

ABSTRACT

MODULE DEVELOPMENT OF BUSINESS ENGLISH SUBJECT AT ACCOUNTING STUDY PROGRAM ECONOMICS AND BUSINESS DEPARTMENT OF THE STATE POLYTECHNIC OF LAMPUNG

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The succeed in learning English is depend on the quality of teaching material or module which is used. Module that arranged based on students abilities and needs will make the learning process more effective. The idea in developing module English for business is refer to the unavailability of module in Accounting Study Program Economics and Business Department of The State Polytechnic of Lampung which meets with students needs and their major especially English for specific purposes. The problem is how to develop and arrange module of business English which able to increase students English proficiency.

This reseach represent Borg and Gall model's research and development (R & D). The research has two phases, first phase is research and develop product and giving formative evaluation to product. Second phase of the research is field test to know the effectiveness of its usage. The test field is designed by using pre-experiment One Group Pre-test Post-test Design while the sample of this research is purposive sampling.

Phase I produced a product that is business English module, audio CD and video CD which initiated by some activities: 1) research and collecting information about students needs analysis, observation, interview, analysis situation and literatures review, 2) planning by selecting, deciding main material which stated on syllabus and lesson plan, then drafting materials development, 3) developing draft into module, audio CD and video CD that reviewed by material and curriculum designers and one to one review, 4) testing on small group, and 5) revised the module. Phase II is testing field and last revision. The test field result showed that the usage of business English module has medium affectivity to improve students English proficiency.