

CHAPTER I

INTRODUCTION

A. Background of Study

In fact, English has nowadays become the language of international communication. According to Li on her journal *Theoretical Base and Problems in Business English Teaching in China* quoted from Robert Phillipson (1992) points out, English has dominant position as the most widely learnt foreign language in science, technology, medicine, and computers also in research, books, and software as well as in transnational business, trade, shipping, and aviation; in diplomacy and international organizations; in mass media entertainment, news agencies, and journalism; in youth culture and sport and in education system. (Sa'diah, 2013: 2). English becomes more popular now days and considered as very important language especially in technology, science and education. In education English has been taught from elementary level until university level.

Language is a system of conventional signals use for communication by a whole community. From statement above we can understand that language is the most important tool of communication for human. Language has a lot of function for human such as: first language is used to communicate with each other, second language is used to maintain relationship with other people, third language is used to give information or transfer knowledge and fourth language is used to study the culture of the other country.

Based on explanation above, almost all use English as passive or active communication. In line, it is obvious that today English is not learned for the pleasure and prestige of knowing a foreign language, but also because of the fact that it has become the language of international currents in technology and commerce. In many schools English is compulsory subject. Especially In vocational school that has many major which use English for specific purposes such as English for accountancy , English for hotel, and English for tourism. ESP involves teaching and learning that focuses on the specific skills and language which needed by particular learners and particular purpose

Especially in tourism major will face and talk with tourist while they graduate from the school because it is their job. They will communicate with tourist directly. So teaching learning process that focuses on their need and goal as students of tourism major will influence their skills. Teaching learning foreign language process involve reading, writing, listening and speaking. There is a proverb about reading “ the more that you read, the more things that you know” . it means learn many thing by reading. As a human being not only learn one science course, but a wide range of science as the verse of Holy Quran, Al-Alaq: 1-5



The verse explain that to add knowledge about anything . it is about learn many science by reading and writing. In a Hadith, the Prophet Muhammad once said: "whoever desires the hereafter, then he should have his knowledge, anyone who

wants the world then he should have his knowledge, and he who wants both (the afterlife and the world), then it must have both science".

The explanation above state that learning wide range of science make people know many things as well teaching learning process that focus on students goal is going to improve their skill. Like English for tourism has specific material. it is like in tourism divided three principal areas: planning a tour, booking a tour, and conducting a tour. On planning and booking a tour will use English passive probability but difference on conducting a tour. Conducting a tour includes welcoming the clients at the port of entry, presenting the tour program at the hotel, guiding the tour, and handling complaints (Peter Master, 1998 : 214).

Based on observations at State Vocational High School 3 Banjarmasin that have vision "*Menjadi Lembaga Pendidikan dan Pelatihan Bertaraf Internasional berwawasan lingkungan dan Menghasilkan Tamatan Yang Mampu Bersaing Di Pasar Kerja Global*"

(Education and training institutions became an international environmentally and produce Graduates who are able to compete in the Global job market). On January 3, 2005, that has been SMKN 3 Banjarmasin potentially set to be developed into an international standard vocational school for business Tourism Services Program (*Usaha Jasa Pariwisata*) by Directorate General and vocational secondary education Jakarta DECREE number: 0026/c 5.3/MN/2005 and on October 2, 2006, SMKN 3 Banjarmasin was established as an international vocational school with the superiority Program is business Tourism services (*Usaha Jasa Pariwisata*) by the Directorate-General of the construction of the Vocational secondary school Jakarta

DECREEE Number : 2850/C 5.4/MN/2006. Then the school on May 16, 2008 SMKN 3 Banjarmasin has been verified as a Prospective International School (SMK-SBI).

