NEED ANALYSIS BASED EVALUATION OF ENGLISH FOR BUSINESS COURSEBOOK FOR BUSINESS ADMINISTRATION STUDENTS AT POLITEKNIK NEGERI PADANG

THESIS

BY

RAMA DWI PUTRILANI

NIM 1304120

Submitted as a Partial Fulfillment of the Requirement

to Obtain of Master of Education

ENGLISH LANGUAGE EDUCATION STUDY PROGRAM

GRADUATE PROGRAM

UNIVERSITAS NEGERI PADANG

2019

ABSTRAK

Rama Dwi Putrilani, 2018. Evaluasi Buku Bahasa Inggris Mahasiswa Jurusan Administrasi Bisnis Politeknik Negeri Padang Berdasarkan Hasil Analisis Kebutuhan. Thesis. Program Pascasarjana Univesitas Negeri Padang.

Buku pembelajaran untuk program pengajaran Bahasa Inggris untuk tujuan khusus harus sesuai dengan kebutuhan siswa di bidang mereka. Penelitian ini bertujuan untuk mendapatkan kriteria buku Bahasa Inggris yang dibutuhkan mahasiswa jurusan Administrasi Bisnis di Politeknik Negeri Padang dan mengevaluasi buku bahasa Inggris yang digunakan untuk mengetahui tingkat kecocokan buku dengan criteria yang diperoleh dari segi bahasa, isi, dan metodologi. Penelitian ini merupakan penelitian evaluasi. Kuesioner, panduan wawancara dan analisis format digunakan untuk memporeh data. Kuesioner dan wawancara digunakan untuk memperoleh data analisis kebutuhan, sedangkan analisis format digunakan untuk memperoleh data evaluasi. Kuesioner dibagikan kepada mahasiswa, dosen, karyawan Telkom Sumbar dan karyawan Bank Nagari. Peneliti juga melakukan wawancara dengan beberapa mahasiswa, dosen, Kepala Jurusan Administrasi Bisnis Politeknik Negeri Padang, karyawan Telkom Sumbar dan Bank Nagari. Mahasiswa jurusan Administrasi Bisnis membutuhkan buku yang membahas konteks-konteks administrasi bisnis yang lebih dititik beratkan pada speaking, tugas, dan latihan-latihan dengan teks yang otentik dan menarik. Terakhir, buku yang digunakan mahasiswa jurusan Administrasi Bisnis di Politeknik Negeri Padang cocok digunakan tapi perlu direvisi, khususnya dari segi isi.

ABSTRACT

Rama Dwi Putrilani, 2018. Need Analysis Based Evaluation of English for Business Coursebook for Business Administration Students of Politeknik Negeri Padang. Thesis. Graduated Program of Universitas Negeri Padang.

Coursebook for English for Specific Purposes (ESP) program should be suitable for the students' need in their field. This research was aimed to find out the criteria of English coursebook appropriately needed by Business Administration students of Politeknik Negeri Padang and evaluate the coursebook used to find out the degree of fitness of the coursebook for the criteria on language area, content, and methodology. This research was an evaluation research. Questionnaire, interview guideline and analysis format were used to collect the data of the research. Questionnaires and interviews were used to obtain needs analysis data, while analysis format used to obtain evaluation data. The questionnaires were shared to students, lecturers, staffs of Telkom Sumbar, and staffs of Bank Nagari. The data were supported by interview of some students, lecturers, chief of Business Administration program at Politeknik Negeri, staffs of Telkom Sumbar and Bank Nagari. The coursebook needed by the students should focus on Business Administration context and more emphasized on speaking activities, tasks, and exercise which provide authentic and interesting texts. Then, English coursebook used by Business Administration students of Politeknik Negeri Padang was suitable but needed some revisions and improvements especially for criteria of the content.

