

CHAPTER 1

INTRODUCTION

This chapter consists of six sections. The first is the background of the problem. The second is identification of the problem. The third is limitation of the problem. The fourth is the formulation of the problem. The fifth is the objective of the research and the last is the significance of the research.

1.1 Background of the Research

Indonesia is a country which has rich diverse culture and tourism potential. Even many people who want to learn about Indonesia and also all vacation to Indonesia. Indonesia becomes one of the tourism destinations for tourists both domestically and even abroad. Therefore Human resources should be prepared as early as possible, especially in English. Because it becomes one of the International languages and also became a means of communication for various countries.

One of the areas frequented by tourists is the temple. The temple is a relic from ancient times. The board and also the traders in the tourist areas area is a promoter that will promote the tourist area. Therefore, they must also be able to interact well especially those using the English language. It is undeniable that many foreign tourists who are looking for historic tourist areas. It is expected that the traders can interact well with them.

One of the temples that is well known in Indonesia is Plaosan temple. The uniqueness of Plaosan which is a blend of Buddhist and Hindu flows of an attraction for tourists visiting the sights in Klaten. According to Bambang, one of the officers at the Plaosan Temple complex, the tourists who visited the Prambanan Temple on the border between Klaten, Central Java and Sleman, D.I.Yogyakarta, they took the time to visit Plaosan Temple. Bambang asserted the tourists are guaranteed security while enjoying the area of Plaosan Temple. These attractions are usually crowded during the long holiday season class, Eid, Christmas and New Year. When the long holiday Idul Fitri 2016 for example, the number of visitors this temple riched

more than 3,000 people. They came from various areas in Java, and international tourists.

In preparing the global competences, the local traders as the human resources around the tourism area should learn English. The approach of language teaching and learning today is communicative language teaching (Richards, 2006:2). The goals of CLT are mainly to achieve communicative competence. It means the traders also should fulfill the communicative language to support their own skill in their own workplace.

To master the speaking skill, the traders have to be accustomed using English in oral communication. It would determine the fluency of using the language. In line with his statement, Richards (2006:14) argues developing fluency is one of the goals of CLT. In addition, the experience of learning the language is important. To support it, the people need some activities which enable them to develop their skills to participate in oral communications. The goal of learning speaking is expressing meaning orally both interpersonal and transactional expressions, either formal or informal, in delivering request and commands related to the job.

Despite the traders have had English subject before, most of them still have low motivation to speak English. Their language skills are influenced by their mother tongue and they often find some problems, such as lack of vocabulary and mispronunciation.

The facts were found by the researcher when conducting the interview and observation with the traders in Plaosan temple. Basically, they should be the best guides or seller for tourist when they face the tourism. Based on the observation, they had problem in mispronunciation, misunderstanding, and difficult to speak English because they could not speak English fluently. They still had some problems in mastering speaking skills, such as lacks of vocabulary and lacks of opportunity in learning speaking, and there was no media to help them in learning

English. The Pocket book would help them in learning English language and activities to support their fluency to speak English, and mispronunciation.

The researcher would conduct the research and development to solve the problems of the traders in learning English. The researcher would make pocket book of speaking for the traders to make them easier in learning English, then also can get many opportunities to learn English and speak English in reality.

1.2 Research Questions

1. What is the need analysis of designing English speaking pocket book for the traders in Plaosan temple?
2. How is the design of English speaking pocket book for the traders in Plaosan temple?
3. How far is the appropriateness of the designed English speaking pocket book toward the needs of the traders need in Plaosan Temple?

1.3 Research Objective

1. To find the need analysis of designing English speaking pocket book for the traders in Plaosan temple.
2. To describe the design of English speaking pocket book for the traders in Plaosan temple.
3. To evaluate the appropriateness of the designed English speaking pocket book.

1.4 Scope of Research

It is required that the researcher must put attention on the certain aspects in this research so that the researcher can focus on the problem and reach the research objectives accurately. This research would like to limit the scope that is related to the designing English speaking pocket book in Plaosan temple. The main reason of designing English speaking pocket book is because the traders have no time to learn English language.

1.5 Product of Specification

It is known that the research is expected to create or design an English speaking pocket book that would be useful for all traders especially in Plaosan temple and find out the effectiveness of the product. This pocket book would be designed by considering the needs of English for traders or the specific purpose. It would like help them to learn about English language and they can see what they need.

1.6 Research Benefit

The researcher hopes that the research may give some benefits both theoretically and practically. The benefits of this research are classified as follows:

1. Theoretically

The research finding hopefully can be a previous study to conduct similar research

2. Practically

The research finding may be useful for the traders. This research can cause the learners to have a big motivation in learning English and enjoy learning English, so that the traders of Plaosan temple can speak English and communicate with the foreigner well

1.7 Definition of Terms

There are some terms that need to be clarified in order to avoid misunderstanding of this research. Those terms are:

- a. Designing

Designing is the process of collecting ideas and aesthetically arranging and implementing them that would be guided by certain principles for a specific purpose. It is to make or draw plans for something. In this case, the thing that will be made or drawn is some English materials that are arranged to be an English speaking pocket book for traders.

b. Pocket book

The pocket book is a simplified handbook that still contains related information. However, the pocket book is also intended to be a guide for doing an activity and can be carried easily. In this pocket book some English components designed are several conversation, vocabularies, expressionon, and pronunciation related to the conversation. This kind of book is specially made for the traders and uses the easy vocabulary, because the researcher considers the traders background of education.