

# DEVELOPING ENGLISH SUPPLEMENTARY BOOK FOR TENTH GRADE ONLINE BUSINESS AND MARKETING STUDENTS

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## Abstract

English material in Islamic Vocational High School of Kanigoro Blitar majoring in online business and marketing still using general English and not specified by the major itself. This study has been conducted to find out how and the result of the development of English supplementary book for online business and marketing class. The research and development process of this article is using ADDIE model which had been developed by Dick and Carry and it has five phases (1) Analysis, (2) Design, (3) Develop, (4) Implementation, (5) Evaluation. The researcher also took quantitative data for reliability and validity test by giving questionnaire in order to know how unique, valid, and appropriate media with the material. The questionnaire will be used as a evaluation consideration and if needed the product will be revised based on the data that has been gained. The questionnaire to test students' satisfaction got 88% score which is defined as excellent, based on the questionnaire, students feel highly satisfied on the media design where the cover has 4.57 point out of 5 and font, illustration, color pick, and layout scored 4.78 out of 5.

**Keywords:** Supplementary Book; Research and Development, ADDIE Model

## INTRODUCTION

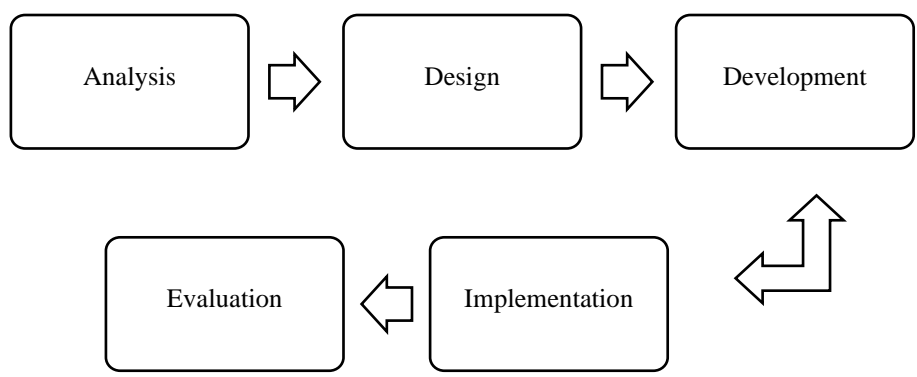
Language is a communication instrument used by humans. there are many kinds of language, for example, written and spoken language (Noermanzah 2019). In obtaining further education, students must be able to use both languages in order to gain knowledge from any source and be able to convey it back to others. To understand written language students must be able to read, next listen if they want to understand spoken language. Someone who mastered more languages will be very useful because language is a very complex source of information just like English, which has speakers in almost all countries, even though they are not native speakers. English, the on-taught by the-any languages in the world is a foreign language in Indonesia and has been taught majority since students from the elementary level (Endang Fauziati 2010). On the other hand, The Indonesian government has been pursuing English language learning since elementary school age so that Indonesian citizens can keep up with global developments because English is an international language and in Indonesia, elementary student has been taught in the school but still limited to the level of introductory. At a further level, Papatungan in research of education (Papatungan, Moon Otoluwa, and Machmud 2018) gave example in senior or vocational high school, English lessons in Indonesia still have the same material but vary the vocabularies and still not focused on specific purposed. This problem makes the researcher consider further research and doing an analysis. The analysis is using observation and unstructured interview to the 10<sup>th</sup> grade students of online business and marketing in SMKS Islam Kanigoro and from the data obtained, students revealed that there is no English learning media that is integrated with the chosen major, the students only have English worksheet (LKS). English Lessons in vocational schools according to the students are not related to the majors in

