

CHAPTER 1

INTRODUCTION

This chapter presents research background, research question, objective of the research, and significance of the research.

1. Introduction

Nowadays, English is really important in various fields considering it is an international language. It is similar with what Rao (2019) said in his research that English as a global language is important in various fields such as in the field of science and technology, to help scientists all around the world communicate with the other scientists and to make use of the available scientific literature. In the field of education, since lots of English information are stored in the form of books and journals in both printed and electronic form. In the field of business, where English serves the purposes of the multi-national companies' needs and it is being used as a tool of communication between one business organization and the other. And in the field of entertainment, where English plays a vital role in promoting entertainment through movie, television and music industries. It is similar with what Zuraidah (2019) in her research stated that it is important to understand the English language specifically because, there are so many reference books, journals, and any other sources are written in English.

Moreover, having a deep understanding of ESP could help students to improve their own quality of pursuing their targeted career. Because of that, more and more people are seeking to improve their English language skills for specific academic or professional purposes (ESP). According to Paltridge & Starfield (2013), English for specific purposes (ESP) is the teaching and learning of English as a second or foreign language with the goal for the learners is to use English in a particular field. The word specific in ESP indicates special linguistic need in learning English and special area as aim why the student learning English. Furthermore, Basturkmen (2010) stated that ESP

is a course which concerns on more detailed range of topics of English that the students need to learn.

In Indonesia, English is a part of curriculum in the Senior High School/ Vocational high School. Furthermore, the English language used in the secondary school curriculum has little difference between high school (SMA) and vocational high school (SMK). As mentioned in Ministry of Education and Culture Regulation (2014, No. 60) the English that should be mastered by SMK students is related not only to their daily communication but also to their future professions and jobs.

To identify students' needs and to determine the skills they need to develop, needs analysis can be used. Nunan (1988, as cited in Alsamadani, 2017) stated that needs analysis is like a data collection process, it is can be a vital asset for teacher of English for specific purposes (ESP). The advantage of needs analysis is that, the teacher can identify the current and future skills needed by the students. However, in order to analyze the students' needs, the teacher is obliged to understand more about their students' specific goals. For example, the students want to learn English because they want to be a secretary in the future. So, the teacher requires to provide the English materials related to office activities in office work activities in English teaching and learning process.

According to Hutchinson & Walters (1978) there are two types of needs that must be considered to analyze the students' need, those are target needs and learning needs. First is target needs. It analyzes what the students should know and learn with English in the target situation. Furthermore, on target needs, there are several things that must be considered such as necessities, lacks, and wants. Necessities are what students need to understand about their needs with English in the target situation. Besides necessities, there are also lacks. The teacher and the students itself need to know about their lacks in English. So later the teacher can find the solution for it. Whereas, wants are view and hope for the future of each student toward their own needs in learning English.

The second is learning needs. According to Hutchinson & Walters (1978) learning needs can be defined as what are the students need to do to achieve their desired English goals. It is about the routes that the teacher has provided to arrange activities and create interesting environment in the teaching process.

Both of the types of needs above aim to prepare the students to acquire English for their purpose maximally by using an appropriate content of English course design. So that, at the end, the students can have the competence to communicate effectively using English language in their target area.

In Indonesia, there are so many fields in vocational school, one of which is OTKP (*Otomasi dan tata kelola perkantoran*/office management automation). According to Basuki (2020) Office automation is all formal and informal information systems, especially those related to communicating information to and from different people inside and outside the company. Mentari (2019) added that the Office Administration Program is oriented to produce the student to get knowledge about management and business. The knowledge and skill which student needs, such as public speaking skills, good language, writing a letter, decide with the international colleague, and so on. From this, it can be seen that OTKP students need to prepare their English skill for their career in the future since they need to communicate with so many people, and they might need to speak English with foreigners who want to work with the company. So, the need to develop an ESP for SMK students is essentials since they are need to improve their English language skills for their future.

Based on explanation above, the researcher interests to conduct research under the title NEEDS ANALYSIS OF ENGLISH FOR SPECIFIC PURPOSES (ESP) FOR OFFICE MANAGEMENT AUTOMATION OF VHS STUDENTS. This research focuses to analyze the students' needs in learning English for Specific Purposes (ESP). In fact, as the researcher mentioned before, the school consists of different majors, one of which is OTKP (*Otomasi dan tata kelola perkantoran*/office management automation), that have significantly different needs in English. The knowledge and skill

which student needs, such as public speaking skills, good language, writing a letter, decide with the international colleague, and so on.

By conducting this research, the researcher tries to find out the needs of the eleventh grade of OTKP students of vocational high school in learning English. Furthermore, the result of this research can be used as suggestion to any vocational high schools to design the specific English material for OTKP students.

2. Research Question

Based on the facts above, the researcher is interested in performing the needs analysis of English subject in OTKP study program in the private vocational high school. The problem analyzed are:

1. How is the teacher's perception on English for Specific Purposes for OTKP students?
2. How are the students' perception on English for Specific Purposes in their professional needs?
3. To what extent does the ESP teaching and learning for OTKP students meet the students' current and future needs?
4. What are the challenges and strategies for the teacher related to ESP teaching in OTKP?
5. What are the challenges and strategies for the students related to ESP learning in OTKP?

3. Objective of the Research

Based on the statement of the problem, the researcher formulates the purpose of this research are:

1. To know about the teacher's perspective on English for Specific Purposes for OTKP students?
2. To know about the students' perspective on English for Specific Purposes in their professional needs

3. To find out to what extent ESP teaching and learning for OTKP students meets the current and future needs.
4. To know about the challenges and strategies for the teacher related to ESP teaching in OTKP.
5. To know about the challenges and strategies for the students related to ESP learning in OTKP or students related to ESP learning in OTKP.

4. Significance of the Research

The result of this research important for these following significances:

1. For the teacher
 - a. Informing needs of the marketing students in learning English
 - b. Informing opinions of the marketing students in learning English
 - c. Describing activities of English teaching and learning process in the classroom that can be used as reference to make English lesson be more guided.
2. For the school
 - a. Providing a report for the school as suggestion to design specific materials for the marketing students.
 - b. Increasing the insight of English for Specific Purposes (ESP) in English teaching and learning process.