

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study and the main problems that were investigated in this study. The details of this chapter involve background of the study, statements of the problem, objectives of the study, significances of the study, scope of the study, and definitions of key terms.

1.1 Research Background

Tourism is one of the most popular industries that has been developed in Bali. There are over one million foreign visitors flying directly to Bali because Bali has developed as one of the world's premier tourist destinations. There are about 5.697.739 foreign tourists during 2017, which was 15.62 percent more than the previous year (Statistics of Bali Province, 2018) visiting the island. Tourism becomes an important economic sector in Bali. In 2017, tourism was the greatest sector of employment in which 760.093 people were employed in tourism industry such as trade, restaurants, and hotels (Statistics of Bali Province, 2018).

Human resources is an important element in tourism industry that needs to be developed as the new era improves every time. The human resource factor plays a major role in promoting tourism industry. Thus, they should have good communication skills. According to Zahedpisheh, Bakar & Saffari (2017), employees who work in tourism and hospitality industry are entirely and highly aware of the importance language proficiency and they need to have good command of English in their workplace. One of the employees working in the hotel industry is a bartender. Akinfolarin and Alimi (2011) state that the main quality of a good bartender is that she/he is able to speak English well because

communication is the key. Oral and written communication skill are important to help the employee in the workplace to serve the tourists.

In tourism and hospitality industry, English is taught to achieve specific language skill in real situations which allows the students to use English in their future profession, or to comprehend English discourse related to their area of specialist. The teaching of English for tourism is known as English for Specific Purposes (ESP).

According to Hutchinson and Waters (2008), ESP is an approach to language teaching in which all decisions concerning contents and methods are based on the learner's reason for learning. In addition, Hans and Hans (2015) state that the term 'specific' in ESP refers to the specific purpose for learning English. Students approach the study of English through a field that is already known and relevant to them. This means that they are able to use what they learn in ESP classroom right away in their work and studies.

In Bali, there are many schools, courses, and training centers providing education for those who want to be involved in tourism industry. Apollonia Hotel School Denpasar is one of those institutions. It educates high school graduates to have competencies related to tourism industry in Bali. There are four major departments such as Food and Beverage Service and Room Division, Bar and Housekeeping at Apollonia Hotel School Denpasar. The Food and Beverage Service Department is divided into three study programs such as Food and Beverage Product,

The researcher sees some phenomena as the background of the study that technology is really useful in every industry in the world. Tourism industry is one

of working field that use technology so much. When we visit a hotel or bar at the front office the staffs are using computer to help them. In tourism industry people use technology even before they enjoy the tourism facility. Nowadays, people already can book a room of a hotel, flight ticket and restaurant table only use an app in their phone. One of the instructors in Apollonia Hotel School said that he needs some learning material that can make the students can practice how to use a technology. A learning material that can train the students to use the language and to use a technology especially computer. This phenomena push the researcher to lift this topic for this present study and develop a suitable product as the result.

Food and Beverage Service, and Food. Meanwhile, in the Room Division Department, there are also three programs including Spa Therapist, Front Office, and Housekeeping.

In order to achieve the output of the standard competencies and to be able to produce qualified human resources in tourism, Apollonia Hotel School Denpasar should also equip ESP instructors with syllabus and materials for their teaching process. The researcher did an observation at Apollonia Hotel School and there was no syllabus and lesson plans were used by the instructors. Based on this pre-observation, the researcher decided to arrange the appropriate syllabus that followed SKKNI of bar department to support the product of this study.

However, in order to develop the quality of English competence of prospective bartender, ESP instructors need to have or develop appropriate materials based on the students' need. Therefore, knowing the needs of the students is considered fundamental in developing ESP materials. Without matching the needs, the social background of students and current tourism

facilities development to ESP materials, it is impossible to create relevant materials for such specific jobs.

In fact, based on the prior interview conducted to an ESP instructor of Bar Department at Apollonia Hotel School Denpasar, it was found that English materials for bar were limited. She clarified that the institution only provided ESP books like English for Front Office and English for food and beverages, but not English for Bar. The ESP instructor added, to get material for bar, she took some materials from the internet and other resources.

