and Development**

This research and development study are expected to have some important roles in both theoretical and practical practices.

### **1. Theoretical**

In the theoretical term, this research and development might have some important roles and value in:

- a. As a main or alternative source for other researchers in developing teaching and learning materials for students of office management department to learn English correspondence.
- b. As a source and also reference for all student and teacher in office management department to their reference in developing their materials in English correspondence that can be easier to access in their devices.

### **2. Practical**

This study gives significant contribution for headmaster of Vocational School Qomarul Hidayah 2 Tugu, Trenggalek, for students in office management department, for teacher in office management department, and another researcher.

- a. Students in office management department

Digital flip book needed student to help their learning activities for study English Correspondence

b. Teacher in office management department

Digital flip book helps the teacher easier to explain and can help the teacher to add some material that nothing before.

c. and another researcher.

Another researcher can use the digital flip book to develop their research with similar themes.

## **F. Limitation of the Research and Development**

The researcher chose Vocational School Qomarul Hidayah 2 Tugu and focused on office management department, because in this department there is one material related to English language skills, it is "English Correspondence". The researcher also chose a class at the earliest level, that is in grade tenth (X) because at this level it is necessary to emphasize learning so that at the next level students will find it easier to repeat and learn more about the material.

The researcher limits his research in developing a Digital Flipped Book to teach English Correspondence. Because in learning activities, teacher and students do not have interactive and online learning media. This book only focuses on 1 theme, it is English Correspondence which explains 3 types of letters: Application Letter, Curriculum Vitae, Formal Letter/Official Letter.

## **G. Definition of Key Terms**

### **1. English Correspondence**

According to Kamus Besar Bahasa Indonesia (KBBI), correspondence has the meaning of sending letters “mengirim surat”. So, Correspondence can be interpreted as an activity or an action to send a letter to a person or an organization.

### **2. Letters**

A letter is a tool used to communicate in writing by one party to another, to inform something that is official or unofficial, so that conveyed without having to deal directly with them. In this part, the researcher will explain three types of letters, they are:

#### **a. Job Application Letter**

Job application letter is a document sent with your resume to provide additional information about your skills and experience to an employer.

#### **b. Curriculum Vitae**

Curriculum Vitae or CV is covers in depth all information on academic history, experience, awards, publications/projects, job experience, volunteer service experience, etc.

#### **c. Formal Letter/Official Letter**

Formal letter/official letter is letter made by a particular organization/company addressed to an organization/company or other

individual, where the existence of the organization/company is legally valid.

### **3. Digital Flipped Book**

Digital Flip Book is a textbook converted into digital form, with ease of reading and studying without carrying a thick book. (Rizki and Rito, 2020)