

**NEEDS ANALYSIS OF ESP FOR TOURISM STUDY PROGRAM
AT SMKN 7 (SENIOR VOCATIONAL SCHOOL) KOTA BENGKULU**

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ABSTRACT

The design of this research is quantitative-qualitative descriptive research. The purpose of this research are first to analyze the English learning needs of students in Tourism Study Program and second to analyze the suitability of existing English textbook used. The subjects of this research are students of SMKN 7 Bengkulu 12th grade, English teachers in SMKN 7 Bengkulu, graduates of Tourism Study Program, and the English language users in the field of Tourism. In this study, researcher used the needs analysis to find what are the need, lacks, and want of students in learning English. The instruments that used in this study are questionnaires, interview, and existing English textbooks used in English language learning. The result of the research indicate that the needs of the Tourism Study Program student grade XII of SMKN 7 Kota Bengkulu are materials and activities that support their activities to work in the tourism field and the existing English textbook used by Tourism Study Program student grade XII of SMKN 7 Kota Bengkulu that is English textbook from Kementerian Pendidikan dan Kebudayaan Indonesia (2015) do not cover the students' need.

Keywords: English for Specific Purposes, Needs Analysis, Vocational School.

ABSTRAK

Desain penelitian ini adalah penelitian deskriptif kuantitatif-kualitatif. Tujuan penelitian ini adalah untuk menganalisis kebutuhan belajar siswa pada mata pelajaran Bahasa Inggris dan mengetahui kecocokan kebutuhan siswa dengan buku pembelajaran yang digunakan. Subjek penelitian ini adalah siswa Program Studi Pariwisata SMKN 7 Kota Bengkulu, guru bahasa Inggris yang mengajar di SMKN 7 Kota Bengkulu,

alumni dari jurusan Pariwisata, dan para pengguna bahasa Inggris di Pariwisata. Dalam penelitian ini, peneliti menggunakan analisis kebutuhan siswa untuk menemukan apa saja kebutuhan dan keinginan siswa dalam belajar Bahasa Inggris. Instrumen yang digunakan dalam penelitian ini adalah kuesioner, daftar pertanyaan wawancara, dan buku teks yang digunakan dalam pembelajaran bahasa Inggris. Hasil penelitian menunjukkan bahwa kebutuhan siswa Program Studi Pariwisata siswa kelas XII SMKN 7 Kota Bengkulu adalah materi dan kegiatan yang mendukung kegiatan siswa untuk bekerja di bidang pariwisata dan buku teks bahasa Inggris yang digunakan oleh siswa Program Studi Pariwisata kelas XII dari SMKN 7 Kota Bengkulu yang merupakan buku teks bahasa Inggris dari Kementerian Pendidikan dan Kebudayaan Indonesia (2015) tidak mencakup kebutuhan siswa.

Kata Kunci : English for Specific Purposes, Analisis Kebutuhan, Sekolah Kejuruan.

Introduction

English for Specific Purposes (ESP) is a learner-centered approach to teaching English as a foreign or second language and designed to meet the needs of most learners who have to learn a foreign language for use in their specific disciplines, such as science, technology, medicine and academic learning. The requirement of an ESP approach to course design would be Needs Analysis (NA), since it involves the awareness of a target situation. According to Hutchinson and Waters (1992), learners know particularly the reason why they are learning a language and it is the consciousness of a need that ESP figures out. Needs analysis is a progressive term which is conducted before, while and after a language program. Scholars have diverse views on the description of needs analysis; however several of them perceive needs analysis as an approach mirroring the requirements, desires and needs of learners in their subject area (Fadel and Elyas, 2015).

In an educational setting, a learners' needs analysis helps students identify where they are in terms of their knowledge, skills and competences, versus where they wish to be and their learning goals. It is related to the statement that adults learn better when they can see a reason why they are following a program of study and find the relevance between their purpose in learning and the content of the study that they must learn.

In Bengkulu, needs of English is become an important thing, because Bengkulu has many potential tourism objects to explore. Tourism is one of an important contributor of foreign exchange and employment. Bengkulu's goverment have a program called Visit Wonderful Bengkulu 2020 that is expected to support the successful of Bengkulu become a tourism city in Indonesia to introduce Bengkulu to national and international.

