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42 Designing Appropriate English Learning Materials for Syariah Economy and Syariah Banking Study Program Students at IAIN Palopo Masruddin IAIN Palopo Biodata Masruddin is a senior English lecturer at IAIN Palopo, South Sulawesi-Indonesia. His research interests include English Teaching and Sociolinguistics. He has a Ph.D. in Linguistics from Hasanuddin University, Makassar-Indonesia and currently teaching English Skills and sociolinguistics. He can be reached at anthosmithstain@yahoo.com.

Abstract The research aimed at; 1) finding out the target need and learning needs of the Syariah Economy and Syariah Banking Study Program students at IAIN Palopo, Indonesia; 2) designing the appropriate material of the Syariah Economy and Syariah Banking Study Program students at IAIN Palopo. Indonesia. This was a research and development project.

The steps of doing this research were; 1) need analysis; 2) designing syllabus; 3) designing material and first draft teaching material; 4) expert consultation; 5) trying out the material; 6) evaluation; and 7) writing the final draft. The data was analyzed by using a descriptive method in every step of the material and development research.

The results of the research recommend 3 units as teaching materials namely; 1) At Syariah Bank; 2) Syariah Product; and 3) Being A Syariah Bank Officer. The materials were developed with the task-based approach and communicative approach. This research is expected to give a contribution to the teaching and learning English at IAIN Palopo Indonesia, especially for Syariah Economic and Syariah Banking Students.

Keywords: Designing Materials, ESP, Syariah Economy and Syariah Banking 43  
Introduction Students of Syariah Economic and Syariah Banking at State Islamic Institute

(IAIN) Palopo - Indonesia are demanded to be able to understand and communicate in English. In fact, there are still many students who have low proficiency in English. It happens since they rarely practice and they lack enough vocabulary to be able to communicate in English.

In addition, they have no many chances to use and practice their skills in English. Furthermore, the available materials for students of Islamic Economic and Syariah Banking at IAIN Palopo are still in general English and mostly grammar-oriented. They need to have more specific materials on English Specific Purpose (ESP) in order to support their career in the future.

A number of researchers have argued that the teaching of ESP should meet the target use, 2001; Hutchinson & Waters, 1987). In addition, ESP is a learning program, in which the purposes of the course developed based on the specific needs of the target group (Richards and Schmidt, 2010; Basturkmen, 2010).

ESP prepares material for the target learners to be able to use appropriate and correct English for many since the important of the language courses with specific contents, language skills, motivations, and processes are collaborated into specialized courses. Therefore, this research and development on material development for Syariah Economic and Syariah Banking students are expected to help the students and the lecturers in English classroom. Ho process, then it supports the profession of students in the future. Methodology This was a research and development project.

The study used ADDIE model standing for Analysis, Design, Develop, Implement, and Evaluate (Taylor, 2004). Need analysis was conducted by distributing questionnaire and interviewing some students, alumni, lecturers, and bank clerk. Then, based on the need analysis, materials development was starting with the syllabus making and designing material.

Following the analysis and materials development is expert consultation, which involves experts in material development, Syariah economic practitioners, Islamic bank clerk, and English lecturers. The consultation covers the evaluation of the content, language, and style of delivering in the teaching process. Following expert validation is the limited tryout materials. It was conducted to get feedback on the developed material, to eliminate the weaknesses.

Therefore, the developed materials can meet the 44 intended quality. The subjects of the try-out were 20 students of Syariah Economic and Syariah Banking study program. The results of the tryout were used as basis final revision of the product. Findings and

Discussion The final product of this development is the English material for Syariah economic and Syariah banking study program.

The result of need analysis shows that the target needs of students at Syariah economic and Syariah banking study program IAIN Palopo in learning is to be able to communicate in English and can be able to access information related to Islamic economic field. Furthermore, in the content of language skills, they need vocabulary exposure to increase all the main skills in English.

Then, for the listening skills, they need to learn more on pronunciation. They need to have the specific topic such as Syariah banking, Islamic Marketing, Islamic economic principle, Contemporary Economic in Islam, etc, in order to increase their topic in writing about their professional career in the future. The material has the characteristic of Task-Based Language Teaching (TBLT).

Based on the need analysis, the ESP material was proposed to mostly use task-based instruction. The learners involve in tasks with integrated approach skills in English. Tasks are more focused on the meaning or the context oriented (Nunan, 1989). TBLT is appropriate to help students to solve their problem in learning.

In the process of their learning, the student of Syariah economic and Syariah banking Study Program wants to have material in in speaking activities such as an interview in pairs in English. They want to have some texts in Syariah economic and Syariah banking context. Then, for writing activities they want to have some example of legal documents in English.

For the listening activities, they want to have a listening material in the form of monolog and dialogue in which they should listen and find out the main ideas and main information. The experts considered that the product was good. The experts suggested some aspect such as the color, the size of the writing, the instruction. Then, the implementation of limited tried out ran very well.

The students enjoy and can understand the material and they can get some new vocabulary about banking through the materials. In addition, the experts also suggest creating more interesting designs of the book in order to catch the attention from the target learners. The results of the research recommend 3 units as teaching materials namely: 1). At Syariah Bank; 2) Syariah Product; 3) Being A Syariah Bank Officer.

The materials were developed with task-based approach and communicative approach. This research is expected to give the contribution to the teaching and learning

English at IAIN Palopo especially for Syariah Economic and Syariah Banking Students. The first part of the units in the book is . In this part, it presents the specific pictures which related to the topic in every unit.

Those pictures describe some vocabularies related to the task that will be given in the next parts of the unit. Then in the next activity, is the vocabulary list with specific pictures. This can be a good understanding for students about the next task. Following the is the part. In this part, the first task is listening and speaking.

The students are given activity to listen and to speak based on the economic and banking context. It also introduces some expressions that is needed in the context of economic and banking. Then next part of the is the reading and writing task. In this part, some tasks with reading text and writing activities about economic and banking activities.

Then, the final part of each unit of the book is reflection sheet as evaluation on the topic of the unit. Those materials in the three units of the books show the appropriate materials with the needs of students in Syariah Economic and Syariah Banking Study Program. It has some colorful pictures of banking and economic activities.

It also has a good design with appropriate order of each unit from the easier to the more difficult parts. In addition, it also has facilitated the student to communicate and interact with one another through group tasks with appropriate contextual activities. Then, this research is expected to answer the challenge to arrange the material based on the identified needs (Long, 2005) and the call of presenting the needs-based documents (Richards, 2001). Conclusion The product of this study is English material book for Syariah economic and Syariah banking study program.

The product was developed by following ADDIE. The materials of the book are 3 units as teaching materials namely 1). At Syariah Bank; 2) Syariah Product; and 3) Being A Syariah Bank Officer. The materials were developed with task-based approach and communicative approach. This research is expected to give the contribution to the teaching and learning English at IAIN Palopo especially for Syariah Economic and Syariah Banking Students.

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