

CHAPTER I

INTRODUCTION

A. Research Background

Vocational High School (SMK) is an educational institution at the secondary level that emphasizes graduates who have skills and are prepared to enter the world of work. Vocational High Schools have very clear job opportunities after they graduate. In addition, SMK graduates who wish to deepen their knowledge and skills can continue their studies at tertiary institutions according to their majors and expertise, so that the skills they have will increase.

The main objective of SMK is to prepare graduates who are ready to work in their fields. In connection with the preparation of this workforce, it is explicitly stated in Government Regulation number 29 of 1990 in article 29 paragraph 2, that: "to prepare SMK students to become workforce, at SMK Edotel can be established which operates professionally" (PP No. 29 Tahun 1990 concerning Secondary Education). For this reason, every SMK must be able to provide learning experiences to its students to be able to master productive competencies professionally. One of the learning experiences that can be obtained by students in their school environment is by participating in activities at Edotel following the productive competencies possessed by students.

Teaching English in vocational high schools aims to make students proficient in both spoken and written language to support their competence in a certain study programs. It is the objective of students unable to communicate in the target language orally and writing accurately and appropriately.

To reach the objective, there are some factors which have to be considered such as teachers, media, and materials. Media take an important part in the process of teaching and learning. The media can make students develop their knowledge and improve their skills. Tasks provided within the media also help students to practice and give them exposure to English. Based on the objective

of vocational high school education, the English teaching media used in the learning process should be adjusted to the study programs. It aims to fulfil the student's needs so they can maximize their skills.

English proficiency is indispensable for almost all levels of education. This is due to the role of English in the eyes of the world, where English is one of the international languages. In other words, someone will very easily communicate with the global community if they have good English skills. Often, English is also used as one of the requirements. A teacher must be able to ensure that students can follow lessons effectively and they can achieve the standards set for each subject. Teachers must be able to facilitate students during the teaching and learning process so that educational goals can be achieved.

To improve the quality of learning, of course, a teacher must be professional in delivering teaching material, the teacher must be smart in choosing media in teaching so that they can convey teaching material to students easily so that the material presented can be accepted by students. Of course, with learning media, the teaching and learning process can be more effective and comfortable in the classroom. The use of media in learning can make students do more learning activities, and other activities such as observing, doing, demonstrating, and so on.

One of the learning media that can be used is video. Video can be an alternative media in learning which is very much needed today. Videos can be used to stimulate the thoughts, feelings, attention, and abilities of students so that they can encourage the learning process. The use of video is a challenge for an educator to be more creative and innovative in presenting learning materials as well as for students. Learning videos can provide additional material and the process of analysis as well as a process of in-depth understanding of the material from the same amount of material that is presented in the video, finally, the process stops at the understanding obtained by students, from the process of digesting the material into a part of beliefs and morals must be owned, believed, and done in every life.

Since previous study perceive video as good learning media for teaching English. The researcher intends to complete the gap or novelty from previous study. Where as SMK Negeri 5 Pontianak need supplementary designing learning media. Therefore, the researcher is trying to innovate by utilizing technology growth through the development of video. As a means to facilitate teachers in the process of teaching English which will motivate students of SMK Negeri 5 Pontianak, especially on Housekeeping material which is one of the important materials for hospitality students to master. The researcher uses the Research and Development (R&D) method, to find out the effectiveness of video can be used as English learning media for students of SMK Negeri 5 Pontianak in mastering housekeeping material.

B. Research Questions

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

1. What is the learning need for English learning in Housekeeping positions in SMK Negeri 5 Pontianak?
2. How is the feasibility of English learning media on Housekeeping be designed using video in SMK Negeri 5 Pontianak?

C. Research Purposes

In connection with the problems above, the objectives of this study are as follows:

1. To find out the learning needs for English learning on Housekeeping positions in SMK Negeri 5 Pontianak.
2. To investigate the feasibility of English language skills in Housekeeping 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 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 or phenomenon that can be observed or measured with different or varying values. In this study, the variable was designing English learning video media for Housekeeping positions at SMK Negeri 5 Pontianak.

2. Research Terminology

Consists 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 so that they 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 visuals that contain good learning messages such as learning concepts, principles, procedures, theories and the application of knowledge to help understand a lesson (Cheppy 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 learning videos.

c. Vocation high school

Vocational 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 forms. 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 times and provide food and drinks for guests

e. Housekeeping

Housekeeping is a department that cleans up spills, deals with messes, removes debris, and ads decorations with the goal of making the room (hotel) in question feel quick, tidy, enjoyable, and welcoming for guests or other people who may be passing by. Housekeeping is one of

the subject matter in the Merdeka curriculum which is also taught at Grade XI in SMK Negeri 5 Pontianak.

E. Significance of the Research

A good researcher must provide value and a significant benefit for the subject being studied, the community, the information, and the researcher at large.

In this study, two significant implications are drawn from both theory and practice.

1. Theoretical Significance

Theoretically 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 students can focus on the material provided by the teacher. Through video media, students can also understand vocabulary and phrases in the English sentence.

2. Practical significances

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

1) To teachers of vocational high school

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

2) To Students

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

3) To further Researchers

4) The researcher hopes that the results of this study will be helpful in future research and serve as a useful reference, in addition to that there researchers is hopeful that they will be able to finish their research in SMK Negeri 1 Pontianak.