To support tourism development programs, the goverment have to develop human resource and tourism industry. The way of human resource development is improve the English language skills in prospective tour guide candidates, especially tourism students in Bengkulu. Bengkulu has two vocational high schools that have tourism majors, they are SMKN 1 and SMKN 7.

Vocational High School or SMK (Sekolah Menengah Kejuruan) is an educational institution which focuses on developing specific skills. Generally, SMK provides several study programs for the students. SMK has a purpose to educate the students to be competent person due to their study programs. During the study, the students are required to improve knowledge and apply their soft and hard skills into practice by following an internship program or PKL (Praktek Kerja Lapangan). Later, it is expected that the students will be skillful and competitive person to enter fields of endeavor after they finish their education.

Based on the Indonesian government rule No 17 year 2010 article 80, the study program in SMK is categorized into nine: *Teknologi dan Rekayasa, Teknologi Informasi dan Komunikasi, Kesehatan, Agribisnis dan Agroteknologi, Perikanan dan Kelautan, Bisnis dan Manajemen, Pariwisata, Seni Rupa dan Kriya, and Seni Pertunjukan*. In terms of English teaching, the Minister of Education and Culture Regulation No. 60, 2014 about the basic competences of English states that English teaching in SMK is focused on developing communicative competence. The objective is to enable the students to communicate in the target language orally and in writing accurately and appropriately in the four language skills to support their competence in a certain 2 programs. To

reach the objective, there are some factors which have to be considered such as teachers, media, and materials.

Unfortunately, almost all of the vocational schools in Indonesia still teaching general English materials for their students which is not appropriate for their future job. This also happens in SMKN 7 Kota Bengkulu. This school has two study programs, they are; Hotel Management Study program and Tourism Study program. Ideally, it should have two kinds of English learning materials for each grade that related to their study programs but in reality there are none of the materials that seem to be related to the study programs.

Teachers in SMKN 7 Kota Bengkulu use the textbook published by Kementerian Pendidikan dan Kebudayaan Republik Indonesia (2015). This book consists of eighteen chapters, but each chapter only emphasized in general English material and activities that seems not suited for students in tourism study program. All the XII grade classes from the different study program use this book although they have the different learning needs. This condition might prevent the students to develop their skills to communicate using English in the target situation of their field works. If such condition happens, the purposes of the English teaching will not be achieved. In order to achieve the purposes, the researcher thinks that there should be an analysis of learners' need in English based on English for Specific Purposes.

Based on the explanations above, this study is conducted to investigate:

1. What do the tourism study program students need of English at SMKN 7 of ESP?
2. How is the existing English textbook used by students at grade XII?

Method

This research is using mixed methods. According to Sugiyono (2011) mixed methods is a research methodology that combines quantitative and qualitative methods for using together, so the obtaining data are more focus, valid, reliable, and objective. In this research, the researcher

did a survey to the students, teachers, the graduates and stakeholders in order to know the students' need in English for Tourism Study Program at grade XII and how the existing English textbook used by students at grade XII.

The subjects for this research are 20 students of tourism study program at SMKN 7 Bengkulu, 5 English teachers of SMKN 7 Bengkulu, 5 stakeholders, and 5 graduates of SMKN 7 Bengkulu. In this research, the researcher used 3 instruments, they are questionnaire, interview, and document. According to Hutchinson and Waters (1987) target needs include necessities, lacks, and wants. The researcher used 2 different questionnaires to finding the necessities and wants of the students. The necessities are what student should know in order to work effectively and efficiently in the target situation, so the researcher gave the questionnaire to teachers, stakeholders, and graduates in order to gather data about the necessities of the students. While the wants are what the students view about what they think is useful for them, so the researcher gave different questionnaire for the students to know about what they want. The researcher also did some interview to the students to know about their lacks; the gap between necessities and what the student already knows, that is the existing proficiency of the students. To finding how the existing English textbook used, the researcher was comparing the data founded from the student needs and the material in the English textbook used by Tourism Study Program students grade XII in SMKN 7 Kota Bengkulu.

