ABSTRACT

Retno Wahyu Palupi (321810169). *"Designing Learning Material for Teaching Students of English Village of Desa Parit Baru"* (A Research and Development to Teaching Students of English Village of Desa Parit Baru in the Academic Year of 2022/2023). (Supervised by Dr. Aunurrahman, M. Pd as the Main Supervisor and Sahrawi, M. Pd as the Assistant Supervisor). A Thesis of English Department, Faculty of Language and Art Education, Institute of Teacher Training and Education Teacher Association of the Republic of Indonesia (IKIP PGRI) Pontianak 2022.

This study aims to develop the quality of education in Desa Parit Baru through the English Village program and the design of learning materials to facilitate the learning process to be effective and efficient. This research is a qualitative descriptive study using the R&D method based on the development of the ADDIE model. The English teaching method in this study was carried out with explicit guidance on four teaching cycles in genre-based approach. Communicative competence is the basis for developing foreign language communication skills for the students of English Village Parit Baru. Purposeful sampling is used as a sampling technique in this study. The collection technique in this study used participant observation, interview, and documentation. The instruments used in this study include, questionnaires, and field notes, including audio recordings.

Based on the results of the research that has been done, it is known that the results of the validation of learning materials and media from experts are obtained with an average percentage of 85% with very valid criteria and the average percentage obtained from the results of the student response questionnaire was 79.2% with practical criteria. Thus, it can be concluded that the use of learning materials in the form of modules can help students to develop basic English skills so that they can be applied in their social context.

Keywords: Learning Material, ADDIE model, Genre-Based Approach, Communicative Competence.