

DEVELOPING ENGLISH MATERIAL FOR FRONT OFFICE FOR 11TH- GRADE STUDENTS AT SMK N 1 SINGARAJA

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ABSTRACT

This study was conducted to develop English material for the Front Office for 11th-grade students at SMK N 1 Singaraja. The research method used Design and Development model from Richey and Klein (2007). Three steps were carried out, namely, planning (need analysis), production, and evaluation. The subject of this research was eleventh-grade students of tourism major at SMK N 1 Singaraja, Bali. Four instruments were used in this study, namely an interview guide for teachers, a questionnaire for students, document analysis, and a checklist for expert judges. There were two types of data, qualitative and quantitative data. Qualitative data was obtained through interviews with English teachers who teach at the Front Office. Quantitative data was obtained from questionnaires distributed to students through questionnaires and checklists from experts. The result of the need analysis showed that two units were developed, namely, Handling Reservations and Porter Services. Each unit was designed and developed based on material design ESP by Hutchinson and Waters (1987) containing input, content focus, language focus, and task. Based on the result of two expert judges, the mean score of the product were 3.84 and 3.86. Therefore, the product quality was categorized as very good.

Keyword: D&D Model, ESP, English for Front Office

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ABSTRAK

Penelitian ini dilakukan untuk mengembangkan materi Bahasa Inggris untuk Front Office untuk siswa kelas XI SMK N 1 Singaraja. Metode penelitian menggunakan model Design and Development dari Richey dan Klein (2007). Terdapat tiga langkah yang dilakukan yaitu perencanaan (analisis kebutuhan), produksi, dan evaluasi. Subyek dalam penelitian ini adalah siswa kelas XI Jurusan Pariwisata di SMK N 1 Singaraja, Bali. Dalam proses pengumpulan data, menggunakan empat instrumen yaitu panduan wawancara untuk guru, angket untuk siswa, analisis dokumen, dan daftar periksa untuk juri ahli. Ada dua jenis data, yaitu data kualitatif dan kuantitatif. Data kualitatif diperoleh melalui wawancara dengan guru bahasa Inggris yang mengajar di Front Office. Data kuantitatif diperoleh dari kuesioner yang dibagikan kepada siswa melalui kuesioner dan daftar periksa dari para ahli. Hasil analisis kebutuhan menunjukkan bahwa terdapat dua unit yang dikembangkan yaitu Handling Reservations dan Porter Services. Setiap unit dirancang dan dikembangkan berdasarkan desain material ESP oleh Hutchinson dan Waters (1987) yang berisi masukan, fokus isi, fokus bahasa, dan tugas. Berdasarkan hasil penilaian dua juri ahli, skor rata-rata produk adalah 3,84 dan 3,86. Oleh karena itu, kualitas produk dikategorikan sangat baik.

Kata kunci: Model D&D, ESP, Bahasa Inggris untuk Front Office