Result and Discussion

Result

This section presents the results and discussion of the study. The aim of this study is to know about the Tourism Study Program students of SMKN 7 Kota Bengkulu grade XII needs and the existing English textbook used. In order to gain the data about students' needs, the researcher had conducted the questionnaire and the interview to the research subject. The result of those questionnaires and interview then divided into 3 groups based on Hutchinson and Waters (1987) subdivisions of needs which are necessities, lack, and wants.

Table 1: Necessities of tourism study program students based on the very important interpretation.

No	Respondents	Listening	Speaking	Reading	Writing
1.	Teachers	1. Listen to ticket/a hotel room reservations via telephone.	1. Talk by telephone about tickets / hotel rooms reservations. 2. Explain about the mainstay food in the hotel / tourist destination.	1. Read about tourism terms.	1. Write about information provided by tourists. 2. Write a letter about apology to tourists if they complain. 3. Write a travel package.
2.	Stakeholders	1. Listen to ticket/ a hotel room reservations via telephone. 2. Listen to tourists' request.	1. Talk by telephone about tickets/hotel room reservations. 2. Explain about the direction of tourism destination.	1. Read about tourism terms.	1. Writing an email. 2. Create the security rules for foreign tourist. 3. Write a tour package.
3.	Graduates	1. Listen to ticket/a hotel room reservations via telephone.	1. Talk by telephone about ticket/hotel room reservations. 2. Explain about tourism	1. Read about tourism terms. 2. Read a tour and travel brochure.	1. Write information provided by tourist. 2. Write a travel package.

			destination. 3. Explain about the mainstay food in the hotel/tourism destination.		
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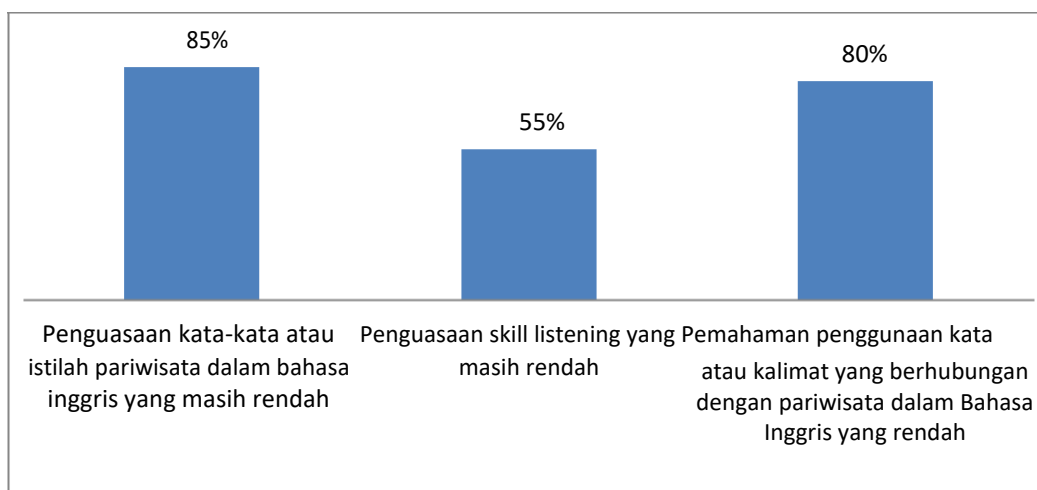
From the table above, listening, there is a necessity that teachers, stakeholders, and graduates agreed. For *speaking*, there is a necessity that teachers, stakeholders, and graduates agreed. For reading, there is a necessity that teachers, stakeholders, and graduates agreed, and the last for *writing*, there is a necessity that teachers, stakeholders, and graduates agreed. So the necessities of Tourism study program students grade XII of SMKN 7 Bengkulu, as follow:

Table 2: Necessities of Tourism study program students grade XII of SMKN 7 Bengkulu

No	The necessities of Tourism study program students grade XII of SMKN 7 Bengkulu
1.	Listen to ticket/a hotel room reservations via telephone
2.	Talk by telephone about tickets/hotel room reservations
3.	Read about tourism terms
4.	Write a travel package

From the table above, there are 4 necessities of Tourism study program students grade XII of SMKN 7 Bengkulu. The result based on the very important interpretation and the same needs from all the group of respondent.

