

CHAPTER I

INTRODUCTION

This chapter describes about the phenomenon of the difficulties in using English by some supervisors, especially in speaking. The researcher will conduct the happened phenomenon for this research to explore the real circumstance. This chapter describes the reason for conducting the research and it deals with seven points: introduction that concerns with research background, research questions, research objectives, scope of the research, product specification, research benefits, and definition of terms as will be elaborated in the following sections.

1.1 Research Background

Indonesia is the big country which has strategic area to build relation with other countries, especially in business. Some cities are qualified to be a part of industrial area. For instance, Purworejo that has some companies which have progress to be developed. It can be seen by having a textile company located in Banyuurip, Purworejo that has good relation with other countries in term of exporting and importing products. This manufacture company is engaged in the textile or fabric products which has hundreds of machines and thousands of employees. Meanwhile this company is renowned until abroad. It is seen by having costumer from Japan that often order kind of products. It is actually the positive impact of globalization. Sebda (2012:12) said globalization involves the growing integration of economics and societies in an international. This includes exchanges of currencies, capital movements, technology transfer, international travel and migration and international flows of idea and information. This positive thing will always continue if the company can build good relation besides having good product to be exported. Communicating to the customers in right way will always give good impression especially for customers which are from abroad.

In contrast, based on the observation that researcher had been done, some supervisors who should handle to meet the customers from abroad were not capable to speak in English well. This company will hire an interpreter to help them dealing with the thing. It made the disbursement of funds become higher because they

should pay for it and surely these two companies would get difficulties in finding a certain goal. This problem made the company did not have good impression especially in having employees who were able to speak in English. English is a global language as stated in English is a global language book by Crystal (2003:1). Therefore, the employees who work in a company that has a good connection in global business should be able to speak in English to share or deal with their opinions. It means that the aim can be delivered if the receiver understand about the meaning. Hence, language is very important for human. This thing was related to some supervisors that could not use English well in this textile company. The supervisors said that they ever got English but it could not be surely applied in their real life, meant that in building communication for business to the customers from abroad. The supervisors needed to know kind of terms in their work and need to have a certain method while learning English. A method that should be used by the supervisors to develop their speaking skill is Contextual Teaching and Learning (CTL). As Susan (2003:9) said CTL motivates learners to take charge of their own learning and to make connections between knowledge and its applications to the various contexts of their lives: as family members, as citizens, and as workers. Whereas, this textile company wants to join ASEAN Economic Community (AEC) to compete with other companies in the southeast Asean. It means English is important to be learned in making this textile company goes international.

Considering this situation, the researcher would make a tool to help them in making conversation to the customers. Designing an English handbook for supervisors could be a possible solution to cope the lack of speaking in English. This English handbook would emphasize speaking skill which was needed by the supervisors in dealing with customers. An English handbook could be very efficient and practical as a tool for learning English because they needed media which were simple. Yet, the material was still considering their needs since it was taken by their target needs. Therefore, it was believed that an English handbook for supervisors could be used in learning English to supervisors in a textile company for making supervisors developed their English.

1.2 Research Questions

Based on the background above, the problems are formulated in the following questions :

1. What is the target needs of supervisors to an English handbook for speaking?
2. How is the design of an English handbook for supervisors?
3. How is the appropriateness of an English handbook for teaching supervisors in textile company?

1.3 Research Objectives

In line with what have been stated in the problems above, the objectives of this research are as follows:

- 1.To find out the target needs in textile company.
- 2.To create an English handbook for supervisors in textile company.
- 3.To find out the appropriateness of an English handbook for teaching supervisors in textile company.

1.4 Scope of the Research

This research discussed the problem that supervisors face in a textile company. The researcher would focus on designing an English handbook for helping them in learning English. It contained skill which need to be emphasized by the supervisors in having customers from abroad that was speaking. Before designing an English handbook, the researcher created a syllabus as a guideline to make the material. It was also related to the needs of the supervisors in a textile company. The goal of this research is the participants would be able to speak in English to the customers from abroad.

1.5 Product Specification

Referring to the research objectives written before, this research would create an English handbook for supervisors in a textile company. This handbook could be useful for them as a guideline in making conversation using English since

it was known that the content was based on the participants needs where the book was very effective and efficient. This handbook would contain seven topics which all the topics would display on the right side of the book. It aimed to make supervisors easier while finding the material that they want.

1.6 Research Benefit

This research was expected to give benefits for some sides both theoretically and practically.

1. Theoretically

For the next relevant researcher to provide early data related to the use of English handbook for supervisors.

2. Practically

The outcome of this research was expected to be useful for supervisors in a Purworejo company especially in mastering English speaking. The supervisors would be easier to make conversation with customers who were from abroad. The results of this research was expected for supervisors themselves, it could motivate them to use English appropriately to the customers.

1.7 Definition of Terms

The researcher considered that it was important to define some terms used in this research, and these are the definitions of some terms in this research :

1. Designing

Designing is creating a new thing (product, book, medium etc) to have certain purpose. Designing in this research also concluded as instructional design which Aldoobie (2015:68) stated instructional design is a systematic process that helps in creating and developing effective, appealing, and efficient instructional materials within a supportive environment using art, science, learning, and instructional theory. In this research, researcher focused only in designing a book which was efficient and effective for learning English speaking for supervisors.

2. Handbook

According to Sulisty Basuki (1993), handbook is a compilation of any kind of information which is fully arranged and ready to be used in a specific fields. Refers to the definition, the handbook that was made by researcher also for certain fields and purpose, business English. This book contained informations that readers could use as a guideline to help them in learning English.

3. Supervisors

In business environment there are many positions of the job. Likewise in a textile company has supervisor as a person who is responsible with customers. In order to handling a product to be taken and meeting customers.

Based on the explanations, it could be concluded that this research would design an English handbook for supervisors. Firstly, researcher would design a whole content of the book after gaining all the data or informations. Secondly, the reseacher would consider with the size of the book since the kind of the book will be handbook. The last, this handbook would consist of material that especially for supervisors.