Based on the problems previously described, the development of learning materials for bar department were highly demanded. The researcher decided to develop the materials which meet the needs of the students and current tourism facilities development. All materials, as well as practices and exercises, should be properly designed in order to be highly functional, easy to be applied, matched with the basic competencies, and indicators stated in the school syllabus and appropriate with what was required by the job or the demands of organizational change. Thus, the present study aimed at developing English for Bar materials for students of Bar Department at Apollonia Hotel School Denpasar.

1.2 Research Problem

1. What e-learning materials need to be designed and developed for bar department at Apollonia Hotel School Denpasar?
2. How are the e-learning materials of BAR Students in Apollonia Hotel School designed and developed?
3. How is the quality of the product of BAR e-learning material in Apollonia Hotel School?

1.3 Objectives of the Study

The objectives of this study are

- a. This study purposed to support the English e-learning material's development to facilitate the teaching and learning process of English language instruction for Bar Division in Apollonia Hotel School.
- b. To determine the English materials for Bar needed by students of Bar Department at Apollonia Hotel School Denpasar
- c. To describe how the materials for students of Bar Department at Apollonia Hotel School Denpasar are developed
- d. To analyze the quality of the developed materials for students of Bar Department at Apollonia Hotel School Denpasar.

1.4 Significance of the study

1.4.1 Theoretical Significance

The result of the study is expected to be useful to the development of English e-learning materials which is conducted for Bar Department at Apollonia Hotel School. This study is expected to encourage and motivate the bar 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 lecturer in Apollonia Hotel School Denpasar in order to increase their knowledge about teaching media. It is also to improve the lecturers' ability in using appropriate teaching media.

1.4.2 Practical Significance

- a. For the Instructor at Apollonia Hotel School Denpasar

The product of this research and development study used e-learning materials to make the lecturers easier in transferring the materials which contains material for Bar division. By conducting this study, the lecturers would be given e-learning materials 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 at Apollonia Hotel School Denpasar

The product of the study would make the students improve their English for Bar department. The material was designed contextually to their workplace later; therefore, the researcher hope they can improve and use their English better when they gradute and work in their workplace.

c. The Institution

The product of this study was expected to supply the Apollonia Hotel School Denpasar with valuable English teaching and learning materials. Thus, it would promote the relationship of the institution between the Ganesha University of Education and Apollonia Hotel School Denpasar.

d. Other Researchers

This study was expected to help the other researchers to get some sources and guidance for the next study related to the present study.

1.5 Scope of the study

This study will be limited to design e-learning materials for teaching English for Bar Departmet at Apollonia Hotel School. The material that will be developed is based on the material that is needed by the lectures and bar students in Apollonia Hotel School. It is include Bar Knowledge, Bar

Organization Chart and Duties of Key Position, Types of Beverage, Method of Making Mixed Ingredients, Method of Making Mixed Drinks, Bar Equipment, Bar Supplies, Handling Complaint, Asking, Accepting, Refusing Request, Explaining Menu, Slang Language.

1.6 Definition of Key Terms

1.6.1 Theoretical Definition

a. Learning material

Tomlinson (2009) stated that materials as something which is used to help to teach language learners. Materials can be seen in varieties 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. Learning Material Development

Tomlinson (2009) said that 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 Definition

a. E Learning material

In this discussion and study, learning materials were sources which were used as the main learning materials to facilitate English teaching and learning activities for the first semester of bar students at Apollonia Hotel School

Denpasar. Here, learning materials were designed in the form of ESP materials.

b. Bar Departement

Bar students of Apollonia Hotel School Denpasar became the subjects of this study. They were the first semester students in basic level (Diploma II) in academic year 2019/2020.

c. Material Development

In this study, material development was a process of developing English for bar materials for bar students which were suitable for students' needs based on the need analysis. The material development in this study was based on the research and development framework, with steps as follow: need assessment, design, and development/implementation in which each step was followed by the step of evaluation and revision.

