

CHAPTER I

INTRODUCTION

A. Research Background

Learning English is very important and needed in hospitality, both for internal and external communication. Therefore, the researcher wants to know whether SMK Negeri 5 has English language learning in the hospitality department, and how English learning is taught in the class that will be studied. The process of learning English at SMK Negeri 5 Pontianak is aimed at students so that they have the ability to master knowledge and skills in English to support competency achievement in the skills program.

In the hospitality department, you will learn a lot of English material. English for Hospitality is a subject that must be mastered by students majoring in hospitality, mastering English actively will make it easier for us to communicate with people from various countries. By actively learning English at SMK Negeri 5 Pontianak majoring in hospitality, it will make it easier for students to communicate with people from any country in a business, study, and acquaintanceship. With English or foreign language skills, English is an international language that can produce optimal performance. (Al-saadi in Damayanti 2019), states that having English speaking skills can increase effectiveness between tourism actors and tourists as well as communication between tourism actors. English is important in this era in the world of tourism and hospitality because English has become a universal language used in the world of technology, politics, trade, education, and in the tourism and hospitality industry.

Media is a communication channel tool. the word media comes from Latin which is the plural form of the word medium. Literally media means intermediary, namely an intermediary between the source of the message and the recipient of the message. Schraman states that media is a technology that conveys messages or information that are instructional in nature and can be seen, read, heard and manipulated. Leslie J. Brggs, media is a tool in the form

of a physical form which is usually used when conveying material content. Leslie J. Briggs also stated that the tools in question are video recorders, tape recorders, pictures, cameras, televisions, graphics and computers. Leslie J. Briggs explains that educational media is "the physical means of conveying instructional content books, films, video tapes, siled-tapes, etc". The characteristics contained in the definition of media are: 1. Educational media means tools that help in the learning process both inside and outside the classroom. 2. Educational media is used for communication and interaction between teachers and students in the learning process. 3. Educational media has a physical meaning as hardware, namely an object that can be seen, heard or touched with the five senses. 4. Educational media has a non-physical meaning, known as software, namely the content of messages contained in hardware which is the content to be conveyed to students. One of the main functions of learning media is as a teaching aid which also influences the climate, conditions and learning environment organized and created by the teacher, Azhar Arsyad (2002).

Media in the teaching and learning process is also often interpreted as an electronic tool for capturing, compiling and reprocessing visual or verbal information. Educational media is used to communicate and interact between teachers and students in the learning process, learning media also clarify the presentation of messages and information so that it can expedite and improve the learning process. During the process of learning activities, the media is needed by the teacher as a means of connecting the delivery of material and information to students, while the media that must be mastered by the teacher is quite a lot, namely learning media using video. Learning video media is a tool used to convey or display material packaged in a video. Sokheh, 2017 states that learning video media is a media that is a combination of audio and visuals that contains learning and uses a tool to display it. This is supported by Putra, etc 2017 who stated that learning video media is a media that uses audio visuals consisting of several images and sounds about a learning material

which is delivered or displayed through media, namely a projector, this is done to make learning not monotonous and fun.

Video is a technology for capturing, recording, processing and arranging moving images. Video also usually uses celluloid film, electronic signals or digital media that are audio-visual in nature, using video can make it easier for teachers to convey learning material, one of which is learning hospitality material in food and drinks. Through learning videos students can also understand each vocabulary displayed through the video. Vocabulary is a language sentence that is always used every day, Vocabulary is the main capital for someone to be able to construct or create new sentences or expressions from a sentence. The use of video media as a learning medium aims to clarify and facilitate the delivery of messages so that they are not too verbalistic, overcome the limitations of time, space, and sensory power of students, and can be used appropriately and varied, (Riyana 2007). And teachers can also easily adjust their teaching methods by combining various media formats to suit students.