schools. In the other hand, there is no supplementary book related to business and marketing. Moreover, English lesson in vocational high school has the same competency standards as senior high school education in Indonesia. Second, as a result of observation, when the lesson started and the teacher decided to use a smartphone due to gaining more information about the material of the lesson, majority of the students are busy with their mobile phones but ignore the teacher instruction, they are busy with things other than their lessons such as playing games, watching videos, and others. Even though teachers have taken good initiatives when students do not have books or learning media resources available by using the internet to access information but students use internet access for useless things. This shows that the use of smartphone-based media is not effective to be applied in this class, in the other side after several interviews with the students, many students like to read literature, novels, poems, and other genres this indicates that they have a good interest in reading book. The result of observation and unstructured interview which is stated before refers to the conclusion that the students need media sources that are not based on the use of smartphones, students have a good interest in reading, therefore researcher have conclusions to create a printed book-based media or printed media plus contain supplementary material, therefore supplementary book is chosen by the reason students interested in. Supplementary book, according to (Abbasi et al. 2015) “the word supplementary is provided in addition to something else in order to improve or complete it”, supplementary has synonym additional. Researcher decided to develop a supplementary book which contains subject major online business and marketing based on project and task which is equipped with examples of common conversations, vocabulary summaries, and colorful design. In this book the supplementary material still related to the Indonesian national syllabus of business communication and the researcher finally reached the conclusion to create a book called the “English supplementary book for business and marketing”. According to (Efrizal 2020) The syllabus of English lessons in Indonesian vocational high schools is the same as senior high schools which mean there is no fixed syllabus for specific purposes (Noho, Fatsah, and Talib 2018). Research by (Erfiani, Ngadiso, and Suparno 2019) states that in indonesia there is no relation between vocational subject matter and the English being given. Based on these facts, the recent researcher decided to build supplementary book based on the students need. By this standout the researcher is willing to create a supporting book for students, having more familiar with English according to vocational terms that they have chosen, and it will be built by business and marketing project, vocabularies, and conversation example. The objective of the research is to describe the process of developing English supplementary book for online business and marketing class and to describe the result of developing English supplementary book for online business and marketing class. The supplementary book has 25 pages, full colored for having a picture of marketing and business theme, the content will also include conversation about business and marketing, project-based learning for example doing business interview simulation and making letter of business this content still related to the national syllabus of business communication subject. This book really hoped to help the students more familiar to the work-field of business and marketing term not only Indonesian but also English, because English is the global language, so the students can follow the global of work competition.

## **METHOD**

The type of this research is research and development (R&D) in addition the development model used is ADDIE which is well-developed by Dick and Carey. This is one of the systematic research design models, chosen based on considerations that rest on theoretical background as well as in accordance with the design of finding. This model is compiled with a systematic sequence of activities to solve learning problems related to learning resources that are in

accordance with the needs and characteristics of students. This model consists of five steps :(1) analyze, (2) design, (3) development, (4) implementation, and (5) evaluation (Widyastuti and Susiana 2019).



**Figure 1.** the ADDIE development phases.

A needs analysis that has been carried out by means of doing observation and unstructured interviews to 14 students using census sampling (Sugiyono 2017), provides the data needed to develop an appropriate media design. Collecting literature related to get recent information about related material and gaining insight in term of supplementary material in vocational high school. The design of learning media adjusts to the student needs based on the results of observations and interviews covering the curriculum, core competence and basic competence used, teacher, existing learning media, and students’ interest. The development based on (Gustavo Esteva 2018) is a stage of additional book media being carried out in accordance with the need analysis and as the result of product design. Material development based on business communication subject and its specific core and based competence. Validation is carried out after prototype is done or before the implementation, this phase is to validate media where uniqueness, language, and material will be validated by experts in their fields. In addition, a questionnaire is given after implementation due to test the reliability. Implementation is carried out to see the effectiveness, efficiency of the media, easiness of use and material related to the curriculum. The implementation is done to check the compliance of designed material. The last, Evaluation is done to improve and adjust the media that has been developed, maintenance related feature which needed but unavailable and discard unusable feature. All steps are done and the product will be revised considering the questionnaire. SPSS for quantitative data analysis is commonly used by many people and by this chance researcher giving the Questionnaire using likert scale, after the study or post study due to get feedback from the implementation and make it better at evaluation (Febrina Tarigan et al. 2022). Counting the reliability meant to be proofing the questionnaire usable and the data is counted using Cronbach alpha. Finally, the data is called as reliable if the value of Cronbach alpha result is bigger than 0.498 (r table for 14 respondents) but if the result is less than 0.498 the data is interpreted as unreliable. Quantitative data of validity processed with Likert scale which is used to count the validity of media, language, material, and students’ satisfaction by its expert. A validity test is a test that serves to see whether a measuring instrument is valid, unique, and accurate. Based on (Sugiyono 2017) the table response for the score of validation is below:

**Table 1.** Score Response of Validation (Sugiyono, 2017)

No.	Score	Categories
1	5	Very Possitive Response
2	4	Good Response
3	3	Enough Response/ neutral
4	2	Negative Response
5	1	Very Negative Response

The formula to determine the percentage score of validation is by using the formula and the table of qualification of validation below:

$$P = \frac{\sum x}{n} \times 100\%$$

P = Percentage.

$\sum x$  = Total Score Obtained.

n = Maximum Score.

**Table 2.** Score in Percentage of Validation Result (Sugiyono 2017)

Category	Average Score in Percentage
Excellent / Very Usable / Very Valid	81-100
Good / Valid	61-80
Enough / Quite Valid	41-60
Poor / Invalid	21-40
Negative / Invalid	0-20

The developed product will be implemented as if it completes the experts' qualification or the percentage score of validation is higher than 60%. Nevertheless, the percentage is under 61% the product must be revised and remain the validation until get the required score.

## RESULTS AND DISCUSSION

### Results

Researcher having result of developing the English supplementary book for online business and marketing program consist of: (1) book cover which is designed attractively using illustrations of business and marketing, (2) the material has been developed based on Indonesian national syllabus of business communication subject, (3) included conversational example in business and marketing field, (4) list of supplementary information about business communication, (5) Indonesian and English text-built to make the students understood easier, (6) included general and specific insight about online business and marketing, (7) each chapter furnished by vocabulary list, and (8) The evaluation is using project based learning which is integrated with the online business and marketing work-field such as making letter of business and doing business negotiation. The English Supplementary Book is using HVS paper 80 GSM 12.8 cm X 18.2 cm (B6) and the book cover is using white buffalo paper.

### Result of Validity and Reliability

The questionnaire given after the implementation for 10<sup>th</sup> grade students majoring online business and marketing at Islamic Vocational High School of Kanigoro which the total student is 14, the result of cronbach alpha will proof that the instrument given to the students is reliable

or usable. The program which is used to count reliability test was SPSS version 26 and the reliability test based on cronbach alpha formula. r table for 14 respondents is 0.498 and the result of this instrument's reliability is 0.845 so the data can be defined either as reliable or valid. The result of SPSS can be seen below.

**Table 2.** Result of questions' instrument reliability

Item Number	Result	r table	Description
Item 1	0.796	0.498	Usable
Item 2	0.790	0.498	Usable
Item 3	0.804	0.498	Usable
Item 4	0.820	0.498	Usable
Item 5	0.828	0.498	Usable
Item 6	0.864	0.498	Usable

Whole item in table 2 is interpreted as usable question and researcher continue with the test of reliability using SPSS version 26.0 which is the result shown below:

**Table 3.** Result of reliability test using SPSS 26.

N of Items	Crobach's Alpha
6	0.845

**Result of Media Validation**

Media validation was conducted to confirm that the media is unique and feasible to use.

**Table 4.** Result of media validation

No	Criterion	Score	Max Score
1	Cover design	4	5
2	Built media material	4	5
3	Media elements	4	5
4	Color pick	5	5
5	Font and size	5	5
6	Whole design	4	5
<b>Total score</b>		26	30
<b>Percentage</b>		91%	

Result of media validation is 91% which mean that the media is Excellent (well-developed) and ready to implement for the students' of SMKS Islam Kanigoro.

