CHAPTER I

INTRODUCTION

This chapter presents general outline of this study. It covers the research background, research problem, research objective, scope and limitation, research significance and definition of key terms.

1.1 Research Background

University of Muhammadiyah Malang has several faculties and departments. One of them is English Language Education Department in Faculty of Teacher Training and Education (FKIP). In English Language Education Department, there are three elective subjects namely, Business English (BE), English for Young Learners (EYL) and Translation. Those three elective subjects have different objective or purpose. The subject of Business English is designed to provide students with practical experience and basic knowledge of management. Then, English for Young learner subject has purpose to provide the students with the theory and practical approach to teach English to young learners, and Translation subject has objective to develop the student’s knowledge of translation theory and concepts, and their skills in translation (Rinaningtyas, 2009).

According to Feiran and Zhoubin as cited in Jiang (2015), Business English is the English variant of a social function, is a branch of English for specific purpose, is English used in business occasions, and is a kind of Standard English containing a variety of business activities and suiting the need of commerce. In
other words, business English is not only focus on general English for conversations and socializing, but also for communication in business occasions. Besides, it contains variety of business activities and commerce.

Business English subject in University of Muhammadiyah Malang gives the students knowledge about basic of management hotel and company, English communication in business field and correspondence. Those knowledge are expected to be useful when the students do an apprenticeship. But, there are some opinions of students that all of the knowledge do not always used and implemented in the place of apprenticeship. Besides, the students feel that the materials given is not comply with the company’s request. However, Business English become the most elective subject chosen by the students. It could be seen by the data in English Language Education Department office at year 2017, the total number of Business English students are 104 students and translation students are 54 students and EYL students are 58 students.

Based on the research conducted by Handayani (2007), there were two factors which motivated the students in choosing Business English, they were intrinsic and extrinsic factors. The intrinsic factor covered; 1) the students chose Business English because of their own desire, 2) they chose the subject due to their wish to improve their skills in Business English, 3) they were aware that this subject was very important to reach their ambition, 4) it was their favorite subject, 5) they thought that it was the easiest subject compare with the other elective course, 6) they thought that it was more enjoyable than other optional subject. The extrinsic factor covered; 1) because their favorite lecturer taught the subject, 2) their score
of the subject was better than others, 3) because they wanted to follow their parents’ obsession.

In line with this, every student has different idea or perception about Business English elective subject before they choose it and it becomes the reason for them in choosing elective subject. Moreover, perception can influence students’ behavior in learning. It may influence students in doing something and making the decision. As Robbins and Judge (2013) stated that perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. Hasanah (2004) stated that perception is one of psychological processes that can be called as a beginning of act in determining attitude done by human.

Above all, perception about subject is important because it can decide the success of the study. Therefore, the reason mentioned above motivates the researcher to conduct an analysis on students’ perceptions toward Business English elective subject at English Language Education Department in University of Muhammadiyah Malang. It is expected to give benefits for English Language Education Department in evaluate Business English elective subject for the development.

1.2 Research Problem

Based on the research background above, the question to be investigated in this study are:
1. What are the students’ perceptions toward Business English elective subject at English Language Education Department in University of Muhammadiyah Malang?

2. What is the lecturer’s response after knowing the students’ perception?

1.3 Research Objective

Based on the research objective above, the purpose of this study can be investigated is:

1. To find out the students’ perceptions toward Business English elective subject at English Language Education Department in University of Muhammadiyah Malang.

2. To know the lecturer’s response after knowing the students’ perception.

1.4 Scope and Limitation

The scope of the study is the students’ perceptions toward Business English elective subject. It is limited to the students who are took Business English elective subject in academic year 2013 at English Language Education Department in University of Muhammadiyah Malang.

1.5 Research Significances

The result of this study is expected to give some benefits, both theoretical and practical.

Theoretically, this study is expected to be useful for enriching the students’s reference about Business English elective subject. Moreover, this study is also expected to give input for other researchers in the future especially for those who
are interesting in conducting a study which is related with perception in different occasion and context.

Practically, it is expected that the result of this study can guide the students in choosing the elective subject, especially for those who want to take Business English elective subject. Moreover, the finding of this study is expected to help English Language Education Department to evaluate the theory or concept of Business English elective subject.

1.6 Definition of Key Terms

To avoid misunderstanding, this study will give some definitions:

1. **Perception** is process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment (Robbins and Judge, 2013).

2. **Business English** is an elective subject offered by English Language Education Department in University of Muhammadiyah Malang. It is designed to provide students practical experience and basic knowledge of business field. Moreover, Business English is the English variant of a social function, a branch of English for Specific Purpose, English used in business occasions, and a kind of standard English containing a variety of business activities and suiting the need of commerce (Feiran and Zhoubin, 2015).

3. **Elective subject** is one subject chosen by a student from number of optional subjects in a curriculum of English Language Education Department in University of Muhammadiyah Malang.