PERSETUJUAN AKHIR TESIS

Mahasiswa : ***Rama Dwi Putrilani***
NIM. : 1304120

Nama	Tanda Tangan	Tanggal
Prof. Dr. Mukhaiyar Pembimbing I		21/1-2019
Dr. Refnaldi, M.Lit. Pembimbing II		21/1 2019

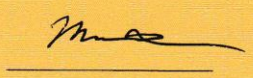
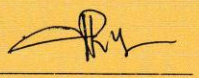
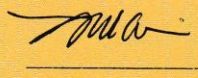
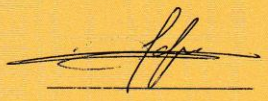
Direktur Program Pascasarjana
Universitas Negeri Padang

Prof. Dra. Yenni Rozimela, M.Ed., Ph.D.
NIP. 19620919 198703 2 002

Koordinator Program Studi

Dr. Hamzah, M.A., M.M.
NIP. 19611221 199003 1 001

PERSETUJUAN KOMISI
UJIAN TESIS MAGISTER KEPENDIDIKAN

No.	Nama	Tanda Tangan
1	Prof. Dr. Mukhaiyar *(Ketua)*	
2	Dr. Refnaldi, M.Lit. *(Sekretaris)*	
3.	Dr. Zul Amri, M.Ed. *(Anggota)*	
4.	Dr. Havid Ardi, M.Hum. *(Anggota)*	

Mahasiswa

Mahasiswa : ***Rama Dwi Putrilani***
NIM : 1304120
Tanggal Ujian : 18 - 12 - 2018

SURAT PERNYATAAN

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Padang, 18 Desember 2018

Saya yang menyatakan

RAMA DWI PUTRILANI

NIM. 1304120

ACKNOWLEDGEMENTS

Alhamdulillah, all praises, honor, gratitude and glory to the Almighty Allah SWT, who has given strenght and guidance in completing this thesis, entitled ***Need Analysis Based Evaluation of English for Business Coursebook for Business Administration Students at Politeknik Negeri Padang.***

In finishing this thesis, the writer had lot of helpfull contribution from many people. In this opportunity, the writer like to express the deepest gratitude and appreciation to :

1. Prof.Dr.H. Mukhaiyar, M..Pd, and Dr. Refnaldi, M.Litt. as the advisors who have given the great deal of contribution, valuable advice, meaningful knowledge, briliant ideas, time, and help in completing this thesis.
2. Prof. Dr.Hermawati Syarif, M.Hum., Prof.Dr. Azwar Ananda, M.A., Dr. Zul Amri, M.Ed, and Dr. Havid Ardi, S.Pd, M.Hum as my contributors who have given comments, suggestions, contribution and constructive feedback for the improvement of this thesis.

Thank to my beloved parents, ***Hj. Dra. Laila Fetma*** and ***H.Dr. Indra Ibrahim***, ***M.Kons*** for the valuable advice, and to my beautiful daughter ***Alesha Zahra***, always accompany and support, and also my beloved husband ***Ilham Maizal, SS*** for the inspiration.

Padang, 18 Desember 2018

RAMA DWI PUTRILANI

1304120

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CHAPTER I

INTRODUCTION

A. Background of the Problem

The application of EGP does not longer meet the specified needs of the students neither in the learning process nor in the work field. To deal with this problem, curriculum designers have decided to change the English Language Teaching in university level from English for General Purposes (EGP) into English for Specific Purposes (ESP) (Hutchinson and Waters: 1987: 7-8). Thus, application of ESP has meaning the students who have knowledge and skills of English must be facilitated and enabled to learn their course as well as to perform appropriately in target situation or in the work place.

In English for Specific Purpose (ESP) program, the materials, learning activities, learning strategies, the assessment and evaluation are given based on students' knoweledge and skill. The materials, learning activities, learning strategies, the assessment and evaluation have to be appropriate to the students' needs because the different discipline areas have different objectives in learning. For example, Business Administration students need to learn English in order to enrich their Business English ability related to the business term and context, business students need to learn English in order to enrich their business English ability related to the business term and context, etc. By knowing the objectives, the lecturers are able to

design the appropriate materials, learning activities, learning strategies, the assessment and evaluation.

English for Specific Purposes (ESP) program is divided into two branches. The first one is English for Academic Purposes (EAP). It refers to English teaching that relates to the specific communicative need and practices of particular groups in academic context. It is taken by the students who want to learn English based on their field in educational setting, such as teaching and learning English in university level. Besides that, the other branch is English for Occupational Purposes (EOP). It is a program which focuses on English teaching that relates to the specific communicative needs and practices of particular groups in occupational settings. It is used for the people who want to learn English related to their job, for example English for Bank employees.

