

# CHAPTER I

## INTRODUCTION

This chapter discusses the research background, research problem, research objective, research significance, scope and limitation, and definition of key terms.

### 1.1 Research Background

Studying is an important thing that must always be done by everyone. By studying, we will have a broad insight that can guide us in bringing up our creative ideas to be able to contribute greatly to making a breakthrough that is useful for society. In this case, the government also supports every citizen to study by requiring all citizens to pursue education for nine years, which is regulated in Government Regulation No. 47 of 2008 article 12 paragraph 3. Furthermore, every student who has studied for nine years is expected to have explored and expanded many new insights. Meanwhile, students who continue their education to the college level are expected to be able to work in the community. Thus, the term service learning emerged, where during the students' educational process in college, they not only explore the material but also apply the material to be useful for the surrounding community.

The importance of students expanding learning to the community is so that the knowledge that has been obtained can always be remembered and even improved. It is because knowledge that is only read without being practiced will be lost in time.

However, knowledge that is practiced and taught to the wider community will have a major impact on personal progress. Hence, with students expanding their learning to the community, they can simultaneously develop and improve the knowledge they have gained. Besides, through service learning, students can increase their language skills, deepen their comprehension of other cultures, and apply knowledge from other subject areas. Students can also learn to carefully and thoughtfully evaluate their actions, as well as to consider how well their work meets the needs of their community partners (Bettencourt, 2015).

As Waterman (2014) says that service learning is an experiential approach to education that engages students in various activities that benefit others. In this case, service learning is a learning process that requires students to go directly to the community to share or apply their knowledge. Therefore, service learning has the potential to broaden and improve students' learning atmosphere because they can learn both in the classroom and in the community. Likewise, Levesque-Bristol et al., (2011), stated that service learning gives students the opportunity to study outside of the classroom as well. Hence, in service learning, there must be reciprocity between students and the community.

It is obvious that service learning must also be adapted to the situation and needs of the surrounding community. This depends on the perspective of each university. The University of Muhammadiyah Malang also applies service learning, one of which is the Center of Excellence (CoE). CoE is one of UMM's efforts to

improve the quality of Indonesian and world human resources and implement the Merdeka Belajar program (UMM, 2022). Namely, by providing opportunities for each study program at UMM to provide extra competencies according to the passions of students outside the discipline they are studying. Thus, CoE can cover many fields because the education system is designed to meet the needs and passions of students making them a competitive advantage as additional capital to fight in the world of global competition. Likewise, Manyazewal et al., (2021), state that CoE is formed to provide outstanding health services, research, education & training, regulation, information technology or industry, and support high levels of efficient and effective performance.

One of the CoE programs has been opened in the English Education department of UMM, namely CoE English for Hospitality. The purpose of the CoE English for Hospitality program is to provide opportunities to be able to open up jobs for students who graduate from the English Education department so that they have professional skills to work in the hospitality field (Pendidikan Bahasa Inggris, 2023). Moreover, CoE English for Hospitality also collaborates with several prestigious hotels in Malang, which are members of DUDI. Hence, by participating in the CoE English for Hospitality program, students can have experience in the hospitality field and practice English language skills in the world of work.

However, with the opening of the CoE English for Hospitality program, it is clear that it will not be separated from the perceptions of students, especially students

who take part in the program. Moreover, not all English education students are interested in this program. Thus, researchers are interested in conducting research on student perceptions of CoE English for Hospitality. Meanwhile, several studies have been carried out which are one of the inspirations for the researcher to conduct this research.

In a previous study, Falk (2013) employed 77 students enrolled in a service-learning course called "Community Services for Families" at a mid-Atlantic University as a sample to evaluate the conceptions of citizenship held by those students. This study used a qualitative approach to discover that students' perception of good citizenship was primarily framed in terms of community service, but that their concepts of service were restricted to passive types, such as helping others and volunteering, rather than active types, such as community organizing. The limitation of this study is the researcher did not fully control the survey's distribution. Thus, it is possible that the students' responses were not entirely truthful.

Another previous study, Lee et al., (2018), investigated students' perceptions of service-learning and their experiences in an undergraduate web design course using quantitative approach. Twenty-nine undergraduate students enrolled in the web design course at a large southeastern university in the United States took part in it. A web-based survey used in this study as research instrument. According to this study, students were able to study the course material, feel more a part of the community, and develop career-related communication and problem-solving skills thanks to

service-learning projects. This study's limitation is that it used self-reported data for students' perceptions of service-learning. Thus, the findings cannot be applied to other e-Service Learning.

Based on the background, the researcher conducted research entitled: *Students' Perceptions of the Center of Excellence English for Hospitality at University of Muhammadiyah Malang*. This study aims to bridge the research gap and meanwhile to find out the perceptions of students from the English education department who take part in the CoE English for Hospitality program.

### **1.2 Research Question**

What Based on the background above, the researcher formulates the problem statements as follows:

1. How is the perception of students majoring in English education towards CoE English for Hospitality at the University of Muhammadiyah Malang?

### **1.3 Research Objective**

Based Based on the research problem above, the researcher formulates the objective of the research as follows:

1. To find out the perception of students majoring in English education towards CoE English for Hospitality at the University of Muhammadiyah Malang.

### **1.4 Research Significance**

The results of this study are expected to be a benchmark for the English education department at UMM towards the CoE English for Hospitality program as well as material for evaluation for the next batch. Besides, the perceptions of students who participated in the CoE English for Hospitality program in this first batch are very important to pay more attention to in order to improve the next batch.

### **1.5 Scope and Limitation**

Based This research only focuses on the English education department students who take part in the CoE English for Hospitality at the University of Muhammadiyah Malang.

### **1.6 Definition of Key Terms**

#### *1. Service Learning*

Service Learning is an approach to the learning process in which students are required to get involved in the community by implementing what they have learned to benefit the community. As Waterman (2014) says that service learning is an experiential approach to education that engages students in various activities that benefit others. Furthermore, service learning gives students the opportunity to study outside of the classroom as well (Levesque-Bristol et al., 2011). Thus, students have the chance to broaden the scope of their learning, both in the classroom and the community. Besides, service learning certainly produces good reciprocity between students and the

community because of the aligned outcomes. Likewise, Jacoby (2014) says that service learning intentionally balancing student learning with community benefits.

## 2. *Center of Excellence (CoE )*

Center of Excellence (CoE) is a School of Excellence developed by each Study Program as an effort to give students specialized skills so they can acquire competitive advantages and extra resources to compete in the global market (UMM, 2022).

## 3. *Perception*

Perception is an early event in the processing of information (Marx, 1983). Furthermore, student perceptions represent complex processes that are influenced by a variety of factors and that have diverse effects in school (Schunk and Meece, 2012). In conclusion, student's perception is the processing of information in making a first impression in the form of a response to something that is presented to students at school based on certain factors.