

CHAPTER I INTRODUCTION

This chapter presents the background of the study, formulation of the research problem, objectives of the study, scope and limitation of the study, significance of the study and definition of key terms.

A. Background of the Study

As one kind of English for specific purposes course, Neptune school of Cruise Ship and Hospitality has specific curriculum which is specially designed for the students. Becoming cruise crew and hospitality staff will need specific English skills that will support their future job. So, the teaching learning process in this course should be carefully designed to meet students' needs i.e. equipping them with practical skills needed for their jobs on cruise and hospitality.

In line with that, based on a research conducted by Risan et.al (2019) it is affirmed that the importance of providing students of ESP with appropriate learning materials is a must. They found that in higher education, the English material that is given or taught must be correlated according to the student's interest or field of knowledge. Therefore, the material for student is important to be the focus of attention. Besides that, the student's perspective regarding the English language material is taught by the lecturer also an important point to know.

Furthermore based on their research results they suggest that : a) a teacher or tutor should pay attention to the importance of providing learning materials which should relate to students' disciplines so that the learning outcomes of the study program can be achieved and are always well synchronized, b) the head of the study program should always monitor the process of preparing the learning tools made by each educator so that the material provided is in accordance with the needs of students and the achievement of the profile of the study program graduates.

In another research written by Fadhliyah (2013) it was stated that an ESP course should essentially take into consideration register, genres and associated

language that students need to understand and to manipulate in order to carry out activities related to their disciplines.

However, the facts found from the real learning process sometime shew different findings. Often ESP learning materials are still far from being sufficient for students to equip them with enough knowledge and expertise to be used in their real jobs. The lack of learning material quality is also felt by some students and graduates of Neptune school of cruise ship and hospitality.

From the result of online interviews that the writer did on some graduates of Neptune school from April 18th to April 20th as her preliminary study, it was found that those students suggested that the learning materials in Neptune should be better developed to match their needs in facing their real job tasks by adding hours of the speaking and listening practice.

Hence, considering the facts found from the students' interviews about the need to develop proper English learning materials which would match students of cruise, hospitality and entrepreneurship needs, the writer aims at:

1. investigating how the current English learning material is developed in this cruise and hospitality school.
2. developing learning materials based on the learning needs of the students.

B. Formulation of the Research Problem

Based on the context of the study above, the research questions are:

1. How is the English learning material developed at Neptune School of Cruise Ship and Hospitality?
2. What is the specification of the learning material developed at Neptune School of Cruise Ship and Hospitality?

C. Objectives of the Study

The objective of this research is to develop learning material for Neptune Cruise Ship and Hospitality School students based on the need analysis and explain the specification of the developed learning materials.

D. Scope and Limitation of The Study

This study was conducted in Neptune School of Cruise Ship and Hospitality Tulungagung on the academic year of 2023. On this research the writer focused on developing learning materials for International hospitality and Cruise Ship program.

E. Significance of the Study

Theoretically, this research is to analyse and describe the material development of ESP in English Cruise Ship and hospitality Course of Neptune School Kediri. Practically, this research is expected to provide information about the how learning materials are designed in this course and furthermore fix and produce ESP learning materials for the students which will be more effective to meet their learning goals. Hopefully the result of this study will give benefits for:

1. Tutors

The tutors will know how well the teaching learning materials developed based on good standards of ESP learning materials and how these materials are practiced in the course place. Hence, it is expected that in the future the tutors will be able to prepare more proper learning materials for the students to meet their learning goals.

2. Owner

By taking considerations from the result of the study, the owner of the school will be able to take steps to upgrade the quality of cruise ship and hospitality programs so it will be able to develop and increase the number of students in his school.

3. Students

Students will get learning materials which will help them meet their learning goals i.e. mastering practical English skills that will be really used in their jobs.

4. English Education Department of UINSATU

The result of this study will give advantageous information to the department about real development of ESP practices and furthermore will contribute to enrich ESP lecturing materials for English department.

5. Next Researchers

Hopefully the result of this study will give additional information for other researchers who are interested in the same topic to further investigate other possible issues on this theme.

F. Definition of Key Terms

Concerning the title of this research, the writer needs to propose the definition of some key terms in order to avoid readers' misunderstanding and misconception.

1. English for Specific Purpose (ESP)

The term ESP or English for specific purpose on this research specifically refers to English for cruise ship program.

2. ESP Learning Materials Development

The ESP learning materials design on this research is meant as the design for English learning materials for students of cruise ship program, especially for students in Neptune cruise ship and hospitality school which is located in Jl. KH Hasyim Ashari N0.49, Banjarmlati, Kec. Mojoroto, Kediri, East Java.