

ABSTRACT

Hiyang, J. W. 2013. *A Set of English Instructional Speaking Materials for the Students of Business Administration in Polytechnic of Sendawar in Kabupaten Kutai Barat*. Yogyakarta: English Language Education Study Program, Sanata Dharma University.

This study was conducted to design a set of English instructional speaking materials for the students of Business Administration in Polytechnic of Sendawar in Kabupaten Kutai Barat. This study aims to promote the model materials in teaching English speaking so the students are able to communicate in English fluently.

This study focused on two problems: 1) How is a set of English instructional speaking materials for the students of Business Administration in Polytechnic of Sendawar in Kabupaten Kutai Barat designed? 2) What does a set of English instructional speaking materials for the students of Business Administration in Polytechnic of Sendawar in Kabupaten Kutai Barat look like?

To solve the first problem the writer did the interview to the English lecturer of Business Administration in Polytechnic of Sendawar in Kabupaten Kutai Barat. The writer also distributed questionnaire for the students of Business Administration in Polytechnic of Sendawar in Kabupaten Kutai Barat. There were sixteen students of Business Administration in Polytechnic of Sendawar in Kabupaten Kutai Barat. In order to design the materials, the writer applied six steps which adapted from Kemp's and Yalden's instructional design model. The steps were (1) Conducting Needs Survey of (2) Considering the Goals, Listing the Topics and Stating the General Purposes (3) Specifying the Learning Objectives (4) Classifying the Subject Content (5) Selecting Teaching and Learning and Activities (6) Evaluating and Revising the Designed Materials. Based on the result of conducting evaluation of the designed materials, the writer concluded that the designed materials were appropriate and acceptable. It was shown from the data presentation of the descriptive statistics in which the grand mean was 3.9 on scale of five.

To solve the second problem, the writer presented the final result of the materials that had been designed using Contextual Teaching and Learning materials, which consisted of four units. The materials consisted of four units, namely "Hello! Good Morning!", "First Say in the Office", "Excuse Me, Could You Tell Me", and "What Time is It". Each unit contained three main parts: Pre-activity, Whilst-activity, Post-activity.

Key words: Materials, Instructional, Speaking

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Penelitian ini dilakukan untuk merancang seperangkat pembelajaran berbahasa Inggris bagi mahasiswa Administrasi Bisnis di Politeknik Sendawar Kabupaten Kutai Barat. Penelitian ini bertujuan untuk mempromosikan model bahan pengajaran berbahasa Inggris sehingga siswa mampu berkomunikasi dalam bahasa Inggris dengan lancar.

Penelitian ini difokuskan pada dua masalah : 1) Bagaimana satu set bahan pembelajaran berbahasa Inggris bagi mahasiswa Administrasi Bisnis di Politeknik Sendawar Kabupaten Kutai Barat dirancang ? 2) Apa satu set bahan pembelajaran berbahasa Inggris bagi mahasiswa Administrasi Bisnis di Politeknik Sendawar Kabupaten Kutai Barat terlihat seperti ?

Untuk memecahkan masalah pertama, penulis melakukan wawancara dengan dosen Bahasa Inggris Administrasi Bisnis di Politeknik Sendawar Kabupaten Kutai Barat. Penulis juga menyebarkan kuesioner pada mahasiswa Administrasi Bisnis di Politeknik Sendawar Kabupaten Kutai Barat . Ada enam belas mahasiswa Administrasi Bisnis di Politeknik Sendawar Kabupaten Kutai Barat yang terlibat dalam pengisian kuesioner. Dalam menyusun materi, penulis menerapkan enam langkah yang diadaptasi dari Kemp dan model desain instruksional Yalden. Langkah-langkahnya adalah (1) Melakukan Kebutuhan Survei (2) Menentukan Tujuan, Topik dan Tujuan Umum (3) Menentukan Tujuan Pembelajaran (4) Mengklasifikasi Isi Materi (5) Menentukan Kegiatan Belajar Mengajar (6) Mengevaluasi dan Memperbaiki Produk. Berdasarkan hasil pelaksanaan evaluasi terhadap materi yang telah dirancang, penulis menyimpulkan bahwa rancangan materi dapat diterima dan sudah sesuai. Hal ini ditunjukkan dari sajian data statistik deskriptif di mana nilai total rata-rata adalah 3.9 dengan skala lima.

Dalam menjawab masalah kedua, penulis mempresentasikan hasil akhir dari materi yang telah dirancang dengan menggunakan Contextual Teaching Learning dan bahan , yang terdiri dari empat unit . Materi terdiri dari empat unit, yaitu "Hello! Good Morning!", "First Day in the Office", "Excuse Me, Could You Tell Me", dan "What Time is It?". Setiap unit berisi tiga bagian: Pre-activity, Whilst-activity, Post-activity.

Kata kunci : Materi-materi, Instruksional, Berbicara