

Chapter 1

Introduction

This chapter provides background of the study, research problems, purposes of the study, scope of the study, and significance of the study.

1.1 Background of Study

English has a very important role and position in a globalization era. The importance of English as an international language continues to increase as more and more people are wanting or being required to learn English (Kennedy & Bolitho, 1984). According to Welch, Welch, & Piekkari (2014), as a result of the present era of globalization, English language is a definite requirement for successful professional communication. Consequently, English is used in international communication both orally and in written communication, for general as well as specific needs (Harsono, 2007). For example, governments are introducing mass education programmes with English as the first, the growth of business and increased occupational mobility is resulting in a need for English as a common medium of communication and access to many scientific and technical literature is difficult for those with no knowledge of English. In other words, English is become important in all sectors including education and business.

In business sector, English is used in communicating with customers and colleagues. In organization or company, one of the staffs that have the

role in communicating with customers and colleagues is office administration workers. According to Indonesian National Standard Competency or *Standar Kompetensi Kerja Nasional Indonesia* (SKKNI) 2016, one of the competencies needed in office administration work-field is communication in English. The competency to communicate well with internal staff and customers and colleagues is very important in office administration (Mensah, 2010). Communication, either in written and spoken, with others determines their opinion of the overall competence and integrity of the staff and the organization.

Considering to the importance of English communication in office administration, Office Administration Study Program in State University of Jakarta (UNJ) provides English in Business course at third semester. English in Business course develops students' knowledge of and skills in communicating with coworker, customer and colleagues about working life in office administration. Topics in this course include job description, telephoning, interviewing, discussion or meeting, handling complaints and presentation. Throughout the course, students will be involved in group works, role-play and presentation. After taking the subject, students are expected to know how to communicate in English about work-related topic with coworker, customers and colleagues. In teaching and learning process of the subject, lecturer provides students with several learning materials such as video, worksheets and textbook. As the main learning

materials, textbook is used in the classroom, while the others provided to support learning activity.

Considering to the need of students, learning materials should contain four basic skills that are reading, listening, speaking and writing skills. In communication, skills that are needed is speaking and writing. However, unlike writing, speaking happens in real time which means that it cannot be edit and revise (Nunan, 2003). Mensah (2010) stated that speaking in office administration means communicate effectively by determining the purpose of communication, considering what the audience needs to hear for the communication to be effective, developing messages in a clear, concise, and logical manner, and maintaining positive attitude throughout the communication. Therefore, in order to fulfill the competencies needed in office administration field, especially the ability to communicate in English, English teacher should consider in choosing the appropriate speaking materials used in the class.

Indonesian government does not provide the English teacher in university level with specific learning materials to be used in classroom activities but there is National Competency Standard (SKKNI) of Office Administration published by Ministry of Manpower and Transmigration that can be used as guidance and standard to know what competencies are needed in work-field. National Competency Standard of Office Administration is a document which listed all the needed competencies needed in office administration sector, including the knowledge, skill, and

working attitude that should be acquired by a worker. The functions of National Competency Standard is to be treated as a standard for an industry to recruit a worker, increase the quality and capacity of a worker, and for the educational institution and work training, it could also be used as the source for developing curriculum and syllabus (SKKNI, 2016).

Therefore, an English teacher should use SKKNI as standard and select the appropriate learning materials by themselves. Selecting good materials to support the teaching and learning process has a great influence on the success of students when implementing the learning process (Brown, 1994). If teacher use inappropriate textbook, it may not fulfill the qualifications or competencies needed for secretary. However, selecting learning materials to be used in the classroom might not be an easy task. Some researchers conducted several studies about English learning materials related to office administration and analyzing English learning materials. Poedjiastutie and Oliver (2017) conducted a research entitled “English Learning Needs of ESP Learners: Exploring Stakeholder Perceptions at an Indonesian University”. The research aims to find the English learning needs of ESP. They did observation and interview to 15 teachers and did group discussions with 22 students. They found that since English is considered as crucial skills that should be mastered by all students and staff, the materials used in teaching and learning process is take an important place to achieve the goal of the use of English in specific purposes.

Another study is from Keenadin (2017) entitled “Content Analysis Speaking Materials in English Textbook Based on 2013 Curriculum for the First Grade Student at Vocational High School”. The study aimed to analyze speaking materials in English textbook by knowing the relevancy with 2013 curriculum. The researcher concluded that the textbook were logic and can be implemented as learning materials in the classroom. However, it may be different case in higher education like university because it is more relatable if the learning materials are chosen by considering SKKNI as the standard and guidance.

Based on the previous studies, it can be concluded that learning materials especially speaking materials is one of the components that help students in order to fulfill the speaking competencies in office administration field. However, the problem is it is difficult to choose the appropriate speaking materials related to the subject. Moreover, none of those research that tried to find the relevance of English communicative competencies of Office Administration required in SKKNI with English speaking materials in Office Administration study program. In this study, the writer intended to conduct a study by doing an analysis of speaking materials in textbook used in English Business subject of Office Administration Study Program of State University of Jakarta entitled “For Work and Life English 365” by Dignen, B, Flinders, S and Sweeney, S, which used in third semester. National Competency Standard of Office Administration is used as benchmark to find out to what extent are the

English speaking materials relevant to communicative competencies of office administration. The writer entitled the study as “The Relevance of English Speaking Materials in Office Administration Study Program in Universitas Negeri Jakarta with the National Competency Standard”.

1.2 Research Questions

Based on the background of the study, the research question of this study is:

To what extent are English speaking materials in Office Administration study program relevant with National Competency Standard?

1.3 Purpose of the study

The purpose of this study is to analyze the relevance of English speaking materials in Office Administration study program in UNJ with SKKNI of office administration.

1.4 Scope of the study

This study focuses on English speaking materials in Office Administration study program in UNJ and the National Competency Standard of Office administration. The English speaking materials is categorized into topic, task, instruction, illustration and vocabulary. The National Competency Standard of Office Administration is focus on unit of doing English spoken communication.

1.5 Significance of the study

The result of the study is expected to provide better insights and understanding about the National Competency Standard of Office Administration for the student of English Language Education Study Program whose interested in teaching English for secretary or other jobs in office administration work-field, to teachers or lecturer of secretary program to provide better speaking materials based on the communicative competencies of National Competency Standard of Office Administration, and hopefully can be an input for the development of material for Office Administration Program Study.