

CHAPTER I

INTRODUCTION

This chapter explains such things as: background of the study, statements of the problem, objectives of the study, significances of the study and definition of key terms.

1.1 Background of the Study

In this globalization era, the prevalent use of the English as a means of communication is in constant expansion. This fact is reflected in different fields and in various domains in which English is considered as a communication tool and it makes English become one of the important languages for conducting communication in international society. This situation brought a new challenge for Indonesian education which is expected to provide broader knowledge and insights to the people. It creates new belief that English can be applied in social life and support many aspects of human life, especially working area.

Generally people learn English because they are not only interested in the English Language or English culture, but because they need English for study or work purposes (Robinson, 1991). This role creates a branch of English which is called as English for Specific Purposes (ESP). ESP believes that language is learnt not for its own sake or for the sake of gaining a general education, but to smooth the path to entry or greater linguistic efficiency in academic, professional or workplace environments (Basturkmen, 2006). In this case, the role of English language is to

help people to build up the needed abilities in order to use English in a specific field of inquiry, occupation, or workplace. Each type is concerned on specific field of scientific knowledge as technology, business and economy or the social fields in general; with its various and large amount of human sciences studies.

Additionally, each of these is divided into further sub-branches, such as: English for Academic Purposes (EAP) and English for Occupational Purposes (EOP). Hutchinson and Waters (1987) admitted that there is not a precise distinction between EAP and EOP. People can work and study simultaneously. It is also likely that in many cases the language learnt for immediate use in a study environment will be used later when student takes up, or returns to a job. However, the distinction can be seen in the sphere of convenience. English for Occupational Purposes (EOP) trains individuals to perform on the job, using English to communicate. It would be useful for the people to reach a proficiency level for particular occupation. On the other hand, English for Academic Purposes (EAP) is applied for common core elements also known as 'study skill'. They basically consist of writing academic texts, taking notes and observations, listening to formal academic discourses and making presentations. Through this clarification, it is noticed that both the academic and occupational domains are concerned with ESP. Thus, the use of EOP could be seen in several occupations which use English to perform their job.

As a real example of EOP and EAP application could be seen in university and academic society. In academic life, students learn English as their subject as core elements to learn English skills. Basically, they study a general English and use them for general communication, except students from tourism, English literature and Education who study English in special terms. On other hands, the use of English is

also implemented in some division in academic society. The use of English is implemented by officers to perform their duty, especially for those who work at public relations and international partnerships division.

Receptionist officers were the first people receiving guests who visit the university, answering telephone, replying e-mail and communicating with the guests. It means their performance would represent the institution's profile. It would be easy if the receptionist handling domestic guests. It would be different if they were foreigners or overseas guests who cannot speak in Bahasa Indonesia. English is one of language that can be used to communicate between officers and guests. It generated communication in English between staffs and university's guests would occur directly.

The results of preliminary observations of several leaders engaged in Undiksha stated that English skills were needed to understand the needs of university guests. There were some activities which would use Bahasa Indonesia and English directly in the form of spoken and written, for example, officer would perform such kind of communicating, describing, greeting in English, asking, answering, offering, writing and replying letter, and other skills that must be mastered by officers while conducting their duty. It made the ability to use English not only be required by lecturers and students, but also by university officer. They agreed that both spoken and written communication was important in academic society, since there would be interaction using both these communications.

One of officers' duties is issuing letter or writing letter, as a part of written communication. Writing letter was not so easy as it seems. Writing letter is an essential part of communication with an intimate part of experience. Each letter

writer has a typical way of writing. It will show the style of writing, the way of expressing thoughts, facts etc. However, it must be emphasized that the routine in writing of official letters requires certain accepted idioms, set phrases, fixed patterns, grammar and even a certain arrangement of their parts on a sheet of paper. An officer needed to think about formality and effectiveness of a letter, so the message could be delivered effectively. Furthermore, the ability to write a good letter would facilitate the delivery of messages and increase understanding of readers' needs.

Generally, in letter writing, it says what is being sent, so that the recipient should know exactly what you intend to send. Letter writing is not only a means of communication and a contact, but also a record of affairs, information, events, complaints etc. It is necessary to feel the style in order to write a perfect letter. In formal activity, the act of sending and receiving written communications is called as correspondence. According to Cambridge Dictionary, correspondence means letters writing. Moreover, it can be said that English correspondence is the act of using English in sending and receiving written communications such as letters and emails.