Chart 1: Students' English Proficiency

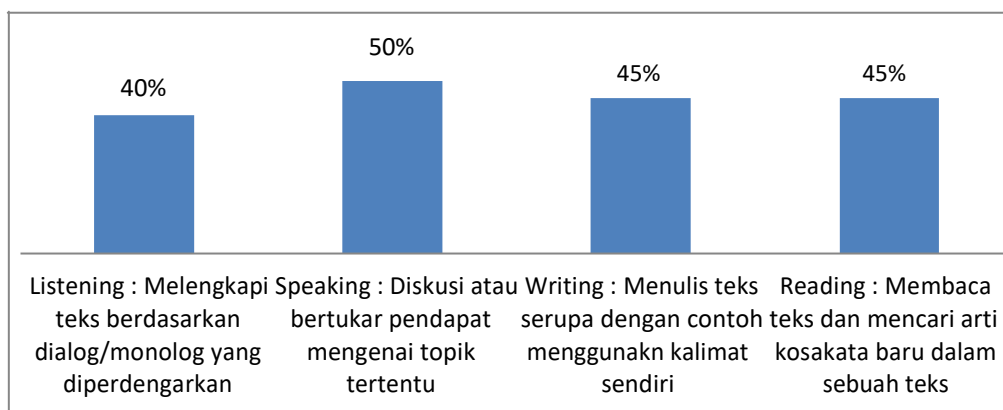


From the data that were gathered through the interviews, it can be seen that eighty five percents (85%) of students stated that they do not know about any expressions or words that are used in tourism term like accommodation, booking fee, mark up, over booking, and many more.

The other fifty five percents (55%) of the students said that they found that it is hard to master the four skills in English. The hardest skills to be master according to the respondents are listening and speaking skills. Students are expected to be fluent in explaining a tourist site and to be able to communicate to tourists or travellers. If students' listening and speaking skill level are still in the beginner level or even lower than the beginner, it means that the students do not fulfill the classification to be good tour guide later.

The last result was eighty percents (80%) of the respondents did not know the useage of the words or expressions that are used in tourism term, for instance they cannot find the words to say about what they want to say.

Chart 2: Activity that students want



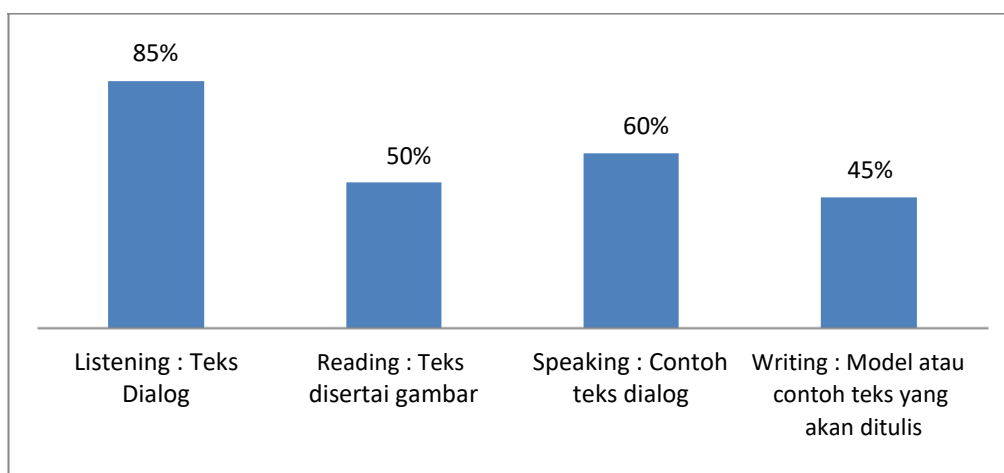
From the result above we can see that forty percents (40%) of the respondents preferred the activity like completing the text based on the dialogue or monologue that is given in learning activity. This kind of activity considered as the easiest activity which can be understood by all the students. The dialogue or monologue that is given to the students must relate to their vocational program. For example, the dialogue can be about tour guide and tourist that is discussing about tourism in Bengkulu.

The next is speaking. For this skill, fifty percents (50%) of the respondents preferred to have a discussion or share their idea in pair or group about some topics for their learning activity. Students choose this kind of activity because they find that it is hard to learn by them. They want an interesting way that can involve them to be active in learning process to make them easier in understanding the material that is given. The teacher can choose some topics that are related to the tourism that are being discussed by most of people to stimulate the student's speaking skill.

