

CHAPTER I

INTRODUCTION

A. Research Background

Development of information technology and communication media is increasingly advanced. Language and communication are very important for the progress of a nation and cannot be separated because one's language can convey its goals so that information and messages conveyed to others can be well received. Nowadays language is very important because English is an international language in all aspects. Good for Education, commerce, general public communication in daily life and others.

English is a foreign language used by people in the world to communicate, express, and also express ideas and innovations. English is highly emphasized in the world of education for the children of the nation's successors, so that they understand, are ready to compete and organize their future with the provision of fluency in English, one of which is having the ability to speak English can help people, especially in Indonesia, to learn and earn more. good (Paskalia, 2019; Widy, 2011). Every country and culture has a different language because every country has a first language. The first language in Nyayum Village, Landak, West Kalimantan is Dayak Belangin, the second language is Indonesian, and the third language is English. English is the first foreign language in Indonesia. When a person has good English skills, it is easier for them to interact effectively with the outside community and be able to build wider relationships with other countries. especially for job seekers, which is a must to master English. English has become a special language and one proof of its specialty is that the Indonesian government has long required English subjects to be taught at the junior high school level. And it has begun to be carried out at certain elementary school levels as additional student subjects. Based on the results of observations with the Secretary of Nyayum Village, Landak, West Kalimantan, namely Mr. Sampuri. (10 May 2022) when conducting preliminary research, information was obtained that students did

not receive English subjects at school. According to the Secretary of Nyayum Village, the English village applied in the village is very good to be developed by researchers to advance future education so that future young generations can develop their English potential as early as possible.

Lack of mastery of the four skills of students in English is generally influenced by several factors in their school there is no English subject, the low interest of students in reading, especially in reading English, and the lack of teaching materials in mastering words, in Nyayum Village, Landak, Kalimantan In the West, vocabulary skills and speaking practice in Learning English are still low. This can be seen from the teacher's oral test in the teaching and learning program in teaching and learning English. To overcome this, it is necessary to develop an English village in designing various learning themes for students in the form of student worksheets that are interesting, fun, communicative, and in accordance with the meaning of teaching, so that teaching words use learning materials in the form of student worksheets, opening opportunities for students to interact, practice analyzing, and inferring the use of the vocabulary learned. Teaching English to children, especially in elementary school, is very different from teaching teenagers, adults, or even college students. Students at the elementary school level have their own uniqueness and characteristics, which can still influence the learning atmosphere in the classroom and the learning strategies chosen by the teacher. In education, methods are needed to increase students' motivation in learning English. Mastering vocabulary is also important in learning English and practicing speaking. All of that must be met by using the design of the subject matter in the form of a worksheet and the right approach. One of the efforts in teaching English is to introduce and familiarize children with English through learning around them. Therefore, the correct procedure in teaching English to children is to use the design of various learning themes for students in the form of student worksheets. Students in formal schools, especially elementary school students are part of the beginners who learn English and generally elementary students also often experience obstacles in learning English

(Herlina Usman et al., 2019). This is caused by students' limited understanding of English vocabulary. In addition, there are those who say that learning English is not important, there are also opinions that learning English is difficult to understand in terms of vocabulary, speaking practice and grammar writing.

Materials in language teaching and learning refer to anything that is used to help teach language learners (De Meester et al., 2021), and to facilitate teachers and students in language learning is considered to be the core of the teaching and learning process. This can be linguistic, visual, auditory, or kinesthetic. This can be presented in print (textbooks, student worksheets, photocopied handouts, etc.), in audio or video form, on CD-ROMs, on the internet, or through live performances or displays. (Ciornei & Dina, 2015) Students' communicative and cultural competence cannot be separated from the existence of technology today. With the constantly changing needs and technological improvement of the modern world, recently the trend in language teaching has become the use of modern technological tools.

One of the teaching materials is the Student Worksheet (LKS). Student Worksheets (LKS) are sheets containing material, summaries, and assignments that must be done by students. One of the roles of Student Worksheets (LKS) in learning is as teaching materials that can minimize the role of educators but activate students more (Prastowo, 2011: 16). Education is not only determined on the mastery of the material, but also on the mastery of skills. Therefore, to improve students' interest in learning, the teacher can do it by making LKS more systematic, colorful and illustrated to attract attention in studying. The LKS is used by the teacher to help carry out teaching and learning activities in the classroom.

