

ENGLISH NEEDS IN BUSINESS FIELD IN BANJARMASIN

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ANTASARI STATE ISLAMIC UNIVERSITY

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STATEMENT OF AUTHENTICITY

I, the undersigned, Najmiatur Rizqi Izzati, declare that this undergraduate thesis is my original work, gathered and utilized especially to fulfill the purposes and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes. I also declare that the publications cited in this work have been properly acknowledged. If someday, it is proven otherwise, I understand that my degree will be revoked.

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ABSTRACT

Najmiatur Rizqi Izzati. 2021. English Needs in Business Field in Banjarmasin. English Education Department, Faculty of Tarbiyah and Teacher Training. UIN Antasari Banjarmasin. Advisor of: (I) Hj. Nani Hizriani, MA. (II) Hidayah Nor, M.P.d

Key Words: English, Needs, Business Field

This research described how important English is for employees who work in marketing field and their needs of English in their daily work activity. The design of this research was mixed-method with descriptive sequential explanatory research. The subjects in this research were employees from marketing field, the object of this study was English that was needed by workers based on their necessity, lacks, and wants. In collecting the data researcher used questionnaire in the form of Likert scale which divided into 'strength and weaknesses' and 'lacks and needs' part and semi-structure interview technique. All data are collected and analyzed by using sequential explanatory mixed-method. For the questionnaire, the data was divided between lacks and needs of their English skills. For the interview, the data gave additional information such as the importance and application of English in their work field, also their self-awareness to improve their English skills. The results of this research were the employees' English skills were in average level of most of workers. The English skills they felt the need to improve were reading and listening. This was due to their difficulty to follow several activity in their work field such as meeting, receiving and sending e-mail, finishing report, and so on, that often used English, specifically reading and listening skill. However, they were still lack mainly at grammar, speaking, and writing skills. The employees think that English was important for their work and promotion in the future. Thus, they were enthusiast to learn of English skills more.

ABSTRAK

Najmiatur Rizqi Izzati. 2021. English Needs in Business Field in Banjarmasin. Departemen Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan Keguruan. UIN Antasari Banjarmasin. Dosen Pembimbing: (I) Hj. Nani Hizriani, MA. (II) Hidayah Nor, M.P.d

Kata Kunci: Bahasa Inggris, Kebutuhan, Bidang Bisnis

Penelitian ini menjabarkan bagaimana pentingnya Bahasa Inggris bagi pekerja yang bekerja di bidang pemasaran dan kebutuhan mereka akan Bahasa Inggris pada kegiatan bekerja mereka sehari-hari. Perancangan penelitian ini adalah dengan metode *mixed-method* jenis deskriptif penjelasan sekuensial. Subjek dalam penelitian ini adalah para pekerja di bidang pemasaran, objek dari penelitian ini adalah Bahasa Inggris yang dibutuhkan oleh pekerja berdasarkan kepentingan, kekurangan, dan keinginan mereka. Dalam mengumpulkan data, peneliti menggunakan teknik angket berformat skala Likert yang dibagi menjadi bagian ‘kelebihan dan kelemahan’ juga ‘kebutuhan dan kekurangan’ serta interview semi-struktural. Seluruh data dikumpulkan dan dianalisa dengan menggunakan bentuk penjelasan sekuensial. Untuk format angket, data dipisahkan antara kekurangan dan kebutuhan Bahasa Inggris mereka. Untuk format interview, data yang dikumpulkan memberikan informasi tambahan seperti kepentingan dan pengaplikasian Bahasa Inggris dalam dunia kerja mereka sehari-hari, serta kesadaran diri mereka untuk mengembangkan lagi kemampuan Bahasa Inggris mereka. Hasil dari penelitian ini adalah bahwa kemampuan Bahasa Inggris para pekerja berada di level yang standar seperti pekerja lain pada umumnya. Kemampuan Bahasa Inggris yang merasa perlu mereka kembangkan yaitu kemampuan membaca dan mendengarkan. Hal ini didasari oleh kesulitan mereka untuk mengikuti beberapa kegiatan dalam pekerjaan mereka seperti rapat, menerima dan mengirim surel, menyelesaikan laporan, dan lain sebagainya, yang seringkali menggunakan Bahasa Inggris, terutama kemampuan membaca dan mendengarkan. Namun, mereka masih lemah terutama pada kemampuan tata bahasa, berbicara, dan menulis. Para pekerja berpikir bahwa Bahasa Inggris sangat penting untuk pekerjaan mereka dan kenaikan jabatan mereka di masa depan. Karena itulah mereka antusias untuk lebih banyak belajar Bahasa Inggris.

MOTTO

“Tell me that I did good until now – whether I made the wrong choices or not, whether I would get to see the desired conclusion when I reach the end of this story or not.”

(Kim Dok-Ja)

“Stand by yourself. If you don’t have it, buy it. If you can’t buy it, don’t dream about it until you can. Don’t depend on others.”

(Najamuddin)

DEDICATION

Thanks to Allah SWT who has given me everything so I can finish this thesis. I dedicate this thesis for:

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Finally, the researcher hopes that this research will be useful for the next researchers. The researcher admits that this research paper is far from perfect. Therefore, suggestion will be expected to make it better.

Banjarmasin, July, 26th 2021



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