

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Research Background**

The success of students in mastering learning material at school certainly cannot be separated from the teacher's role in teaching. Generally, teachers use lecture and question and answer methods when explaining subject matter. Thus, this is not very effective because it is likely that students will experience boredom while studying. So therefore, it is necessary to have media or other means to guide teachers in delivering interesting and innovative subject matter. This is in line with the opinion of Hamalik (2011) which states that learning media in the teaching and learning process can generate new desires and interests, generate motivation and stimulate learning activities, and even bring psychological influences to students.

Media in learning is very influential in the learning and teaching process, because media plays a role in assisting educators in distributing subject matter. Therefore, teachers are required to apply media in the learning process. Through learning media can make the teaching and learning process more effective and efficient as well as establish good relations between teachers and students. In addition, the media can play a role in overcoming boredom in learning in the classroom. The use of learning media on stage teaching orientation very helpful the effectiveness of the learning process and delivery of messages and content of lessons now. Therefore, it is necessary to have media so that the student learning process is more interactive, especially for students at SMK Negeri 5 Pontianak.

Vocational schools are generally oriented towards independence and practice, as well as SMK Negeri 5 Pontianak. Therefore, it is necessary to have high knowledge and skills are provisions to enter the world of work. One of the majors offered at the school is Hospitality which refers to mastering of English language skills. Students who have the ability to master vocabulary

and communication skills in English are very important to accompany the vocational skills they are pursuing.

In the process of improving students' English competence, one of the learning media that is recommended to be applied is flipbooks. Flipbooks are electronic resources capable of displaying interactive simulations that combine animation, text, video, images, audio, and others with interactive navigation. The development of this flipbook is educative because it helps master English vocabulary, expressions, and conversation.

The use of flipbooks in learning has received a positive response based on previous study by Sita Wahyu Apriliyani and Fauzi Mulyana (2021). This is in line with research conducted by Rina Puspitasari, Dedy Hamdani, and Eko Risdiyanto (2020) that Flipbook is an effective and efficient learning medium for students. Whereas in research conducted by Usman Diennur and Gilang Mas Ramadhan (2022) stated that Flipbooks were categorized as very suitable for learning media.

Since previous study perceive Flipbook as good learning media for teaching English. The researcher intends to complete the gap or novelty from previous study. Whereas SMK Negeri 5 Pontianak need supplementary designing learning media. Therefore, the researcher is trying to innovate by utilizing technology growth through the development of Flipbooks. 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 flipbook can be used as English learning media for students of SMK Negeri 5 Pontianak in mastering housekeeping material.

## **B. Research Question**

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

1. What are the student's need of English learning on Housekeeping positions in SMK Negeri 5 Pontianak?

2. How is the feasibility of English learning media on Housekeeping be designed using Flipbook in SMK Negeri 5 Pontianak?

### **C. Research Purpose**

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

1. To find out the students need of English learning on Housekeeping positions in SMK Negeri 5 Pontianak.
2. To investigate the feasibility of English learning media on Housekeeping be designed using Flipbook in SMK Negeri 5 Pontianak.

### **D. Scope of the Research**

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

#### **1. Research Variable (s)**

Variables refers to any study objective or topic, whether it be real or abstract, that is the focus of the study. According to Sugiyono (2019:68), a variable in a research study is a characteristic, a designation, or a number that pertains to a person, an object, or a project that exhibits a particular variation and set aside by researchers to be studied and then the results are viewed. In this study, the variable is Designing Flipbook of English Learning for Housekeeping Positions in SMK Negeri 5 Pontianak.

#### **2. Research Terminology**

The following definition provided for understanding and use of terms this throughout all of the literature;

##### **a. English Learning**

Leaning defined as the process of teaching students using either studying theory or asas, which become the cornerstone of education. There four components of English proficiency that must be learned, namely speaking, listening, reading, and writing. According to Anderson (1969:2) these skills are used as a means of communication

with other people. Therefore, four language skills explained through communicative interactions that focus on using more than one language.

b. Flipbook Learning Material

Flipbook is an electronic media format that may present interactive simulations by combining text, images, video, audio, and navigation (Diani & Hartati, 2018). These make learners more engaged and makes learning more interesting.

c. SMK Negeri 5 Pontianak

SMK Negeri 5 Pontianak is an educational unit that is located at Jenderal Ahmad Yani Street No.4 Pontianak, Akcaya, Kec. South Pontianak, Pontianak City, West Kalimantan. One of the majors offered is “Hospitality” which is become the focus of this research.

d. 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 taught at Grade XI in SMK Negeri 5 Pontianak.

## **E. Significant of Research**

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

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

1. Theoretical Significances

In theory, the results of this study will help students learn English by using Flipbook that helps them to understand and classify words and phrases related to Housekeeping. Vocabulary, expression, and

conversation are very important for students in learning English so that they can improve students' communication skills.

## 2. Practical Significances

With this research, the researcher hope that it will be able to provide valuable contributions for SMK Negeri 5 Pontianak, students, and others scholars.

### a. To SMK Negeri 5 Pontianak

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

### b. To Students

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

### c. To Future Researchers

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, the researcher is hopeful that they will be able to finish their research in SMK Negeri 5 Pontianak.