For writing activity, forty five percents (45%) of respondents wanted to be given an example of certain texts like procedure texts and then they write a similar text with their own words. Most of the students in grade XII in tourism study program are lack in practicing the four English skills. Therefore, it will be hard if they are given a task without a correct example before. Therefore, many students preferred to write a text in the same form with the example given but in their own words and sentences.

The last skill is reading. For this skill, forty five percents (45%) of the respondents preferred to identify main idea and find new words in a text. This kind of activity is considered as one of activity that can help the students in their reading skill. By identify the main idea and the new words in a text, the students will be more active to read the text and it can help the students to gain their focus.

Chart 3: Material that students want



For the listening material, eighty five (85%) percents of respondents preferred dialogue text for their listening material. The dialogue text can be about a hotel reservation through telephone between receptionist and tourist.

For the reading material, fifty percents (55%) of the students chose a text with picture for their reading material. This kind of material considers as the easiest one for the tourism study program students. The teacher can use flashcards, gallery walk strategy, or picture and picture to teach reading in the class.

The third is speaking. For this skill, sixty percents (60%) of respondents preferred a dialogue text for their speaking material. This kind of material can help the students to practice their speaking skills, for example they can practice how to give the explanation about tourism destination or a direction to the tourists.

The last skill is writing. For this skill, forty five percents (45%) of the respondents preferred a material that contains the model or example of the text which will be written.

Discussion

The needs of the Tourism Study Program student grade XII of SMKN 7 Kota Bengkulu are material and activities that support their activities to work in the tourism field and the existing English textbook used by Tourism Study Program student grade XII of SMKN 7 Kota Bengkulu that is English textbook from Kementerian Pendidikan dan Kebudayaan Indonesia (2015) do not cover the students' need.

This condition is completely different from the objective of English teaching in SMK. Based on the Minister of Education and Culture Regulation No. 68, 69, 10/2013 about the basic competences of English states that English teaching in SMK is focused on developing communicative competence. The objective is to enable the students to communicate in the target language orally and in writing accurately and appropriately in the four language skills to support their competence in a certain 2 programs. To meet the basic competences in English teaching in SMK, it is important for the students to have English material that is suitable with their needs. The result about material is that the material should be suitable with their proficiency in English and also related to their vocational program.

Most of tourism study program students grade XII is lack of the knowledge about the words and expressions which are used in tourism terms. As we can see in the result that eighty five percents (85%) of students stated that they do not know about any expressions or words that are used in tourism term like accommodation, booking fee, mark up, over booking, and many more. They only know simple words. They do not know some words or expressions that represent the condition of the activities that they do in the tourism field.

The result of the research supported Annisa Ayu (2017) research entitled Learners' Needs Analysis of English for Specific Purposes of

Culinary Department Students At SMKN 3 Bengkulu. From the research finding, can be concluded that materials that emphasis more vocabulary and grammar that related to the culinary terms like overcooked, branch, whisk, and many more. Learning activities that will emphasized more in speaking and reading skills. Examples given such as conversation and text in Culinary terms.

Conclusion and Suggestion

This research is aimed to describe Tourism Study Program students' needs in English and to find how the research finding can be used to fulfil the needs. From the finding and discussion of the research, can be concluding as follows:

1. The needs of the Tourism Study Program student grade XII of SMKN 7 Kota Bengkulu are material and activities that support their activities to work in the tourism field.
2. The existing English textbook used by Tourism Study Program student grade XII of SMKN 7 Kota Bengkulu that is English textbook from Kementerian Pendidikan dan Kebudayaan Indonesia (2015) do not cover the students' need.

From the conclusion above, the researcher suggests to:

First, English teachers provide materials for the students by using the authentic material that related to Tourism terms like the dialogue using tourism terms to fulfill the learners need. The activities in the learning process need to be adjusted to students' needs, the activities need to be able to explore students' English skills and require the students to be more active.

Second, for further researcher who wants to conduct the same research can collect more information in needs analysis. It will make the investigation result more effective. Lastly, the further researcher also can explore students' needs of other majors such as political science, economic, nurse and chemistry science. It will be very useful for those who want to design English teaching materials.

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