

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, Statements of the Problem, Purposes of the Study, Significance of the study, Theoretical Significance, Scope of the Study, and Definition of Key Terms.

1.1 Background of Study

English is a global language that is used in the world for communication and to express the ideas with people from different countries. In some countries, English has been used in daily communication as a second language. Malaysia, Singapore, and Philippine are the countries that use English in their daily communication besides their first language. According to Brown (2001) “English is widely used as second language for education, government and commerce, to Scandinavian countries, where English does have an official status but is commonly spoken by virtually every educated person. Likewise, in countries where a language might be quickly judged as foreign language, learners may find readily available potential for authentic use of the language in such venous and indigenous language communities and media”. It means that in many countries, people use English to communicate and express the ideas among people and also English is used as education language that is taught to students as a second language or a foreign language.

In Indonesia, English is used as a foreign language. In relation to this point, Gebhard (2009:39) states that English as foreign language (EFL) is an acronym for English as a second language and studied by people who lives in a place where English is not a first language It means that English is not used in daily activities in the society in Indonesia. English as a foreign language has been taught from elementary school as local content, in the junior high school and senior high school as compulsory subject and in high university as elective subject.

English is an international language used in human business either as a second language or as a foreign language. As a second language, English is used in daily life to express feeling and argument. As a foreign language, English is used only in specific area such as in the tourism aspect. How English is used in particular purposes is also known as English for Specific purposes (ESP). From the early 1960's, English for Specific Purposes (ESP) has grown to become one of the most prominent areas of EFL teaching today.

English for Specific Purposes (ESP) is not General English (GE) teaching and learning, but it is specialized English. ESP is the area of inquiry and practice in the development of language programs for people who need a language to meet a predictable range of communicative needs. Richard and Schmidt (2002) claims that ESP is the role of English in a language course or program of instruction in which the content and aims of the course are fixed by the specific needs of a particular group of learners. For example courses in English for academic purposes, English for science and technology, and English for Nursing. It means

that ESP is used only for particular goal of language. Language is taught based on the learners' need.

ESP can be applied in some particular aspects; one of them is in tourism area. In tourism aspect, people need to be able to use English as one of the international language fluently. Tourism already develops in many countries in the world. Tourism aspect becomes one industry that guarantees good income.

Indonesia is one of the countries that use tourism aspect as a major source of income. Indonesian government promotes the tourism object in Indonesia seriously and makes great deals with some investors to build and develop tourism in Indonesia. Every province in Indonesia develops their tourism object in order to make good profit. Bali is one of provinces that use tourism as one of profit sources for developing Bali as a province. Bali is one of the favorite destinations in the world. It is because Bali has beautiful panorama and unique culture that make people excited know more about Bali.

As well as the development of Bali tourism is increasing, well quality of practitioner in tourism industry is also needed. Tourism practitioner needs to be able to give good service to the costumer. Good service can be done if the costumer and server understand each other, besides that, the server should have good quality in his or her position. In order to understand costumer's needs, the server needs to be able to use international language well, in this case, English. English is one of international languages that are used by many people in the world. In order to help tourism practitioners be able to use English well, the institution that provides the education for tourism practitioners is needed. The

institution provides some skills that are used in tourism aspect such as housekeeping, food and beverage service, guiding, front office, etc. The institution does not only provide skill for the practitioners but also equips them with good language.

There are many institutions providing education and training of tourism, one of them is Singaraja Hotel School. Singaraja Hotel School is the institution that prepares the students with skills in tourism aspect and also equips them with good language. In order to give the students better work opportunity, Singaraja Hotel School cooperates with good agency in cruise line and hospitality. There are some departments related with tourism aspect and one of them is food and beverage service department.

Food and Beverage Service is one area of tourism enterprise where English is used to support the success of the business. Food and Beverage (F&B) services has a responsibility for maintaining high quality of food and beverage services, food costing, managing restaurants, bars, etc. Food and Beverage Service is the service of Food made in the Kitchen and Drinks prepared in the Bar to the Customers (Guest) at the Food & Beverage premises, which can be: Restaurants, Bars, Hotels, Airlines, Cruise Ships, Trains, Companies, Schools, Colleges, Hospitals, Prisons, Takeaway, etc.

In order to communicate and serve the customer or guest, the F&B servers need to be able to use language well, so that, there is no misunderstanding between the server and the customer. In helping F&B servers mastering good language, ESP practitioners need to develop appropriate materials based on students' need.

Murcia (2001: 43) states that philosophically, all ESP learning materials should be tailored to the specific learning and language use needs on identified groups of students and also sensitive to the socio - cultural context in which these students will be using English. It means that appropriate language use and context should be suitable with the learners' field, in this case, F&B service.

The ESP practitioners also need to be aware with the English materials that would be designed for F&B service students. The materials have to reflect the real communication situation of the F&B field. Some materials can be inputted in the ESP material design such as English learning material consisted of each skill in language. According to Tomlinson (2011) learning materials for language learning refers to things that can help students to learn the language. The materials include books, videos, graded readers, flash cards, game, websites, and mobile phone interactions, though inevitably, and much of the literature focuses on printed materials. Material is one thing that is needed to support learning activities of the learners. Materials have to provide elements needed by the students.

In developing an appropriate learning material for students, the materials should have some criteria such as the materials should have a good effect to the students' development. Good effect means that the materials can help and stimulate the students gaining knowledge and skill in the subject taught. Learning materials also have to deal with students' leaning style. The materials used must be authentic uses, which mean that the materials are relevant with students' job life in the future.

