CHAPTER I

INTRODUCTION

This chapter provides background of the study that describes why the writer chooses this study. First reason or background of the study, problem of the study, objective of the study, scope and limitation of the study, hypothesis of the study, significant of the study, the operational definition of key terms, and the last part is framework of discussion.

A. Background of the Study

Douglas Brown states that language is a system of arbitrary convensionalized vocal, written, or gestural symbols that enables members or a given community to communicate intelligibly with one other.[1] According to Hornsby, language is a system of sound or word used by humans to express their trough and feeling.[2]

English is a language that is used in communication. English is an international language used to communicate among people in the world. But, in Indonesia, English is not used as daily communication among people, it is utilized in a very limited interaction, and it is taught as a subject in almost every school.

English is very important role in Indonesia. As a developing country, it needs to learn more new things from the developed countries, such as new

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[1] Douglas H. Brown, *Principles of language Learning and Teaching Fourt Edition*, New York: Longman Inc., 2000, p.5.

[2] Hornsby, *Oxford Advance Learners' dictionary of current English*, New York: Oxford University Press., p, 662.

advanced idea, research findings, and an experiments. It is undeniable that these things are very important for the national development. English happens to be the native language of the developed countries whose economy, technology, and politics are very influential. The study of English continues to occupy and important place in our educational curriculum. English is regarded as the firts foreign language to be taught at elementary school as local content, at secondary school as a compulsory subject, and at the university as an additional subject.[3]

Moreover, we live in modern age therefore everything in relation to the developments such as technology, economics, education, politics, and many more in our country needs English skill. This assumption is based on the fact that most of scientific books are written in English. It cannot be denied that English is a key tool for scientists to study all those books in improving their insight and knowledge related to their disciplines.

Vocational High School (SMK) is a form of formal education in secondary education as a continuation of Junior High School (SMP) and Islamic Junior High School (MTs), or other equivalent form recognized same such as Senior High School (SMA) and Islamic Senior High School (MA). At this school there are two departments that writer will thorough, they are Office Administration program (APK) and Marketing program (SAR). The explaination above agree with Richards and Schmidt in Fauziati state that

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[3] Endang Fauziati, *Teaching English as a Foreign Language*, Surakarta: Muhammadiyah University Press., p. 188.

"Education is processes of teaching and learning used to develop person's skills, knowledge, attitudes, etc."[4]

Office Administration Program is a program that is ready to be taught skills and create employment candidates who are competent, competitive, and independent in the secretarial field. Expertise in this program will educate students to be able to handle the administration of the company which includes handling incoming and outgoing mail, letters agenda, and schedule management.

Marketing Program is a program to equip students with the skills, knowledge and attitudes, and aims to equip students' abilities and skills in maximizing the potential with adequate facilities so as to produce skilled manpower in the field of marketing. Then, Improve the abilities and skills of students by involving schools and the World Business Council or World Industries to meet market needs.

Arvani and Tabriz stated in thier journal that since the social and interpersonal aspects of language are of great significance for native speacers of English, any mismatch of linguistic forms such as interferences caused by Iranian writers may lead to misunderstanding and annoyance. Consequently, ESP (English for Specific Purposes) teachers should try to familiarize the learners of business English with social features and interactional aspects of

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[4] Ana Fi Naimatin, '*The Implementation of Communicative Language Teaching (Clt) In Teaching English At Smp Plus Al-Fatimah Bojonegoro',* Surabaya: IAIN Sunan Ampel, 2009, P.1. Unpublished Thesis.

the language and direct the learners to use the social sub-skills and pragmatic elements in their business letters.[5]

Based on the explaination above, the writer concluded that Vocational High School teaches the specific skill to the students. They are required to be the good workers and mastering their field. In addition, the students are taught to be experts in their respective fields of work since a very young age. So that they are expected to compete in the field they pursue both at local and international level.

Based on previous observations, the writer found that learning what they learned in class, especially in the subjects of English is on the letter. Learning about the letter that they have learned in a structured syllabus and teaching materials that have been prepared by the teachers. Furthermore, researchers found that teachers use the same syllabus in learning English, whereas in the school there are different departments in the field of office administration and marketing programs.

From the explanation above, the writer interested in conducting the research there. It is based on the previous explanation said that the instructional materials used at the two different majors areas of expertise. It can be concluded that the writer examined in terms of the ability of the students in the two majors in understanding and wariting of a particular cover letter.

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[5] Mansour Arvani and Tabriz, 'A Discourse Analysis Of Business Letters Written By Iranians & Native Speakers', *The Asian ESP Journal June 2006*, Vol. 1. Article 2., p.12.