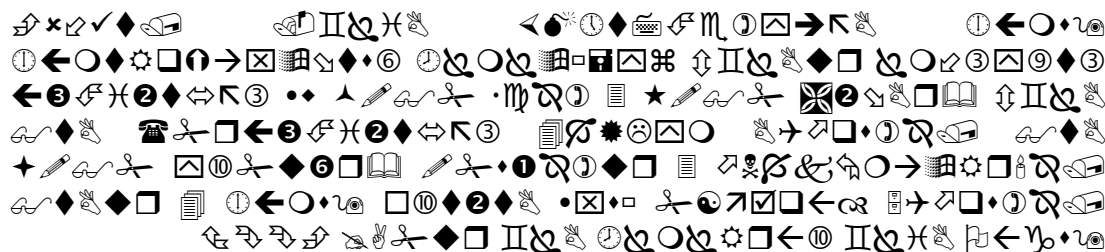
Based on that Tourism major is the superiority program of SMKN 3 Banjarmasin. the majors that have accreditation A. Tourism major is the course that most devotees. In this major produce graduates who are ready to work. Especially for tourism major they are ready to plunge into a guide for tourists. Because they were given lessons on tourism. In particular there is a guiding subjects starting from class X to XII. Subjects English for tour guiding class has a goal to prepare students who will internship and able to compete in global job. Actually the student will learn full material about guiding in class XI and XII. In this SMKN 3 use the book about tour guiding from 2006 until 2016. It means the book was used during 10 years. In the book there are two parts about tour guiding material. It arrival and departure transfer procedure.

Discuss about material design has correlated with the selection of texts and other materials for course. Materials development refers to everything which is done by the writers, the teacher or learners to provide sources of language input and to exploit those sources in ways which maximize intake. There are some forms of materials, like printed material and non printed material or both of them.

Hutchinson and Alan W said that ESP material has to focus on audience, aims, content, and methodology. The material for tour guiding that use in State Vocational High School 3 Banjarmasin unknown about detail of focus on those part.

Especially in content because content relate with high quality materials based on their focus.

Because of that the researcher is interested to analyze the English for tour guiding material. The English for tour guiding subject in short will helps students to fulfill their needs to make a progress in order to improve their quality of their life or work as this verse of Holy Qur'an, Ar-Ra'd : 11



The verse explain that Allah never change the condition of people until they change it themselves. So that the research effort to analyze the English guiding material to give evaluation towards the material that used in guiding subject to improve the quality of tourism major.

Based on the explanation above, the researcher is intended to analyze the material of English for tour guiding. Entitle **“THE ANALYSIS OF ENGLISH FOR TOUR GUIDING MATERIAL IN TOURISM MAJOR AT STATE VOCATIONAL HIGH SCHOOL 3 BANJARMASIN”** . The researcher intended to analyze the material want to improve the quality of the material for tour guiding that used based on English for specific purposes criteria by Hutchinson and Alan Water .

B. Statements of Problem

Based on the background of study above which describe about reason why interested with this research. So that two are three problem statements formulated below:

1. How is the Hutchinson and Alan water criteria about analysis content of English for tour guiding book “Provide Arrival and Departure Assistance”.?
2. Is English for tour guiding material in grade twelve match with Hutchinson and Alan water criteria?

C. Objective of study

There are 2 objectives of the research at the XII (twelve) grade, academic year 2015/2016 of State Vocational High School 3 Banjarmasin, South Kalimantan.

1. To analyze English for tour guiding materials that used in tourism major grade twelve based on English for specific purposes criteria by Hutchinson and Alan water.
2. To understand the content of the book according to English for specific purposes criteria by Hutchinson .

D. Significance of Study

The results of this study are expected to give benefits as follows:

1. Give English for tour guiding teacher description about criteria of English for tour guiding materials that are used for tourism major grade twelve.

2. For helping English for tour guiding teacher to know English for tour guiding materials that related to theory of Hutchinson criteria.
3. Gives benefit to students to give information about appropriateness the material and Hutchinson criteria.

E. Definition of Key Terms

1. Content Analysis

According to Krippendorff (2004:3) “Content analysis entails a systematic reading of a body of texts, images, and symbolic matter, not necessary from an author’s or user’s perspective”. Content Analysis is a method to study about the content of communication. Content Analysis is a research technique for the subjective, Systematic, and quantitative description of the manifest content of communication. (Neng Mahmudah 2011: 7).

An Analysis (particularly *content analysis*) is a technique for examining information, or content, in a written or symbolic material. Content analysis is used for exploratory and explanatory research but is most often used in descriptive research.

Oxford Learner’s pocket Dictionary (2010: 14) points out that analyze *see analyse* is “ examine or study something”. Therefore, what the researcher means in this research is analysis about English for tour guiding material which is used in tourism major grade twelve at SMKN 3 Banjarmasin.

2. English for Tour Guiding Material

English for tour guiding material is a book about guiding in English language which is made by Tourism Association of Indonesia. The content of guiding about how student need and do when they before face “transfer in” and “transfer out” the tourist.

The meaning of tourism major is “ study about the business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure”. It is explain about the study related to business with providing accommodation, services for tourist.