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Researcher

## ABSTRACT

Ula Wulandari (321810185). *“Designing Learning Material for Teaching Students of English Village of Temajuk Village”* (A Research and Development to Teaching Students of English Village of Temajuk Village in the Academic Year of 2022/2023). (Supervised by Maliquil Hafis, 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 Temajuk Village through the English Village program and the design of teaching materials to facilitate the learning process to be effective and efficient.

This research is a qualitative descriptive study using ADDIE model. The product developed in this research is a Learning Material with 8 topics related to the social context so that students can skillfully communicate English in their social life. 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 Temajuk English Village. Purposeful sampling is used as a sampling technique in this study. Data collection techniques were carried out by indirect communication techniques. Indirect communication technique is a method of asking or distributing questions to data sources or research subjects supported by intermediary media as a means of communication.

Based on the results of the research that has been done, the results obtained from the validation of material and learning media experts with an average percentage of 50% with appropriate criteria and the average percentage obtained from the results of student response questionnaires of 68.8% with practical criteria. Thus, it can be concluded that the use of teaching 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.*