Non-formal education program is an English Village program which will be held in Nyayum Village, Landak, West Kalimantan, Indonesia. The Nyayum Village Government and IKIP PGRI Pontianak work together to make the English Village program a success. Thus, this program is expected to improve the quality of English learning activities in an effective and

sustainable manner, especially to attract interest and motivate students to be able to redevelop English language skills and good learning patterns. Therefore, researcher develop the design of learning materials through the development of student worksheets so that they can help the teaching and learning process become more effective and efficient. Based on the implementation of the program, researcher used a genre-based approach to assist students in learning English through the use of the ADDIE model as the development of learning materials that was used in learning activities for students in Nyayum Village. And for the development of teaching materials according to the needs of the school.

The english learning activities in this study focused on designing learning materials with 2 themes, namely Self Introduction and introducing my family as a supporting tool for students participating in the English Village Nyayum learning program. The importance of creating learning material design aims to improve the active performance of students and teachers in teaching and learning activities in the classroom. Creativity is also needed in designing learning materials, so that it was produce good and interesting learning materials according to student needs and also in accordance with competency standards (Putri, 2017).

Based on the results of previous studies, it turns out that previous researchers have developed models of English teaching materials in elementary school extracurricular programs (Hanip Pujiati, 2015). Therefore, researcher conduct research and development to develop products and improve existing product materials and test the effectiveness of using these materials, in designing learning materials designing various themes of learning materials for students in the form of student worksheets, as material in the field of students. Nyayum Village uses the Addie model, which was applied in teaching English to students in Nyayum Village, Landak, West Kalimantan.

B. Research Problems

Based on the above background, the questions formulated in this study are as follows:

1. What is the need of English students at Nyayum Village?
2. How do determine the feasibility of the learning materials use to teaching English at Nyayum Village?

C. Research Purposes

Related to the formulation of the research problem above, the objectives of this research are as follows:

1. To find out what is the need of English students at Nyayum Village.
2. To investigate learning materials that could be used to teaching English at Nyayum Village.

D. Significances of the Research

This study was conducted in Nyayum Village, researcher hope this study can provide important benefits and impacts for the subject studied, the environment, information, and further research. This research has two significances that can be obtained from theory and practice.

1. Theoretical Significance

The literary review in this study is a genre-based approach that can enrich the literature on genre-based approaches that are still limited in the path of non-formal education.

2. Practical Significance

Researcher hopes the study can make a worthy contribution to students, and other researchers.

a. To Students

This research is expected to be useful for students in Nyayum Village in learning English by using the design of learning materials for local songs and Traditional English translation so that it becomes fun, interesting, and easy to understand learning.

b. To other researchers

Researcher hope that this study can help other researchers, besides that researcher hope that the next researcher were able continue this research to find and develop research on the design of English village teaching materials in the future.

E. Product Specification

The product developed in this research is the design of various themes of learning materials for students in the form of worksheets. The design of teaching materials contains simple English vocabulary and teaches how to pronounce it correctly and correctly which is developed based on the needs of students by applying a genre-based approach in the learning process. The application of a genre-based approach as a learning method aims to develop students' skills to be able to communicate English learning to be applied in everyday life. The design of this learning material is based on the use of the ADDIE model as the manufacturing stage. As an additional learning resource in non-formal education, the design of this learning material can be used by students and teachers to support the implementation of an effective and efficient English learning process.

F. Scope of Research

1. Research Variable

Research variables are everything whose form is determined by research to be studied, produce information, then draw conclusions (Sugiyono, 2019). The focus of this research is on learning English teaching materials, materials according to student needs. The form of matter is simple LKS.

2. Research Terminology

To focus and avoid any misconceptions or misinterpretations of the term of this study, the researcher provides an explanation of the research points used in this study.

a. Research and Development

Research and Development is a research method used to produce products and test their effectiveness of those products, Sugiyono (2019: 395).

b. Learning Material

Learning material in language teaching and learning refers to everything used to help teach language learners (De Meester et al., 2021).

c. English Village

English Village is a term for a village that is located somewhere and is a place to learn English. The non-formal education program aims to help students in learning, especially in English Language Learning, because in SD Nyayum Village there are no English subjects. English Village in this study was implemented in Nyayum Village, Landak, West Kalimantan, Indonesia. The program is implemented within a period of one month for eight meetings. And this English Village activity was carried out by a group of students majoring in English Language Education from IKIP PGRI Pontianak.

d. Nyayum Village

Nyayum Village is the village chosen to implement the English village program with a Village Model. Nyayum Village is located in subdistrict Kuala Behe, Jl. Serimbu – Ngabang Landak Regency, West Kalimantan Province.