

# A CONTENT ANALYSIS OF ESP TEXTBOOK FOR BANKING AND FINANCIAL MANAGEMENT DEPARTEMENT "ENGLISH FOR BANKING" PUBLISHED BY LANGUAGE CENTER UMM PRESS BASED ON THE STUDENTS' NEEDS

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This study was focused on the analysis of "English for Banking 2" textbook published by language center UMM press based on the students' needs. This research wanted to know the students' needs of learning "English for Banking" and the relevance of the content of "English for Banking" textbook with the students' needs in learning English for specific purpose (ESP) at D3 of Banking and Financial Management Department of the University of Muhammadiyah Malang.

The design used in this study was quantitative approaches because this study used objective measurement and statistical analysis of numeric data. The object of this study was the ESP textbook "English for Banking 2" published by LC UMM press. Meanwhile, for the instrument, the writer used documentation and questionnaire. Rating scale was used to analyze the data. The findings showed that there were nine aspects of the content of "English for Banking 2" textbook needed by the students. They include: (1) the language description should be practical and understandable language (functional); (2) the language elements covered in the material of the book should be practical English (functional); (3) the types of reading text used should be article texts, dialog texts, and visual texts such as, pictures, diagrams, graphs and cartoons; (4) the subject matter of the book should contain topic about bank; (5) the content arrangement throughout the book needed by the students should be focused on the subject matter; (6) the content sequenced within a unit should be from comprehension to production; (7) the content of reading material should be reading material that was not only related to the Bank term but also to synonym and antonym; (8) the content of writing material should be essay writing; (9) the content of speaking material should be general material rather than only job vacancy interview. In relation with the students' needs in learning English for specific purpose it was found that out of 52 students' of D3 Banking and Financial Management Department, 5 students (9.7%) considered the content of "English for Banking 2" textbook to be very relevant with their needs, 44 students (84.7%) considered the content of the book to be relevant, and three students (5.8%) considered the content of the book not to be really relevant.