The learning materials should give students opportunity to use language. It means that learning materials provide activities that allow students to expose the language. Learning materials should give the students examples and exercises needed in learning the language.

Providing various topics and activities in learning material will help the students to gain language. In order to help students master English, the students need authentic topics as their basic knowledge to give good services to customers. The topics consist of detailed explanation and examples related to the topics given. Examples help students to understand topics given well.

F&B service students need various topics and activities in order to give the best services to the costumers; they also need contextual examples so that they have an illustration about situations faced in real job situation. Examples can be in the form of dialogue or simulation so that students are ready to face real condition. Besides examples, students also need to practice the topics given through role play or answering questions related to the topics given. Providing materials consisting of various activities, examples, and exercises help the students gain language effectively.

Hermayanti (2015) conducted the research about developing the materials which focus on speaking skill. The research was started by analyzing the needs of the students. The previous research was about developing learning materials that focus on improving speaking skills, but the research did not concern an English learning material focusing on every skill. In the relation with that study, the English learning materials for F&B students was made. The materials consist of

various topics and activities related to Food and Beverage Service course. The students do not only need learning material that focuses on improving a skill but also teaching material that can improve overall language skills.

Based on the preliminary observation that was conducted on April 24, 2019, it was found that there was no specific material for food and beverage service in Singaraja Hotel School. Preliminary observation was conducted by observing the materials used and asking the instructor about the obstacles found from the materials used. It was found that the instructor used unstructured material gained from online source in learning process. The materials cannot provide various activities and examples. Therefore, English learning material is needed to be created.

The research would help the institution solve the problems by developing the learning materials. The result of the research was in form of English learning materials. The product can help the teacher to give the students information about food and beverage service. The product can assist the students to obtain the materials about food and beverage service.

Based on the background of problem, the researcher is interested in solving the problem by developing English learning materials providing various topics and activities related to food and beverage service course.

1.2 Limitation of Problem

Based on the problems identified in the previous section, the study is restricted to develop the English learning material for Food and Beverage Services course in Singaraja Hotel School. The problem is limited to find out the process of developing the English learning materials and measure the quality of the developed materials.

1.3 Statements of the Problem

Based on the background of study previously mentioned, the statements of the problem can be stated as follows:

1. How are English learning materials for Food and Beverage Service course of Singaraja Hotel School developed?
2. What are the relevant topics that should be included in English Materials for Food and Beverage Service course of Singaraja Hotel School?
3. What is the quality of the developed English learning materials for Food and Beverage Service course of Singaraja Hotel School?

1.4 Purposes of the Study

There are three purposes of the study.

1. To describe the process of developing English learning materials for Food and Beverage service course of Singaraja Hotel School.
2. To describe the relevant topics that should be included in English materials for Food and Beverage service course of Singaraja Hotel School
3. To measure the quality of the English materials for Food and Beverage service course of Singaraja Hotel School.

1.5 Significance of the study

The main purpose of the research is to develop English learning material for Food and Beverage (F&B) service in Singaraja Hotel School. The research is expected to give both theoretical and practical contributions

1. Theoretical Contribution

This study provides information about the procedures of developing English learning materials and things to be considered to gain effective materials which are expected to be more beneficial for the policy makers particularly to design more effective materials for teaching English for Food and Beverage Service students.

2. Practical Contribution

a. Food and Beverage Teacher

The English learning materials are expected to be beneficial for teachers because the product of the research will be in the form of English learning materials containing activities, detailed explanations, examples and exercises related to food and beverage service course in Singaraja Hotel School. The product helps the teacher to teach English for Food and Beverage service, so that the students are able to use good English as the communication tool to customers.

b. Food and Beverage Students

The product of this study provides English learning materials designed for Food and Beverage Service course. The materials in each chapter in the learning materials provide various topics, clear explanation, examples, and exercises. The students obtain appropriate English learning materials through this research.

1.6 Scope of the Study

This research focuses on English learning materials development for Food and Beverage service course in Singaraja Hotel School. The product of this study is English learning materials for students to practice English. The materials consist of various topics, detailed explanation, examples, and exercises.

1.7 Definition of Key Terms

In order to make clear concept regarding this research, there are some key terms explained below.

1.7.1 Conceptual Definition

1. English for Specific Purpose

Based on Celce - Murcia (2001), ESP is a movement based on proposition that all language teachings should be tailored to the specific learning and language use, which are needed by the identified students and also sensitive to the socio cultural context in which these students will be using English.

2. Material Development

Tomlinson (1998) states that the material development is everything made by people (the writers, the teachers, or the learners) to give information and provide experience of using language, which is designed to promote language learning.

3. Food and Beverage Service

Santosh (2015) states that Food and Beverage services is the service of food made in the kitchen and drinks prepared in the bar to the customers at the food

and beverage premises, which can be restaurant, bars, hotels, airlines, cruise ships, trains, companies, schools, college, hospitals, prison, take way etc. In this research, a textbook for Food and Beverage services course in Singaraja Hotel School was made.

1.8 Operational Definition

a. English for Specific Purpose

ESP in this research refers to English learning material designed for teaching Food and Beverage service in Singaraja Hotel School.

b. Material Development

Material development is a process of developing materials used for Food and Beverage course in Singaraja Hotel School. The material developments follow 4D model proposed by S. Thagarajan, Dorothy S. Semmel (1974).

c. Food and Beverage service

Food and Beverage service is one of tourism services that have function to serve the costumer in terms of reservation handling, complainant, or giving suggestion about the menu. In this case, Food and Beverage server needs to be able to speak English to costumer.