CHAPTER I
INTRODUCTION

Research Background

There are many kinds of language that are used to communicate. One of them is English. English as International Language has to be learned by people in the world. Adopted from Mappiasse and Ahmad (2014:1), English has become the most spoken language in the world today. Language is the ability that humans have to communicate with other humans, language is very important in everyday life, especially English, a language that is very global. If a person has strong English language skills, they will be able to interact effectively with the global community and build wider relationships with other countries.

English is a foreign language used by people in the world to communicate, express, and also express ideas and innovations. Having the ability to speak English also helps people, especially in Indonesia, to study and work with better income (Paskalia, 2019; Widy, 2011). It means that the use of English is essential in the era of globalization. We are required to be able to compete with a foreign language in various fields. Competition is not only limited to the internationalal level, but at the international level, having the ability to speak English is not only a tool for self-development, but can also be an anded value in finding working

The Government of Temajuk Village collaborate with IKIP-PGRI Pontianak to build an English Village in Temajuk so that the community and students in Temajuk village could speak English. This research applies a genre-based approach to help students. in learning English. In this study, researchers used local legends and traditional songs as learning designs in Temajuk Village. In order to realize the need for English, a researcher from IKIP-PGRI Pontianak collaborated with the management and residents of Temajuk Village to organize Temajuk English Village. To realize the Temajuk English Village,

the researcher implements a genre-based approach to help students learn English.

Design is a plan or specification for the construction of an object or system or for the implementation of an activity or process, or the result of the plan or specification in the form of a prototype, product, or process. This course is designed to train and prepare students with skills and knowledge in curriculum development and materials in EFL teaching and learning. a teacher must be able to create a design of teaching materials that are very interesting so that students do not get bored with the material presented. a teacher designs teaching materials designs evaluation instruments and develops lesson plans. In developing media learning, there are various models of development that can be used in the wrong one is the model that is often used in instructional development which is the "ADDIE" development model.

This research procedure adapts the ADDIE development model which consists of five stages (Sugiyono, 2015). Analysis, here is the process determine what will be studied, teacher also performs a needs analysis to determine the right problem and solution and to determine student competence. Design, This is where the process of specifying occurs how learning occurs, the teacher determines special competencies, methods, teaching materials, and media. Development, there is a process of development and production of teaching materials, teachers produce programs and teaching materials that will be used in the program learning. Implementation, how to implement media in the learning process, teachers carry out learning programs with implement the program design or specification or learning media, and lastly, Evaluation, namely the process of assessing the results of learning, the results of which are used to improve existing teaching materials, Teacher evaluate the learning program and evaluation of student learning outcomes in particular after the use of media developed it.

Previous study this research from the journal with entitled "design English teaching materials for the promotion of Madura tourism." written by Arfiyan Ridwan (2018). To develop special teaching material to prepare students for

English education, to self-help in communication and management of tourism with English as the language of introduction. The study, the r&d model method, and the ten-stage systems approach model. These materials would be appropriate and professional and could be mass-produced to help improve the quality of SDM.

Second, from the journal with entitled "Designing English Teaching Materials Containing Popular Culture", was written by (Dyah Estu Kurniawati et al 2020) There are two main objectives in conducting this research, namely: 1) describing how popular culture can be designed into English teaching materials; 2) explaining how to implement English teaching material containing popular culture in the classroom. This study uses qualitative methods using interviews and text or document analysis techniques as research instruments. The informants interviewed were postgraduate students of the English Language Education Department, University of Muhammadiyah Malang, Indonesia. They took the Material Development course. And the documents analyzed were learning devices such as syllabus and teaching plan that had been designed. The research data is in the form of interviews and texts related to popular culture such as pictures, music, food and drinks, sports and books. The results of the study show that popular culture such as images of food and drinks, music, sports and entertainment can be developed into English teaching materials. Informants implemented English teaching material that contained popular culture in the classroom through peer teaching programs.

Research Problems

Related to the previous explanations above, the research problem of this research was formulated into question as follow:

1. What are the target and learning needs of students of English Village in Temajuk?

2. How does the feasibility learning material would be designed to teach English in the English Village of Temajuk?

Research Purpose

In relation to the research problem already stated the purpose of this research is:

1. To find out the students target and learning needs in leraning English of English Village in Temajuk.
2. To investigate how learning material could be used to teach English in the English Village of Temajuk.

Significance of the Research

1. Theoretical Significance

   The research carried out by the researcher is expected to be able to become research material and reference in the scientific development of the education sector, especially for the English village program.

2. Practical Significant

   a. For IKIP PGRI Pontianak

   Especially for English Education Department as an educational institution that educated English teachers to be, this research can be used as a reference to plan and to develop the programs that suitable with the society needs, such as the establishment of the English Village program where students and the community will get English language tutoring.

   b. For Students

   This research can be a motivation for students to be more active and improve their English language skills through the English Village.

   c. For Other Researcher

   The results of this research can be used as a reference on the condition to make English Village program can continue and can make a better English Village

Scope of the Research

1. Research Variable

   A variable is any characteristic, amount, or quantity that can be measured or calculated. Variables can also be called data items, called variables because their values can vary between data units in a population, and can change in value from time to time. While Research Variables are attributes or objects that have variations from one another. According to Hatch and Farhady in Sugiyono, (2015, p. 38).

   The variable in this study focuses on students who follow the English village in Temajuk Village.

2. Research Terminology

   a. Designing Learning Material

   Design mean something for a certain purpose. Before we start teaching, a teacher is expected to make a learning implementation design, the goal is that the teaching and learning process can run smoothly. Learning is a series of planned activities carried out by students to achieve certain goals under the guidance, direction, and motivation of the teacher. In this study, designing learning materials for students in English village learning

   b. English village

   English Village is an English learning program that was created as a forum to broaden students' knowledge in learning English. English Village will be held in Temajuk village, Sambas. This program is implemented in 1 month as many as eight meetings. English Village is run by a group of 4 people from students majoring in English Education at IKIP PGRI Pontianak.

   c. Temajuk Village

   Temajuk Village is a tourist village located in Paloh District, Sambas Regency, West Kalimantan Province. The distance from Pontianak City to Temajuk village is approximately 11-12 hours by road. The majority of Temajuk villagers work as planters and fisherman.