

ABSTRACT

Valentina. 2009. Designing a Set of English Instructional Speaking Materials for the Staff of Culture and Tourism Department of 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 staff of Culture and Tourism Department of *Kabupaten Kutai Barat*. The purpose of this design was to help the staff so they are able to communicate in English.

There were two problems in this study. First, how is a set of English instructional speaking materials for the staff of Culture and Tourism Department of *Kabupaten Kutai Barat* designed? and Second, what does a set of English instructional speaking materials look like?

To solve the first problem the writer did the interview to the chief officer of Data, Promotion Documentation, and Market Analysis division of Culture and Tourism Department in *Kabupaten Kutai Barat*. The writer also distributed questionnaire for the staff of Culture and Tourism Department of *Kabupaten Kutai Barat*. There were seventeen staff involved in the questionnaire. All of the participants were placed in the elementary level. In order to design the materials, the writer applied five steps which were adapted from Kemp's instructional design model. The steps were (1) Learners Characteristic; (2) Considering Goals, Listing Topics, and Stating the General Purposes; (3) Specifying the Learning Objectives; (4) Selecting Teaching Learning Activities and Instructional Resources; and (5) Evaluating and Revising the Designed Materials

To solve the second problem, the writer presented the materials, which consisted of eight units. Each unit contained four parts: *Input, Content Focus, Language Focus, and Communicative Activity*.

Based on the results of the post-designed survey, the writer concluded that the designed materials were appropriate and acceptable. It was shown from the data presentation of the descriptive statistics data in which the grand mean was 3.9 on scale of five. However, some revisions and improvements were still made to present better designed materials.

The writer hopes that the designed materials can be applied in teaching-learning situation to help the staff of Culture and Tourism Department of *Kabupaten Kutai Barat* in communicating with foreign tourists fluently and appropriately.

ABSTRAK

Valentina. 2009. Designing a Set of English Instructional Speaking Materials for the Staff of Culture and Tourism Department of Kabupaten Kutai Barat. Yogyakarta: Program Studi Pendidikan Bahasa Inggris, Universitas Sanata Dharma.

Skripsi ini dilaksanakan untuk menyusun seperangkat materi pengajaran berbicara bahasa Inggris bagi pegawai Dinas Kebudayaan dan Pariwisata Kabupaten Kutai Barat. Tujuan dari materi ini adalah untuk membantu pegawai dinas kebudayaan dan pariwisata sehingga mereka mampu berkomunikasi menggunakan bahasa Inggris.

Ada dua permasalahan yang dirumuskan dalam studi ini. Masalah pertama berhubungan dengan bagaimana seperangkat instruksi materi berbicara untuk karyawan Dinas Kebudayaan dan Pariwisata Kabupaten Kutai Barat dapat dipertanggungjawabkan. Masalah kedua berhubungan dengan bentuk dari seperangkat materi pengajaran berbicara dalam Bahasa Inggris.

Untuk memecahkan permasalahan pertama, penulis melakukan wawancara dengan kepala bagian pemasaran Departemen Kebudayaan dan Pariwisata Kutai Barat. Penulis juga menyebarkan kuesioner kepada karyawan Departemen Kebudayaan dan Pariwisata Kutai Barat. Ada tujuhbelas (17) orang karyawan yang terlibat dalam pengisian kuesioner. Semua peserta masuk dalam level dasar. Dalam menyusun materi, penulis menerapkan lima langkah yang diadaptasi dari model instruksi Kemp. Langkah-langkah tersebut adalah: (1) Karakter Pelajar, (2) Menentukan Tujuan, topik, dan tujuan umum (3) Perumusan pencapaian tujuan pembelajaran, (4) Penyeleksian aktivitas belajar mengajar, (5) Evaluasi dan perbaikan.

Untuk memecahkan permasalahan kedua, penulis menyajikan materi yang terdiri atas delapan unit. Setiap unit terdiri atas: *Input, Content Focus, Language Focus, and Communicative Activity*.

Berdasarkan hasil penelitian paska perancangan materi, 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. Namun demikian, beberapa perbaikan masih tetap dilakukan untuk menyajikan suatu rancangan materi yang lebih baik.

Penulis berharap materi-materi ini dapat diterapkan dalam situasi belajar mengajar sehingga dapat membantu para karyawan di Dinas Kebudayaan dan Pariwisata Kabupaten Kutai Barat dalam berkomunikasi secara lancar dan sesuai dengan wisatawan-wisatawan asing.