

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Nowadays, the role of English is important for tourism industry as a means to communicate, negotiate, and execute transactions with tourists by tourism employees. People who work in the tourism and hospitality industry are aware of the importance and need to have a good skill in using English in their workplaces. English for tourism and hospitality have been categorized under English for specific purposes (ESP). Maci, et al (2015) states that teaching ESP in the field of tourism and hospitality means focusing on specific linguistic skills, and this would benefit from a different approach to that normally adopted for pedagogical purposes, which is still heavily based on acquiring vocabulary skills. It means that the teaching ESP in tourism and hospitality will be focused in linguistic skill, and it can be an interesting or useful approaches if there is another way to teach in this specific purpose which emphasize about acquiring vocabulary skill such as from a game, teaching strategy, and the important one is teaching media.

The teaching media is one of the important things in teaching and learning process to make the students more focused in the class. The teachers have to improve their teaching media to make their teaching and learning process more meaningful. Because of the background of the instructor of this institution is not in educational department so the teaching media will help them to make an interesting material to be taught to the students.

According to Fachrurrazy (2001) media are the aids in teaching-learning activities. The use of media is important for motivating students, for attracting

their attention, or for clarifying certain concepts of the teaching materials. Teachers should be encouraged to use any media they consider helpful in their teaching. It should not be different whether the media are the traditional such as pictures, drawing, charts, flash-cards, real objects; in addition, it can use electronic media also for instance cassette-tape, OHP, computer, internet, electronic dictionary. Any media will be useful when they help to attain certain teaching purposes. Teachers should not hesitate to use them. In addition, teachers are also informed to be able to create simple media, such as clipping or drawing simple pictures or stick figures.

In this era, most of the students are more interested in electronic media or e-media which is combined by innovative idea and technology, it happened because of the highlighted development of technology in the globalization era. Teaching and learning process especially in English was had been totally changed since it combine with the technology. Technology provides a lot of options since making teaching interesting in addition to making teaching further productive for developments. Technology is one of the mainly important drivers of equally linguistic and social change. According to Graddol in Khalaf (2018), technology is in the center of the globalization process; in a shape that affect culture and education work. Technology is very helpful in making an interesting and useful media for teaching. There are some media that is commonly used as a media for teaching and also for practice for the students for instance; power point, learning application, vlog, or games.

In this present study, the researcher did his research in Apollonia Hotel School, especially in Front Office Division Students. Based on the observation in

this institution which had been done by the researcher, the students learn English both for practical and theory in the class. They also learn English based on their department. In addition, this institution has some departments that can be chosen by the students such as, housekeeping, culinary division, restaurant and bar division, and front office division. They spent six months course in the campus before take training in the hotels and it divides into two parts, first three months is for theories purpose and the second three months is for practical. If they have done of those parts meeting, then they can take training program for six months in the hotel. Based on this observation, it can be seen that the learning process can be define as interaction of instructor and the students that occurs in a conceptual and applied level (Fraksen, 2015; Laurillard, 2002).

The researcher also gave a questionnaire and interview to the instructors and the students in the Apollonia Hotel School and he also got some points about this institution. The first is about the experience of instructors of each department in this institution. The instructors in this institution commonly have an experience working in Cruise Line or Cruise Ship, so they can share their experiences authentically for their students about working in cruise line. The second is this institution has links from the agent in cruise line so it means they can help their students who want to work in cruise line. They will get easier to get or find job vacancies for their students who want to work in cruise line and then train them to prepare their selves to work in that place.

However, there are some points that was found by the researcher which have to improve in this institution. Firstly, based on the statement above, the instructors had the experiences about working in Cruise line but they had no

background in teaching students in the classroom. It means they had lack of strategy in teaching students in the classroom. Their style in teaching in the classroom is so traditional, they use more teacher centered learning, give a punishment to go out to the class for the students, and so on. So, they have to find more references about the way to teach in the classroom in order to make their teaching and learning process in the class more meaningful. Secondly, there is no syllabus and lesson plan in this institution. Syllabus and lesson plan is the important point in teaching learning process in order that the instructor can make a suitable method for the material with the aspects that they have to achieve in learning that material. So the instructor can construct a good planning with the indicator that will help the students to achieve the learning objective of the material. Thirdly, the instructors in this institution mostly use the conventional way and media in teaching and learning process. They learn more the material only by the book and printed text that is provided by this institution and it made the learning process were not interesting enough for the students. However, there are only some instructors which have used electronic media to teach in the classroom.