### Result of Material Validation

Based on (Creswell and Creswell 2018) on his book research design, qualitative, quantitative, and mixed method, validity means that the researcher checks for the accuracy and uniqueness of the findings by employing certain procedures.

**Table 5.** Result of Material validation

No	Criterion	Score	Max Score
1	KI & KD suitability	5	5
2	Complexity	4	5
3	Word use	4	5
4	Project-based suitability	4	5
5	Supplementary material suitability	4	5
6	Whole aspect	4	5
<b>Total Score</b>		25	30
<b>Percentage</b>		83.3%	

The material which has been developed is interpreted as excellent due to the score of material validation is 83.3%.

### Result of Students' Satisfaction

This questionnaire meant to be knowing how imperative and beneficial of the book based on students' opinion in average (14 students), this test is using Likert scale which the most positive response is valued 5, good response 4, neutral 3, negative response 2, and dissatisfied response valued 1. Eventually the result can be seen on the table below.

**Table 6.** Result of students' satisfaction

No	Criterion	Score	Max score
1	The material is easy to understand	4.14	5
2	The project-based task is able to do	4.21	5
3	The supplementary material is advantageous	3.85	5
4	Cover design	4.57	5
5	Font, illustration, color pick, and layout	4.78	5
6	Whole satisfaction	4.85	5
<b>Total score</b>		26.4	30
<b>percentage</b>		88%	

The result of students' satisfaction is 88% so the data can be defined as "Excellent".

### Discussion

This study is conducted to find out how and the result of the development the English supplementary book for 10<sup>th</sup> grade students majoring business and marketing at Islamic Vocational High School of Kanigoro Blitar. The first step in this study was by analysis conducted by observation and unstructured interviews. To conduct successful observation,

identify the research question or hypothesis that will be investigated through observation to help researcher focus while doing observation and decide what to observe. Unstructured interview has done to one English teacher and fourteen students to know what the circumstances is while learning English, learning media that had been exist and used, learning methods, and students' interest. From the information gained, the researcher interprets the data into a form of narrative and starts to design the media based on it. Designing media is considering what is the students' needs, problems, interest, core and based competence from national syllabus, and learning method which is integrated with the business and marketing major. Eventually the researcher has taken a conclusion and decided to develop English supplementary book for online business and marketing. The supplementary book contain supplementary material about business and marketing, conversational example in terms of business and marketing to help the students imagine and get use to business and marketing field of work, and the evaluation is using project-based where the students should do project such as doing job interview, business negotiation, and making business correspondence this project will so much help when the students facing real work. After developing stage was done, then the researcher conducting validation to validate the media. This mean to confirm how unique, accurate, and can be used, the validation has been done by the expert of media and material. The next step is implementation to the students of SMKS Kanigoro Blitar majoring in online business and marketing grade 10<sup>th</sup> at this step the researcher also takes quantitative data by giving questionnaire to know how satisfy the students with the developed media and how appropriate media with the material. The questionnaire will be used as a evaluation consideration and if needed the product will be revised based on the data that has been gained. The questionnaire to test students' satisfaction got 88% score which is defined as excellent, based on the questionnaire, students feel highly satisfy on the media design where the cover has 4.57 point out of 5 and font, illustration, color pick ,and layout scored 4.78 out of 5.

## CONCLUSION

The research and development process of this article is using ADDIE model which had been developed by Dick and Carey and it has five phases (1) Analysis, (2) Design, (3) Develop, (4) Implementation, (5) Evaluation. Researchers use this method because the systematics owned by ADDIE matches the background of the problems owned by students majoring in online business and marketing SMKS Islam Kanigoro Blitar. This development aims to make students not only learn general English but English for specific purpose business and marketing. Hoped students can compete and not be left behind in the world development where almost all things in term of business and marketing use English. Finally, in order to make it real, the researcher develop the English supplementary book for online business and marketing. The obstacle of doing this finding is considering how to make media which not only contain common information about business and marketing but also contain material which will develop students' skill on business and marketing.

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