Related to branches of English for Specific Purposes (ESP) program, Business Administration program of Politeknik Negeri Padang has conducted English for Academic Purposes (EAP) program which is called English for Business. It has provided in fourth semester for three credit hours. The students have to pass "English 1" subject (general English), "English 2" subject (general English) and "English for secretary" subject before they enter "English for Business" subject. According to curriculum of Business Administration Program at Politeknik Negeri Padang, the main reason of teaching English for Business is to improve ability of students to use English in the business world well. The students are able to communicate in English

in the office, with business partner and guess, and other related parties, both of formal and informal situations. The students are able to communicate and be able to convey ideas, opinions, suggestions, and others at the time of the meeting, discussions, negotiations, interviews, and other woods of business activity. The students are also expected to have English vocabularies which diverse and adequate to be able to communicate professionally in the business world.

There are several elements that influence the process of teaching and learning process in the classroom, such as instructors, students, instructional materials, media, strategies and techniques. They need each other. The students need the instructors, materials, media, strategies, and techniques in their learning process. In the other sides, the instructors also need them in order to achieve better result in teaching and learning process. As the result, the instructors have to choose appropriate media, instructional materials, and techniques in the teaching process.

The suitable media and technique can be taken from materials used. Materials can be taken from any sources such as textbooks, modules, journals, articles, internets, etc as long as they can be used in obtaining the objectives of teaching and learning. They also can be in many forms: papers-based, audio, video cassettes, overhead transparencies, computers, other equipments and real objects. Dealing with those, materials used by Business Administration Program at Politeknik Negeri Padang was a coursebook which

was designed by a team which consisted of some English lectures. The title of the coursebook is “Selected English for Business Materials”.

The coursebook has the crucial roles in teaching and learning process. It is needed by the teachers and students to achieve the objectives of teaching and learning process. According to Tok (2010: 508), coursebook do not only provide a framework for teachers in achieving the aims and objectives of the course, but also serve as a guide for the teacher when conducting lessons. In other words, it can be said that the teachers use the coursebook as the source in transferring the knowledge to the students. Based on the coursebook, the teachers prepare a lesson and media for teaching, design a test for students, and give the homework and assignment.

Since the coursebook become the important source in the process of teaching and learning, especially for English for Academic Purposes (EAP) program, the coursebook have to meet the students’ needs as possible. The data of students’ needs can be obtained by conducting need analysis. It is a crucial aspect in collecting the information about the need of a particular group of students in order to design a suitable curriculum, syllabus, and materials (Dudley-Evans and St. John, 1998: 121). Thus, English coursebooks for EAP program have to be designed based on the need analysis.

In sum, EAP program is designed to teach English based on the students’ need. All English skills are given, however the most skill needed by the students should be more emphasized than others. The needs of the

students can be obtained by doing need analysis. After the data is obtained, the lecturers are able to design the appropriate materials, learning activities, assessments and evaluation. Unfortunately, in preliminary research which had been conducted on Wednesday, January 7nd, 2015 in English for Business subject taught to students of Business Administration program at Politeknik Negeri Padang. The researcher found the data about the date of preparation of teaching materials has been quite a long time, which is date October 27th 2008. And also the need analysis in teaching materials is never conducted by the lecturers. The lecturers only discuss what should be learned by the business students without finding the data from other sources like head of Business Administration program, Business Administration lecturers, Business Administration students and companies where the students will work, so that the suitability between the materials taught in the students teaching to the needs of the industry has not been fully realized

Therefore the students' need has to be analyzed to obtain the criteria of English coursebook appropriately needed by Business Administration students at Politeknik Negeri Padang. It must relate to the English used in the company where students will work. The evaluation of the coursebook is also needed to know the degrees of fitness of the coursebook for the students' needs. Evaluation is a procedure that measures the value of a set material (Tomlinson, 2013: 21). It means that it is considered as a crucial part in English for Academic Purposes (EAP) coursebooks selection in order to

know what is useful and what is not in order to avoid when selecting for another time.

Business Administration program at Politeknik Negeri Padang is chosen as the setting of this research because EAP program have never been conducted for ten years in the program. For ten years, the coursebook have never been evaluated by the lecturers, and also the coursebook used was designed without analyzing the students' need related to the English used in the company of students will work. In evaluating whether the coursebook qualifies English for specific Purposes (ESP) material principles or not, there are three aspects to be considered. They are about language area, content, and methodology of the coursebook. Those aspects have crucial roles in obtaining a good quality of materials.

