

CHAPTER I

INTRODUCTION

This chapter comprises Background of the Research; Statement of the Research and Development Problems; Objectives of the Research and Development; Specification of the Product, Significance of the Research and Development; Assumption and Limitation of the Research and Development; and The Important Terms Used in This Study.

1.1 Background of the Research

Hutchinson and Walters (1987) stated that, *“people want to learn English, not for the pleasure or prestige of knowing the language, but because English was the key to the international currencies of technology and commerce”* which was one of reason of the emergence of English for Specific Purposes (ESP). Moreover, the study related to ESP material development focus on technology, health, argibusines and agrotechnology, business and management. However, considering the current and topical issue on the importance of tourism in global economy and international affairs, tourism needs to put in priority.

The Northern Javanese Sea Shore areas have many tourism spots, for example Lamongan Marine Tourism, Maharani Zoo and Goa, and Tomb of Sunan Drajat. Many domestic and foreign tourists visit amazing places to spend their holiday. We could find many hotels in Surabaya which there are

many tourists from many countries who spend their holiday at Northern Javanese Sea Shore and many locations around there.

When visiting the interesting places, the tourists could stay in hotels which are near with many tourism destinations in Northern Javanese Sea Shore areas. To accompany them in their trip vacation, they need hotel drivers to visit the interesting places. This indicates that the hotel drivers are also responsible for taking tourists to visit the beautiful places and they have responsibility to take the tourists back to the hotel.

As the emergence of Asean Economic Community's challenge (AEC) or MEA, it motivates hotel drivers to develop their competitiveness in the work place to find out the better opportunity and income. So that, the impact of this phenomenon persuades them to broaden their network and deepen their professional skill by working as the *freelancing* hotel drivers (www.bbc.com).

One of the characteristics of Asean Economic Community (AEC) or MEA is very tight competition in economic region. People should improve their competitiveness to find out the better opportunity (www.bbc.com). In order to face the challenge and avoid term 'out of the date', the *freelancing* hotel drivers need to improve their communication ability especially in English speaking. That is why, being able to speak English would be helpful for them to face the global challenge (<https://infokomputer.grid.id>).

Indonesia is one of the five countries which have the highest population growth in the world (<https://infokomputer.grid.id>), it could give

opportunity for the *freelancing* hotel drivers to show their competitiveness and also motivate them to broaden their network in the work place. It is because working as freelancer or part-timer for some drivers is not merely following the trend that is interesting in, moreover it is a choice. They could manage flexibility of the time between their work and their relax time.

By working as the *freelancing* hotel drivers, they also get other benefits such as working in some hotels without to be bounded to just one hotel. In other words, they could work for some hotels that could give them advantages because they could meet and recognize many people from various hotels. So that, they could get backup if there is no job in one hotel.

As the hotel drivers, the *freelancing* hotel drivers also use English when they communicate with tourists or the foreign hotel guests. English is used in some occasions such as when they greet the tourists and introduce themselves. They could also use English when they respond the tourists' complaint or ask question about the descriptions of some places in Northern Javanese Sea Shore. In this case, they should be able to communicate in English with tourists or the foreign hotel guests.

Thomas Orr et.al (2002) stated that, "*although many people are motivated to learn a foreign language because they believe it will help them with their careers in the airline, hotel, or travel industry, there is surprisingly little literature on the subject.*" Many English books which circulate in public or stores are General English which the content does not suit with the drivers' need. For example, when somebody uses transactional language related to

any service, they could say “*May I help you?*” with the smile, or “*What do you want?*” Both of them indicate that someone intends to serve, but the first option is more polite and suitable. Another example is when somebody intends to greet the hotel guest in the first meeting, they could use expression “*How do you do?*” or “*How are you today?*” As the first example, both of expressions indicate that someone intends to greet, but the first option is clearly preferable. It means that the ordinary language skills are not always suitable for any situations. That is why the emergence of English booklet for freelancing hotel drivers is needed.