Video media as a learning medium can help students to learn material by paying attention or viewing and listening to material displayed via video so that it can increase students' learning motivation. As knowledge about technology continues to develop and information becomes easier to obtain through technology, it can help students learn the material by providing motivation. The application of technology and information can help the learning process become more efficient, enjoyable and effective for students, for example by using technology to improve education by using computers, internet connections and smartphones as learning media for students. Teachers strive to develop interesting, inexpensive and efficient learning media through the application of knowledge, understanding and technology. One of the recommended learning media that can create a conducive and enjoyable learning process atmosphere is to use video media as a learning media.

Each teacher at school usually uses different learning media in the learning process, as is the case at SMK Negeri 5 Pontianak which uses direct

practice during the learning process. SMK Negeri 5 Pontianak is an education-based vocational school in the hospitality sector, which has hotel accommodation specialists who can be used for practical hospitality work with good skills. To support all of this, interesting learning media is needed so that students can understand and practice it. Through creativity in the use of interesting learning media, it can support learning objectives. With the innovation of electronic teaching materials in the form of a video as a learning medium, it can make it easier for students to understand the material being taught and can add learning media for students at SMK Negeri 5 Pontianak.

In the process of learning activities, the selection and use of learning media is used to have a positive impact on the learning process and achieve the expected goals and competencies. The use of audiovisuals is one of the learning media which is expected to produce more interesting and practical experiences during the learning process. Rohani, (2014:98) audiovisual media can improve understanding. Because receiving information can produce a response that is clear and easy to understand, like seeing and hearing becoming one. One media that can help students learn faster is video. Learning videos also have several advantages, namely, video media can attract students' attention, increase knowledge, imagination, critical thinking and trigger students to participate more and be enthusiastic so that students can be active in the learning process.

Food and beverage service is a department that provides food and beverage service and presentation that is managed professionally and is commercial in nature with the aim of providing customer satisfaction and obtaining financial benefits. This department is specifically found mainly in the hospitality industry. The food and beverage department itself have a responsibility in terms of meeting the needs of services related to food and beverages to guests or customers. The food and beverage service department is responsible for managing professionally and commercially providing food and beverage service and presentation with the aim of achieving customer satisfaction and financial profit. This department is primarily located in the

hospitality industry and holds the responsibility for meeting food and beverage related service needs for guests or customers. Needs analysis in the food and beverage department is very necessary, (William and Swales in Mahardika, 2019) views needs analysis as target-centered to find out the tasks in the field that will be carried out so that by specifying what language function and expression skills will be needed by students in helps carry out work well (Savignon 1983, in Mahardika, 2019) states that mastering the use of functions and expressions greatly influences success in communicating, so by having good English language skills service will be easier.

The use of video media as a learning medium received a positive response based on previous researchers. (Ishak and Mulyanah 2020), English language learning in elementary schools uses interesting methods to increase student interest and achievement, one of which is a learning method that is considered interesting by students which uses audio-visual materials. Audio-visual presentation media is very useful for language learners if used at the right time and place, Cakir (2006), citing Wright (1976:1). Brame (2016) emphasized that videos for educational purposes have become an important use in education. Previous research has been carried out regarding the development of video as a learning medium, but in its development no one has used the Canva and Kinemaster applications with food and drink material. So this research has a different aim from previous research. In the video as a learning medium for this research, hospitality students at SMK Negeri 5 Pontianak explain food and drink material which is packaged as attractively as possible so that it can increase students' interest in learning.

Therefore, researchers are trying to innovate by utilizing technology by developing videos as learning media that can be used by teachers in learning English, especially in food and drink teaching materials, which are one of the most important teaching materials for hospitality students to master. By using the research and development (R&D) method, this aims to find out how much the results of developing the English language skills of students at SMK

Negeri 5 Pontianak who use video as a learning medium are and how effective the video will be.

B. Research Questions

The primary purpose of this research are to answer the following questions:

1. What is the student's need of English learning on food and beverage positions in SMK Negeri 5 Pontianak?
2. How is the feasibility of English language skills on food and beverage position in SMK Negeri 5 Pontianak?