Moreover, the research is conducted to analyze Business Administration students' need in order to obtain the criteria of English coursebook appropriately needed by students and to evaluate the coursebook used in order to obtain the degrees of fitness of the coursebook for criteria. The students' need is analyzed and coursebook is evaluated in terms of language area, content, and methodology. The evaluation process is conducted after analyzing Business Administration students' needs. It means that English coursebook used by Business Administration students of Business Administration program at Politeknik Negeri Padang is matched to the criteria which are combined the experts' theories and need analysis result.

The researcher thought that to apply need analysis based on evaluation is match for this research. Moreover, there are many references and studies about need analysis and evaluation from experts before. Almulhim (2001), he investigated English language needs of Saudi employees in 101 companies representing different business sectors in the eastern providence of Saudi Arabia. He concluded that though the English language is needed in the private sector, an intermediate level of proficiency is generally sufficient to conduct the job. The investigation measured the level of English proficiency required in the four skills. He revealed that listening was the most important skill.

B. Identification of the Problem

Based on the background, the problems identified are related to need analysis and coursebook evaluation. Need analysis is a process of collecting information about students' need in order to obtain the criteria of English coursebook needed by the students. Then, coursebook evaluation is a process of matching the coursebook used and the criteria obtained after doing need analysis. Unfortunately, English coursebook used by Business Administration students of Business Administration program at Politeknik Negeri Padang had not been analyzed quite a long time and there was no need analysis conducted in designing the coursebook. Thus, the researcher need to analyze the students' need and to evaluate the coursebook used by Business Administration students of Business Administration program at Politeknik Negeri Padang based on the criteria obtained after doing need analysis.

C. Focus of the Research

The research is focused on analyzing Business Administration program students' need and evaluating the coursebook used. The analyzing of students' need and evaluating the coursebook used are limited into three terms. They are about language area, content, and methodology.

D. Formulation of the Problem

Based on the research above, the problems of the research are formulated as follows: "What are the criteria of English coursebook appropriately needed at Business Administration program at Politeknik Negeri Padang and how far the coursebook which used match to the criteria did?"

E. Research Question

Based on the formulation of the problem previously, the research questions are stated below:

1. What are the criteria of English coursebook appropriately needed by Business Administration program at Politeknik Negeri Padang?
2. How is the language area of English coursebook used by Business Administration program at Politeknik Negeri Padang?
3. How is the content of English coursebook used by Business Administration program at Politeknik Negeri Padang?

4. How is the methodology of English coursebook used by Business Administration program at Politeknik Negeri Padang?

F. Purpose of the Research

The purposes of this research are:

1. To find the criteria of English coursebook appropriately needed at Business Administration program of Politeknik Negeri Padang which focused on language area, content, and methodology.
2. To find out how far the language area of English coursebook used by Business Administration program of Politeknik Negeri Padang matches to the criteria.
3. To find out how far the content of English coursebook used by Business Administration program of Politeknik Negeri Padang matches to the criteria.
4. To find out how far the methodology of English coursebook used by Business Administration program of Politeknik Negeri Padang matches to the criteria.

G. Significance of the Research

The findings of this research are expected to give a significance contribution to teaching and learning English development. Theoretically, the result of this research is expected to enrich the theories of English teaching and learning, especially teaching and learning English for Specific Purposes

(ESP). Practically, since this research mainly is focused on an evaluation, it just can result in the conclusion related to the coursebook evaluation. Therefore, the factual data obtained are useful as inputs for improving the quality of English coursebook in the future. Furthermore, the finding of this research might give an extra insight for English lecturers in selecting and evaluating a suitable coursebook that is used in English teaching.

H. Definition of the key Term

To avoid confusion of the readers in understanding the topic that was discussed, the researcher described some key terms:

1. English coursebook is a kind of English materials that used by the teachers or students to facilitate the teaching and learning activities.
2. Needs analysis is a process of collecting the information about students' needs in order to obtain the coursebook needs by the students.
3. Coursebook evaluation is a process of comparing and matching the coursebook used and needs analysis in order to obtain the appropriateness of both of them. it is conducted to improve the quality of the coursebook used.
4. Language area of coursebook refers to several aspects that realated to the audiences such as their age, specialism, and educational background as well as the aim of coursebook.