To improve their English communication ability, the drivers should study English. In this phase, they should make some ‘expensive’ consideration if they have to take the English course. The initial consideration is time consuming. Some hotel drivers have working for hours that are not fixed, so they cannot join in English courses and the other reasons. The next is the cost that have to be paid by the drivers. Joining English course needs the costing that is not cheap and each learning package has the different fee that should be considered by the drivers. The following is material that is presented in English course. Many English courses commonly present General English material which does not suit with the driver’ needs. That is why, the emergence of a booklet is needed to help the drivers learn English independently. The booklet hopefully could improve their English speaking ability.

Simamora (2009) proposed that *booklet* is the printed material with the special appearance in the form of book. The term of *booklet* are from book and *leaflet*. It means that the term of *booklet* is the combination between book and *leaflet* which has the the small form as *leaflet*. The structure of *booklet* is as the book (introduction/preface, contain, closing), however the presentation of the *booklet* is more simple than book.

Booklet is the tiny-size book (one half of quarto) and slight, not more than 30 pages printed in the front and back which consist of written form and pictures. The arranging of the booklet's content is not different from the other media, however some considerations that should be taken are how to arrange the material as interested as possible. It is because the first thing from the *booklet* that could attract somebody is how it looks. (Simamora: 2009)

According to <https://infokomputer.grid.id>, at 2010 research global company called Intuit predicted that before 2020 the conventionally method would not be the standard/norm. The permanent worker would be replaced by the project worker as freelancer or part-timer. The long-term trend to employe the project worker predicted would be increased over time more than 80% and the use of the projects worker would be chosen by big corporations because they could work more flexible.

Freelancing hotel drivers support the Millennium Development Goals (MDGs) in Indonesia. MDGs is the millenium declaration which was adopted by 189 countries and approved by 147 leaders of countries in the world. It was agreed in September 2000 by leaders and delegations from 189 countries

of PBB in the Konferensi Tingkat Tinggi (KTT) Millenium in New York, including Indonesia. It was the eight items in order to be reach in 2015. One of the goal was the citizens' prosperity and the building of society (www.dosenpendidikan.com). By working as the *freelancing* hotel drivers, they participate to cope with the poverty in Indonesia.

In globalization era, where technology, information, and communication are very easy to get, the drivers are demanded to have adequate competencies in their working areas so that they could survive in the global competition. One of the requirements to become professional at the international level is having competency in international communication. In line with this, English as an international language is used for communication in many business activities in the world. The *freelancing* hotel drivers use English when they communicate with tourists or the hotel guests. English is used when they greet the tourist and introduce themselves. They also use English when they respond the tourists' complaint or question about the descriptions of some places. In this case, the drivers should be able to communicate in English with tourists or hotel guests.

The researcher is interested in observing *freelancing* hotel drivers because they need a suitable English booklet for learning English. Most English learning materials cannot be accepted by *freelancing* hotel drivers because the materials do not focus on improving their English. The researcher is also interested in developing an appropriate booklet to develop the drivers' English ability. It is because they need the appropriate materials in learning

English. That is why, developing an appropriate booklet for *freelancing* hotel drivers is useful for them.

1.2 Statement of Research and Development Problems

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

1. What are the *freelancing* hotel drivers' needs in learning speaking?
2. What is the appropriate English booklet for *freelancing* hotel drivers in learning speaking?

1.3 Objectives of the Research and Development

The objectives of the research are:

1. To identify the hotel drivers' needs in learning speaking.
2. To develop an appropriate English booklet for *freelancing* hotel drivers' in learning speaking.

