

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Opening Remarks**

This chapter introduces the problem of the study. It starts with the background of the study, which describes the overview of the needs of teaching English for specific purposes at Accounting Study Program. Then, the purpose of the study, research question, significance of the study, and scope of the study and clarification of technical terms follow it. This chapter is concluded with organization of the paper.

#### **1.2 Background of the Study**

In a state Polytechnic of Lampung, General English is taught for three semesters. One of the study programs, Accounting study program sets its own policy to have English for Specific Purposes for its fourth and fifth semester students.

English for Business as one of ESP types was chosen to be taught in this study programs. In ESP, English is taught to meet the English needs in area of specialization. The needs in area of specialization are worth considering since the language we speak and write varies from one context to another (Hutchinson and Waters, 1986). Further, if a group of learners' English language needs can be accurately specified, it will be easy to determine the content of a language program that will meet these needs.

Students' needs of English in specific discipline can be analyzed through *Needs Analysis* (Richard, 2001). Needs analysis is used to develop objectives and content, and it can provide data for reviewing an existing program (Richards in Nunan, 1988). According to Iwai *et al.* (1999) cited in Songhori (2008), the term needs analysis generally refers to the activities that are involved in collecting information that will serve as the basis for developing a curriculum that will meet the needs of a particular group of students. Moreover, Spratt (2005) said

To meet students' personal needs, teacher should choose suitable materials, topic, speed of lesson, activities, approach to teaching (activity-based, topic-based), treatment of individual learners, skills, interaction patterns (group, pair or individual), and types of feedback. Meanwhile, in order for teacher to meet students' learning needs, they should choose suitable materials and topic, activities, interaction pattern, approach to teaching, language and skills level of language and skills, learning strategies and workload.

It means identifying students' needs are crucial to design an ESP course in terms of deciding suitable materials and teaching method.

Considering the importance of Needs Analysis in conducting ESP class, the researcher interested to find out the accounting students' needs of ESP class at State Polytechnic of Lampung, which has not been done yet. The information from the Needs analysis will also be used to formulate a syllabus and develop teaching material.

### 1.3 Research Questions

The study attempted to address the following questions:

1. What are English needs of students of Accounting Study Program?
2. Have the existing syllabus and textbook covered the English needs of students of Accounting study program?
3. What materials are considered relevant to the English needs of students of Accounting Study Program?

### 1.4 Purpose of the Study

This study was conducted to a) to investigate the English needs of students of Accounting study program, b) to analyze whether the existing syllabus and textbooks have covered the English needs of students of Accounting study program, and c) to select materials which are relevant with the English needs of students of Accounting study program.

### 1.5 Significance of the Study

This study is significant in that results of the study are expected to contribute and give some informative ideas to the development of theory, practice, and profession.

For theoretical development, this study can offer the information that can be used as a model for the improvement of the English teaching program in ESP context, especially concerning with the relevancy of materials to students' needs in the teaching learning process.

For practical and professional developments, the result of the study will be beneficial particularly for the lecturers, in identifying students' needs in the

research site in particular and other department in general. Moreover, it is expected that the study would be beneficial for other researchers that can stimulate to carry out similar study with other interest.

#### 1.6 Scope of the Study

This study is limited to the investigation of English needs at Accounting study program in a State Polytechnic of Lampung. The result of the study is expected to give contribution to the improvement of the teaching of English at Accounting study Program at the research site and at the other Accounting study program in general.

#### 1.7 Clarification of the Technical Terms

There are several terms used in this paper, one of them is 'stakeholder'. Stakeholders are person or a group of persons with a right comment on, and have input into, the curriculum process offered in school (Conelly and Cladinin in Richards, 2001). However, the term 'stakeholder' in this study refers to companies which usually employed state Polytechnic graduates. In this study, the stakeholders are represented by PT. Sampoerna Telekomunikasi dan CV Usaha Bersama.

## 1.8 Organization of the Paper

This thesis is divided into five chapters. Chapter one gives general description of the introduction to the topic of the research. i.e. by presenting the background of the study and research questions. The theories that support the study are presented in chapter two. The theory of English for Specific Purposes (ESP) proposed by Hutchinson and Waters (1978) and Dudley-Evans and St John (1998), especially the theory of ‘needs analysis’, primary supports this study. Chapter three discusses research methodology, which gives description about where the study is conducted, who the participants are, how the study is designed, how the data are collected and how data are analyzed. In chapter four the researcher presents data presentation and data analysis result. This thesis is concluded in chapter five, in which she presents the conclusions and suggestions.

## 1.8 Closing Remarks

This chapter has presented the introduction of the whole study, which includes research aims, data collection and data analysis. The following chapter will present theoretical foundation that frames the study.