The correspondence was not only used in daily activity, but also international activities such as conferences, researches, competition and publication. It requires officers to use specific English in order to build relationships with their partners. Certain skills must be developed by practicing and learning. However, it was perceived that having a guidance or handbook about writing official letters, which consisted of structure, patterns, idioms, set phrases, and even a certain arrangement of letter writing or correspondence would help and ease officers to conduct their daily job.

Thus this study, an English Correspondence Handbook for University Staff that could be used by staff or in-service training for staffs in need was developed. Staffs as workers who have completed formal education in certain programs may still need additional knowledge or certain skills to carry out their duties. The materials in this book were adjusted to the work field of each staff and the level of English skills possessed and the characteristics of English that is commonly used in staffs' duties. Staff's English skills were not the same because of their different education of backgrounds and experiences. A person with a general education background in Indonesia basically has knowledge of basic and general English because Indonesian education curriculum has included English as one of subject matters. English Correspondence Handbook for University Staff is expected to be used in order to facilitate and to be a guidance in university efforts to communicate and build the partnerships.

1.2 Statement of the Problem

Based on the background of the study explained above, there are two statements of the problems being formulated in this study, such as:

1. How is the English Correspondence Handbook for Academic Staff at Ganesha University of Education developed?
2. How is the quality of the English Correspondence Handbook for Academic staff that has been developed at Ganesha University of Education?

1.3 Objectives of the Study

Based on the statement of the problems above, the purposes of this study are:

1. To develop materials in English Correspondence Handbook for University Staff at Ganesha University of Education.

2. To describe the quality of English Correspondence Handbook for University Staff that has been developed at Ganesha University of Education.

1.4 Significance of the Study

There are two types of significance of the study, such as:

1. Theoretical Significance

The results of this study is expected to build up the needed abilities in order to use them in a specific field of inquiry, occupation, or workplace. Basturkmen (2006) stated that the useful of ESP is to smooth the path to entry or greater linguistic efficiency in academic, professional or workplace environments. Related to the designing and developing the product, Richey (1997) as cited in Richey and Klein (2007) state that practice is not sufficiently informed by research and that research is not sufficiently attuned to practice.

2. Practical Significance

- a. For the Officers

The product of this research is expected to be used in assisting officers in doing their current job in the related working area. The target users are officers at: International Office, Cooperation Subdivision, Public Relations, and Secretary on university's principals.

- b. For the Institutions

The findings of this study is expected to be used as a supplementary materials for the officers in doing their job in the related working area. As Chambi (2012) suggests that the institutions have to provide training for

the officers related to the field work activity, especially for whom English is a foreign/second language.

c. For the Researchers

It is expected that the result of the study is used as a reference for other researchers who concern the same or similar study to design upcoming study related to the field of ESP and EOP design. On the other hand, researcher can use this result of study as training material for officer candidates in the related working area, because the EOP goal is training nit education (Chambi, 2012).

1.5 Scope of the Study

The scope of the study is confined to:

1. Focus on designing a handbook for occupational purposes as the guidance in correspondence.
2. Develop a correspondence handbook which is used by three divisions at Universitas Pendidikan Ganesha.

1.6 Expected Product Specification

In designing and developing the product, there were several expectation for the product specification, such as:

- a) The product emphasizes on writing formal and informal correspondence at Ganesha University of Education.
- b) The product focuses on the correspondence for academic purposes.
- c) The product provides brief explanation, structures and common phrases used in correspondence.

- d) The product provides correspondence examples related to national and international interaction at Ganesha University of Education.

1.7 Definition of Key Terms

Definition of key terms is divided into conceptual definition and theoretical definition. They explain about correspondence, university and handbook.

1.7.1 Conceptual Definition

a. Correspondence

Correspondence is communication through the exchange of letters is known as correspondence. (Lougheed, 2003).

b. University

A University is a place where students come from every quarter for every kind of knowledge for the communication and circulation of thought, by means of personal intercourse (Newman in Boulton and Colin, 2008).

c. Handbook

Oxford English dictionary defines handbook as a type of reference work which gives information such as facts on a particular subject, guidance in some art or occupation, instructions for operating a machine, or information for people.

1.7.2 Operational Definition

a. Correspondence

Correspondence is communicating to others and relatives through written language in order to maintain relationships, create goodwill and serve evidence in academic field.

b. University

University is the highest level of education which conducts three main roles such as: learning and instruction, research and community services in the field of education.

c. Handbook

Handbook is a book developed in order to give information, direction or guidance about related subject matter. In this study, the handbook is about how to use English in correspondence activity in university level, especially in Undiksha.