1.4 Specification of the Product

The product of this research is an **English Booklet for *Freelancing* Hotel Drivers**. It has been developed in the form of print out, which the content of the booklet are material that is suitable for *freelancing* hotel drivers. It consists of 4 (four) chapter which provide activities that could be used to address grammatical feature, sociolinguistics, and specialized vocabulary only in particular situations which usually be used. So that, the content of material in the booklet are in the form of dialogue, description, and picture which has

been provided some explanation related to the context of situations which based on the result of need analysis. The language which is used in the booklet is both English and Indonesian which it also based on the result of Questionnaire in Need Analysis.

The structure of *booklet* is as the book (introduction/preface, contain, closing), however the presentation of the *booklet* is more simple than book. According to Simamora (2009), *booklet* is the tiny-size book (one half of quarto) and slight, not more than 30 pages printed in the front and back which consist of written form and pictures. Then, the elements of the booklet are Cover and Content, Preliminaries (title, intentionally blank page, page of the main title, table of content, and preface), Text Subdivision (title of the chapter and sub-title of the chapter), and Backside Subdivision (bibliography, glossary, and index) (Sitepu in www.tintapendidikan.com).

According to Prastowo in www.tintapendidikan.com the booklet should cover some components. Those are; 1) Title which is floored from Basic Competence or Kompetensi Dasar (KD) or main material. 2) Basic Competence or main material is floored from Content Standard or Standar Isi (SI) and Standar Kompetensi Lulusan (SKL). 3) It should consist of more picture rather than text, in order to avoid the term of monotone. 4) Picture which is used in the booklet should be familiar with the learner or reader. 5) Content of the booklet is adapted based on the learners' needs. 6) The booklet is easy to bring and read everywhere and everytime. 7) The booklet consist of fully equipped information, even though it is not in detail and order. 8)

Supporting informations are explained clearly and interestingly adjusted the age of the learner or reader.

1.5 Significance of the Research and Development

The study gives significant contribution for *freelancing* hotel drivers, the other hotel drivers, and another researcher. The significances of the research are as follows:

1. For *freelancing* hotel drivers; the English booklet could help them to learn independently to improve their communication ability and face global challenge.
2. For the other hotel drivers; as *freelancing* hotel drivers, the booklet could also help them improving their communication ability.
3. For the future researchers; the result of this study could be used as reference if they conduct a similar study related to developing English booklet for *freelancing* hotel drivers. They might be taken the same information for their research or looking for the lack and then modified through conducting further research.

1.6 Assumption and Limitation of the Research and Development

The researcher chooses *freelancing* hotel drivers as the subject of this study. This study is limited on the problem of *freelancing* hotel drivers' booklet to help them learn English speaking well. The researcher chooses booklet as material of learning English because the drivers have working for

hours that are not fixed. So that, they cannot take a course because of the lack of time and the other reasons as stated in the background of the research. Hopefully by using the English booklet they could learn English by themselves.

To support the *freelancing* hotel drivers' needs, the researcher prepares the English learning materials in the form of booklet tasks. A booklet is used to improve the drivers' ability because it is constructed to meet their specific needs in learning English speaking. The *freelancing* hotel drivers' English booklet is used to improve their particular ability in English based on the result of need analysis. An English booklet is also chosen by the researcher because it is easy to be learnt individually by the drivers at home or in their spare time.

1.7 The Important Terms Used in This Study

1. *Booklet* is the printed material with the special appearance in the form of book. The term of *booklet* are from book and *leaflet*. It means that the term of *booklet* is the combination between book and *leaflet* which has the the small form as *leaflet*. The structure of *booklet* is as the book (introduction/preface, contain, closing), however the presentation of the *booklet* is simpler than book (Simamora: 2009).
2. Hotel Drivers also called a shuttle driver, driver a limousine, or vanor small bus which has the job to collect and deliver hotel guest to the

tourists' area, such as the beach or the other destinations and provide information on the local areas.

3. *Freelancing* Hotel Drivers are self-employed hotel drivers who are not employed continuously but hired to do specific assignments that is to deliver hotel guest to the tourists' destination and provide information on the local area (<http://www.freelancedrivers.co.za/>).