C. Research Purpose

Based on the formulation of the problem above, the purpose of this research is concluded as follows :

1. To find out the learning need to English learning on food and beverage positions in SMK Negeri 5 Pontianak
2. To investigate the feasibility of English language skills in food and beverage positions in SMK Negeri 5 Pontianak

D. Scope of The Research

This part will clarify the term of study used in this research which consists of the research variables and terminology.

1. Research Variable

Variable refers to research objectives or topics, both real and abstract, which are the focus of research. A research variable is a concept that has a variety of varying values, namely a trait, characteristic of phenomenon that can be observed of measured with different of varying values, in this study, the variable was designing English learning video for food and beverage position at SMK Negeri 5 Pontianak.

2. Research Terminology

Consist of a brief explanation of the keywords used in the research

Example:

a. English Learning

English learning is a learning process that develops English language skills in a contextual and acceptable manner according to the context and conditions as well as the daily situations of students at SMK Negeri 5 Pontianak. The researcher wants to know whether the students of SMK Negeri 5 Pontianak are able to master the vocabulary of each English sentence in the lesson delivered by the teacher. This is to find out the results of forms of learning English that are more in touch with students' language needs

b. Video as Learning Media

Video as a learning medium is an electronic medium that can simultaneously develop audio and visual technology so as to produce dynamic and interesting shows, therefore the learning media used is video because videos are now easily accessible, not only from DVD and VCS but also easily used. Smartphones are easy to carry everywhere, easy to use, easy to reach by the public, and interesting to present.

Learning using video media is a media that presents audio and visual that contain good learning messages such as loading concepts, principles, procedures, theories, and the application of knowledge to help understand a lesson (Cgeppy Riyana, 2007). Indirectly students learn vocabulary through discussion and listening to activities that have been carried out by them, such as reading and watching videos. This research focuses on developing high-school

c. Vocation High School

Vocation high school (SMK) is a form of formal education unit that organizes vocational education at the secondary education level, starting from junior high school, MTS, or other equivalent. Vocational High School is a formal education that has a vocational level at the high school level, the purpose of this school is to prepare students to enter the workforce. One that you can find at the vocational high

school (SMK) level is the hospitality major, in the hospitality department you will learn a lot of subject matter, one of which is English or what is called “English for hospitality”.

d. Hospitality Major

Hospitality majoring education is a science that studies hospitality management and how to balance aspects of tourism and business management to achieve success in studying a field of hospitality. The topics discussed were regarding satisfactory service for customers, and maintaining local culture, economic benefits for the surrounding community, and employee welfare.

Hospitality schools are schools that focus on a field of study that teaches hotel design and how to manage its operations to achieve success. A hotel is a place to stay consisting of many rooms that will be rented out the general public for certain and provide food and drink for guests.

e. Food and Beverage service.

Food and beverage service is a department that can provide service and service food and beverages that are managed by professionally and are commercial in nature with the aim of providing customer satisfaction, as well as obtaining financial benefits. This department is in the hospitality industry. Food and beverage services have a responsibility to meet the needs of services related to food and beverages to guests and customers.

Food and beverage is the division that is charge and responsible for providing food and beverages (products) for customers. Food and drink it the whole food and drink as well as test, color, smell of food, price and others.

E. Significance of Research

1. Theoretical Significance

Theory by applying video media the English learning process can be more interesting and can increase student learning motivation, students feel the method applied by the teacher attracts attention so student can focus on the material provided by the teacher. Through video media, students can also understand vocabulary and phrases in English sentences.

2. Practical Significance

With this research, the researcher hopes that it will be able to prove valuable contributions for SMK Negeri 5 Pontianak, students, and other scholars

a. To Teachers of Vocational High School

The research hopes that this research can improve the quality of learning at SMK Negeri 5 Pontianak through the media developed in this study

b. To Study

The research hopes to help students learn English in an organized way with this research

c. To Further Researchers

The research hopes that the results of this study will be helpful in future research and serve as a useful reference, in addition to that the researchers is hopeful that they will be able to finish their research in SMK Negeri 5 Pontianak.