

LEGALIZATION SHEET

This is to certify that thesis entitled

Developing Listening Material for Business and Marketing Department

(A Research and Development Conducted at Business and Marketing Department Grade X of SMK Negeri 1 Pulubala)

By

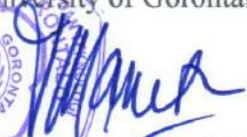
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Has been examined and approved by the board of Examiners

NO	EXAMINER	SIGNATURE	DAY/DATE
1	Dr. Sartin T. Miolo, M.Hum (Head of English Department)		FRIDAY, AUGUST 13 th , 2021
2	Prof. Dr. Hj. Moon Hidayati Otoluwa, M.Hum (Advisor I)		TUESDAY, AUGUST 10 th , 2021
3	Dr. Mery Balango, M.Hum (Advisor II)		MONDAY, AUGUST 09 th , 2021
4	Dr. Suleman Bouti, M.Hum (Examiner I)		FRIDAY, AUGUST 13 th , 2021
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Acknowledge by
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ADVISOR'S APPROVAL SHEET

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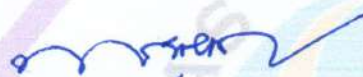
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This is to certify that the magister's thesis advisors for future approval by the
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Abstrak

Fatriyani, Dwi Yanti. 2021. *Mengembangkan materi mendengarkan untuk jurusan bisnis dan pemasaran (Penelitian dan pengembangan dilakukan di jurusan bisnis dan pemasaran Kelas X SMK Negeri 1 Pulubala)*. Tesis. Pendidikan Bahasa Inggris, Program Pascasarjana, Universitas Negeri Gorontalo. Dibawah bimbingan Prof. Dr. Hj. Moon H. Otoluwa, M.Hum. dan Dr. Mery Balango, M.Hum.

Abstrak. Tujuan penelitian ini adalah (1) Untuk mengetahui kebutuhan siswa dalam pembelajaran mendengarkan pada siswa kelas X jurusan bisnis dan pemasaran, dan (2) Untuk mengembangkan materi mendengarkan siswa kelas X jurusan bisnis dan pemasaran di SMK Negeri 1 Pulubala. Penelitian ini dirancang dengan menggunakan metode Penelitian and Pengembangan (R&D). Model *ADDIE* yang dikembangkan oleh Branch (2010) digunakan untuk merancang materi mendengarkan. Peserta dalam penelitian ini adalah guru Bahasa Inggris dan 28 siswa kelas sepuluh di jurusan bisnis dan pemasaran. Data diperoleh dari beberapa instrumen yaitu angket, wawancara dan dokumenasi. Selain itu, data dikumpulkan dari kebutuhan siswa, analisis silabus, pengembangan materi mendengarkan untuk jurusan bisnis dan pemasaran, penilaian ahli dan validasi ahli, dan tanggapan siswa setelah menerapkan materi mendengarkan dalam pengajaran mendengarkan. Hasil penelitian menunjukkan bahwa materi mendengarkan berhasil meningkatkan keterampilan mendengarkan siswa, diantaranya (1) memberikan lebih banyak kesempatan kepada siswa untuk mengasah keterampilan mendengarkan mereka, (2) meningkatkan kosakata siswa terutama yang berhubungan dengan bidang bisnis dan pemasaran dan (3) membantu siswa untuk mendengarkan Bahasa Inggris dengan lebih mudah. Dengan demikian, materi mendengarkan layak untuk diterapkan di kelas.

Kata kunci: Analisis Kebutuhan, Materi Mendengarkan, Jurusan Bisnis dan Pemasaran



Abstract

Fatriyani, Dwi Yanti. 2021. *Developing listening material for business and marketing department (A research and development conducted at business and marketing department Grade X of SMK Negeri 1 Pulubala)*. Thesis. English Education, Postgraduate Program, State University of Gorontalo. Principal Advisor Prof. Dr. Hj. Moon H. Otoluwa, M.Hum. and Dr. Mery Balango, M.Hum.

Abstract. The aims of this research are (1) To find out the students' needs in learning listening at the tenth grade students of business and marketing department, and (2) To develop listening material for the student at the tenth grade of business and marketing department in SMK Negeri 1 Pulubala. This research is designed by using Research and Development (R & D) method. ADDIE model which were developed by Branch (2010) is used to design the listening material. The participants were English teacher and 28 students at the tenth grade of business and marketing department. The data was obtained from some instruments, namely questionnaire, interview and document. Moreover, the data gathered from the students' needs, analysis of syllabus, developing listening material for business and marketing department, expert judgment and expert validation, and the students' responses after applying the listening material in teaching listening. The findings of this research show that the listening material was successful to develop students' listening skill. These include (1) giving more opportunity for students sharpen their listening skill, (2) increasing students' vocabulary especially relate to business and marketing field and (3) helping students to listening English easier. Thus, the listening material is eligible to apply in the classroom.

Keywords: Need Analysis, Listening Material, Business and Marketing Department