5. Content of coursebook is the presentation of what is being taught. It is related to language points, micro-skill, text types, and content organized of the coursebook.
6. Methodology of coursebook is the body of knowledge or principle about to conduct the coursebook. It refers to kinds of exercise and task. Teaching-learning techniques, guide/ support, and flexibility of the coursebook.

CHAPTER V

CONCLUSION, IMPLICATION, AND SUGGESTION

A. Conclusion

Based on the research findings and discussion of this research, it can be concluded the evaluation of English coursebook used by Business Administration students of politeknik Negeri Padang is needed in order to know whether the cousebook is suitable for the students's needs or not. Thus, it can be described as the following:

1. The criteria of English cousebook appropriately needed at business Administration of politeknik Negeri Padang are focused on three criteria:
   a) Language area: the materials needed should be suitable for the students' objectives in learning English (guide the students to practice English); should be related to business administration context and its application; and the difficulty level of the materials should be suitable for business administration students' English proficiency; most of the students are in medium level.
   b) Content: speaking is the most activities that should be emphasized on the coursebook, however the other skills, grammars, and vocabularies are also needed; the topics should be related to business administration context; and the materials should be authentic, interesting, focus to the students in developing their communicative competence and should be organized based on communication task.

c) Methodology: the exercises and tasks should not only assess the students' comprehension, however they should be more focused to assess the students' production; the materials should provide some activities that ask the students to practice their oral ability, suah as presentation, discussion, and role-play; and the materials should guide the students to actively involve in learning.

2. Many materials of English coursebook used Business Administration of Politeknik Negeri Padang match to the indicator of the audience in terms of students' level, English proficiency and specialism, while only some materials match to the indicator of aims in term of the student's needs.
3. Only some materials of English coursebook used by Business Administration students of Business Administration of Politeknik Negeri Padang match to the indicators of micro-skill, text types, and content organized, while many materials match to the indicator of language points in terms of vocabulary.
4. Many materials of english coursebook used by Business Administration students of politeknik Negeri Padang match to the indicators of teaching-learning techniques and flexibility, while only some materials match to the indicators of kinds of exercises (in term of assessing the students' production, providing self-assessment and providing individual speaking practice) and tasks and guide/support (in terms of providing list of vocabulary and language guidance)

B. Implication

Based on the conclusion stated above, there are some implications that can be drawn as follows:

1. In general the criteria of English coursebook appropriately need at Business Administration of politeknik Negeri Padang are the language area of the coursebook should be suitable for students' needs, specialism, and English proficiency; the content of the coursebook should be more emphasized on speaking which the texts are related to business administration context, authentic, interesting, and focus to the students in developing their communicative competence; and the methodology of the coursebook should provide some activities that ask the students to practice their oral ability, such as presentation, discussion, and role-play, therefore the exercises and tasks should assess the students' comprehension and production.
2. In general many materials of English coursebook used by Business Administration students of Politeknik Negeri Padang match to the criteria on the language area and methodology.
3. In general only some materials of English coursebook used by Business Administration students of Politeknik Negeri Padang match to the criteria on the content.
4. The coursebook used by Business Administration students of Politeknik Negeri Padang pay attention to the three main indicators of the coursebook; language area, content, and methodology.

C. Suggestion

After doing this research, the researcher will give suggestion related to this study.

1. English lectures are expected to design an English coursebook based on the need analysis, therefore the materials will be suitable for students'age, English proficiency, specialism, and skills needed in real life situation.
2. It is needed to be decided that the coursebook used by Business Administration students of Politeknik Negeri Padang really need some revisions and improvements especially related to the indicator of aims in terms of the students' need, the indicator of micro-skill, text types, content organized, and language points in terms of grammar, and indicator of kinds of exercises and tasks in terms of assessing in the students' production and providing self-assessment and individual speaking practice, and language guidance.
3. It is suggested to the lecturers to analyze English coursebook periodically, therefore English coursebook will be useful and effective to achieve the objectives of teaching and learning.
4. Because of the limited time for teaching and learning process in the classroom, it is suggested to English lecturers to choose appropriate materials which are related to the students' needs. If they cannot find one source, may be, they may find them in others sources. It will make the varietis of materials.

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