B. Problem of the Study

Based on the previous background of the study above, the writer stated the problems of the study as follows:

"is there any significant difference on students' ability between the students of Office Administration and Marketing Programs in writing application letter at the eleventh-grade students of SMKN 2 Palangka Raya?"

C. Objective of the Study

Based on the formulation of the problem that has been stated above, the purpose of this study was to determine whether there is significant difference or not on students' abilities between Office Administration Program (APK) And Marketing Program (PJL) in writing application letter at the eleventh Grade Students of SMKN 2 Palangka Raya.

D. Scope and Limitation of the Study

The study restricted on investigating a comparative study in writing application letter between office administration and marketing programs at the eleventh-grade students of SMKN 2 Palangka Raya.

The study belongs to ex post facto research. The study was conducted at the eleventh-grade students of SMKN 2 Palangka Raya in the 2014/2015 academic year. It took the eleventh-grade where writing application letter was taught. The writer gave the test according to their syllabus.

E. Hypothesis of the Study

The study is conducted to examine the hypothesis which is stated as follows:

H_a: There is a significant difference on students' ability of the Office Administration and Marketing Programs in writing application letter at the eleventh-grade of SMKN 2 Palangka Raya.

H_o: There is no significant difference on students' ability of the Office Administration and Marketing Programs in writing application letter at the eleventh-grade of SMKN 2 Palangka Raya.

F. Significance of the Study

Theoretically, it was expected those the results of the study give contribution to support the theory on teaching English as a foreign language, especially for the writing teacher.

Practically, the result of this study was expected to give contribution to the English teachers, especially in teaching writing. Moreover, the result of the study was expected to provide empirical data about students' abilities in writing application letter. In addition, the study also helped the students to know their abilities in writing a letter.

G. Operational Definition of Key Terms

There are some deffinitions of key terms in this Research, that they are:

1. Comparative research is a research methodology in the social sciences that aims to make comparisons across different countries or cultures. A major

problem in comparative research is that the data sets in different countries may not use the same categories, or define categories differently (for example by using different definitions of poverty).[6] Comparative research or analysis is a broad term that includes both quantitative and qualitative comparison of social entities.[7]

2. Writing is a series of related text-making activities: generating, arranging, and developing ideas in sentences: drafting, shaping, reading the text, editing, and revising.[8] Writing is one of four language skills, (listening, reading, speaking and writing) which has to be mastered in learning English. In academic task of students as second language learning, learners are required not only to be able to speak, to listen, and to read but also to be able to write.

3. Writing ability is an ability of the students in writing English well. The students write the text, essay, letter, etc. They do without behind the rules of writing.

4. Business letters are powerful ways to deliver formal or persuasive information, establish permanent records, or send significant, sensitive, or confidential messages. Although e-mail has become the most popular way to exchange written messages, business letters are still a necessary communication tool.

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[6] Dierkes, Meinolf; Hans Weiler and Ariane Antal., *Comparative Policy Research*. Gower. 1987, p. 29.
[7] Melinda Mills. *Comparative Research*. 2003., p. 621.
[8] Gould. E. D, dkk., *The Act of Writing*, New York: Random House, 1989, p. 3.

5. Application letter is a letter to offer an applicant potensial to get a job or position in business.

6. Office Administration Program is a program that is ready to teach skills and create employment candidates who are competent, competitive and independent in the secretarial field. Expertise in this program will educate students to be able to handle the administration of the company which includes handling incoming and outgoing mail, letters agenda, and schedule management.

7. Marketing Program is a program to equip students with the skills, knowledge and attitudes, and aims to equip students' abilities and skills in maximizing the potential with adequate facilities so as to produce skilled manpower in the field of marketing. Then, Improve the abilities and skills of students by involving schools and the World Business Council or World Industries to meet market needs.

H. The Framework of the Discussion

In order to give guidance for the writer and the readers in understanding this recearch proposal, the writer makes a framework about the content of this research proposal.

Chapter I : Introduction that consists of the background of the study, problem of the study, delimitation of the study, assumptions of the study, objective of the study, significans of the study, operational definition of key terms, and the framework of discussion.

Chapter II   : The review of literature that consists of the definition of writing, definition of business letter, business letter types, business letter format.

Chapter III   : The research method which consists of research type, research design, place and time of the study, variable of the study, population and sampe, instuments, data collecting procedure, and data analysis procedure.

Chapter IV   : Result of the study consists of research finding in this case consisted of description of the data of students, and the result of data analyze (testing hypothesis using manual calculation and testing hypothesis using SPSS 22 program).

Chapter V   : Closure consists of conclusion of the study and suggestion for students, teachers, and for next researchers.