The power point is the electronic media that they usually use in presentation. They made power point presentation individually. In other words, the power point did not provide all of the material. It means that the instructors should make power point based on the sum of materials. According to the interviews, they need teaching media which is compactable meaning that the teaching media in consist of all the material and support language skills. The material should be shown in a form of pictures, animation, which attract the

students to be motivated in the learning front office theories. The media should help the students understand the material before apply it in the practice later. The design is also need to be fun for the students and easy to use by the instructors as well as the students.

So, based on interviews it is a need of teaching media in a kinds of audio visual or video to make the students enjoy the class better than only use conventional way which means a learning audio visual media that is interesting, fun, promote students centered and improve their skills. Then, researcher made an e-media to help the instructors make the teaching and learning process run well and the students can get easier to understand the material especially for front office student. The researcher chose front office students as the subject because the front office department is one of a vital part in a hotel, this department is a also a center of the hotel department. Therefore, the researcher chose the front office as a subject of this present study. By making an e-media for front office students, it will affect the output of the front office students in this institution, it also made the teaching and learning process more interesting and meaningful in the classroom, got the attention of the students and also motivated the students in learning the material.

## **1.2 Research Problem**

- a) What materials are needed to be developed for front office students of Apollonia Hotel School?
- b) How are the materials of Front Office Students in Apollonia Hotel School developed?



- c) What is the quality of the developed material of English e-media for Front Office in Apollonia Hotel School?

### **1.3 Objective of the Study**

- a) To know the English material needed to be developed for front office students in Apollonia Hotel School.
- b) To describe how the materials of Front Office Students in Apollonia Hotel School are developed.
- c) To identify the quality of the developed material of English e-media for Front Office in Apollonia Hotel School.

### **1.4 Significance of the study**

#### **1. Theoretical significance**

The result of the study will be useful to the development of english e-media which is conducted for Front Office Division in Apollonia Hotel School. This study expected to encourage and motivate the front office students to develop their understanding of English both theoretically and practically through e-media which is contextual to their workplace. The study is also useful for the instructors in Apollonia Hotel School in order to increase their knowledge about teaching media. It is also improve instructors' ability in using appropriate teaching media.

#### **2. Practical significance**

##### **a) For the instructors**

The product of this research and development study uses e-media as media to make the instructors easier in transferring the materials which contain of material for front office division. By conducting this study, the

instructors would be given e-media and the way how to use it. It can be useful for their teaching and learning process and make the process run effectively.

b) For students

The product of the study will make the students improve their English for front office division. The media will be designed as contextual as possible to their workplace later; therefore, the researcher hope they can improve and use their english better when they gradute and work in their workplaces.

### **1.5 Scope of the study**

This study was limited to design e-media for teaching English for Front Office Division in Apollonia Hotel School. The material was developed based on the material that was needed by the instructor and front office students in Apollonia Hotel School.

### **1.6 Definitions of Key Terms**

In order to avoid misunderstanding, the definition of key terms in this study would be presented as follows:

#### **1.6.1 Theoretical Definition**

a) Learning material

Tomlinson (2009) defines materials as something which is used to help to teach language learners. Materials can be in the form of a textbook, a workbook, a cassette, a CD-ROM, a video, a photocopied handout, a newspaper, a paragraph written on a whiteboard: anything which presents or informs about the language being learned.

b) Front Office

According to Namira (2010) front office is a division which deals with the guests directly. This department has a duty to handle the guest's reservation and provide information about the hotel's facility. Front office department headed by the front office manager, the front office department is the operational department that is responsible for welcoming and registering guests, allotting rooms, and helping guests check out.

c) Material Development

According to Tomlinson (2009), material development refers to anything which is done by writers, teacher or learners to provide sources of language input and to exploit those sources in ways which maximize the likelihood or intake: in other words the supplying of information about and/or experience of the language in ways designed to promote language learning.

### **1.6.2 Operational Definitions**

a) Learning materials

In this study, learning materials were sources which are used as the main learning materials to facilitate English teaching and learning activities for the first semester of front office students at Apollonia Hotel School. Here, learning materials are designed in the form of ESP materials.

b) Front Office

Front Office students of Apollonia Hotel School became the subjects of this study. They are the first semester students in basic level (Diploma II) in academic year 2018/2019.



c) Material Development

In this study, material development is a process of developing English for Front Office materials for front office students which are suitable for students' needs based on the need analysis.

