

CHAPTER I

INTRODUCTION

A. The Background Of The Problem

The role of English cannot be ruled out in facing globalization era. Almost in every sector of society, such as in politics, culture, social, science, entertainment, technology, and education, all of them more need English language skill. Brown (2001:118) states that “English is not frequently learned as tool for understanding and teaching United States (US) or British cultural values, instead, English is become a tool for international communication in transportation, commerce, banking, tourism, technology, diplomacy and scientific research.” Through language, people are able to express ideas and concepts as well as moods, feelings, and attitudes. Without language people cannot perform perfectly. Without understanding the language also can cause someone to be disagreement.

According to Webster’s College Dictionary (2003:699) language is “a systematic means of communicating ideas or feelings by the use of conventionalized signs, sound, gestures or marks having understood meanings”.

Moreover Pinker’s (1994) as cited in Brown (2007:6) has statement such as:

Language is complex, specialized skill, which develops in the child spontaneously, without conscious effort or formal instruction, is deployed without awareness of its underlying logic, is qualitatively the same in every individual, and is distinct from more general abilities to process information or behave intelligently.

Why should the English language? According to Alkhuli (1976) in Asminingrum (2010) state that most people especially the student have to learn English, because :

- 1) English is the first language in many countries in different parts of the world such as United States of America, Canada, Britain, Australia, and New Zealand.
- 2) English is the second language in many countries such as India, Pakistan and Nigeria.
- 3) English is the foreign language taught in many countries all over the world
- 4) English is the one of languages of advanced sciences.
- 5) English is one of the languages needed to run a first-class business.

Hasman (2000) stated that, more than 70% of the world's scientist read literature in English, 80% of the world's mail is written in English, and 90% of the information stored in computerized system in English. The description above shows the higher English language requirement in his globalization era.

In Indonesia, English as a Foreign Language (EFL) is taught to students from Kindergarten to the university level. In the university level, English is taught not only to the students majoring in English as their department but also from students for other programs that appropriate to their study. It is important for those who are not majoring in English language so that they can easily learn the knowledge that they can support with their learning.

People learn languages when they have opportunities to understand English in their work. To fulfill this need, there is a teaching approach of general English in Language Teaching (ELT) appeared namely English for Specific Purposes (ESP). According to Robinson (1989) describes ESP as a type of ELT

(English Language Teaching) and defines it as: “Goal-oriented language learning.” (Robinson, 1989:398) that means student has a specific goal that is going to be attained. In this view, ESP is a powerful means for such opportunities.

Teaching English for undergraduate students especially for perhotelan students are taught in specific way. The lecturer gives materials, references, and assignments to the students that contains of register that they find in their study. In this way, the undergraduates students' have some exposures to have better ability than in junior high school, senior high school or vocational high school.

One part of hotel component is front office. Front office is a part of hotel room that served and it is often called as the selling room. In front office department, there is sub section that welcomes the guest at the first time, namely concierge. Its job is to welcome and escorts guests at the hotel departure, deliver luggage to the guest room, and explain the facilities of room and hotel.

Concierge is one of the sub-sections that are directly related to the guest. So, good communication and language skill are preferred, especially English as international language. Because today we can find foreigner easily in any places, especially hotel in term of business or vacation, English language skill become the need of hotel components, especially concierge in order they are able to communicate well with the guest, so the operation of hotel can be run more professional.

Based on the explanation above, the writer found some problems, which are considered as the foundation in conducting this research to describe the teaching and learning process using ESP especially for front office at

Management Perhotelan UNTAG 1945 Cirebon. In the certificate programme the period of study just 3 months after that they carry out a practice field for 6 months so with such a short period of time how the learning process in the classroom certificate program students with a background in which not all students graduate from vocational schools, whether they understand the material presented? What about the short time to be able to get maximum results? Therefore, the writer choose Teaching and Learning ESP at the Certificate Programme Students of Front Office in the Management Perhotelan UNTAG 1945 Cirebon as the topic of this research.

B. The Identification of The Problem

The identification of the problem is required to give the clarification about the study which will be investigated. Then, the researcher arranges the identification of the problem referred to the background of the problem above, those are:

1. The Field of The Research

This field of study of the research is ESP.

2. The Kinds of The Problem

This study entitled “Teaching and Learning ESP at the Certificate Programme Students of Front Office in the Management Perhotelan UNTAG 1945 Cirebon”. This research focuses on teaching learning for hotel. From the title of the thesis and background of problem in which have explained, the researcher finds out and lists several problem to be

identified in this study, difficult to read and write in English, difficult in pronunciation.

3. The Main Problem

The writer tries to analysis the main problem is the difficulties learning English process which faced by the students and the lecturer.

C. The Limitation of The problem

The research focuses on the observation and analysis of teaching and learning English Specific Purpose at the certificate programme students of Front Office.

D. Questions of The Research

Based on the background of the problem that have described above, the writer has tried to give close attention for the research question as follows:

1. What types of syllabus are applied by the lecturer for the Certificate Programme students of Front Office in Management Perhotelan UNTAG 1945 Cirebon?
2. What teaching strategies did the lecturer apply in teaching English for Specific Purpose for the Certificate Programme students of Front Office in Mangement Perhotelan UNTAG 1945 Cirebon?
3. What are the difficulties of the Certificate Programe students of Front Office in Management Perhotelan UNTAG 1945 Cirebon in studying English?

E. The Aims of The Research

Essentially, this research is conducted to find out the portrait of Teaching English for Specific Purpose for Front Office. The aims of the research are:

1. To find out the types of syllabus applied by the lecturer for certificate programme students of front office in Management perhotelan UNTAG 1945 Cirebon.
2. To find out the teaching strategies applied by the lecturer in teaching English for Specific Purpose.
3. To find out the difficulties of the certificate programme students of front office in Management Perhotelan UNTAG 1945 Cirebon in studying English.

F. The Use of The Research

The writer expects that the research have benefits in both practical and theoretical. These are the uses of this research:

1. Practical benefit
 - a. The result of the research can be used as input in teaching learning English for Specific Purpose for hotel for university level or vocational high school.
 - b. The result of the research can be used as the reference for those who want to conduct a research in teaching learning English for Specific Purpose.

2. Theoretical benefit

- a. The reader will get a large knowledge about teaching learning English Specific Purpose for Hotel especially in front office.

