

# CHAPTER I

## INTRODUCTION

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### 1.1 Background of the Study

Before the monetary crisis knocked down some countries in the world including Indonesia, the development of technology and industrial areas in Indonesia, including Surabaya, had a wonderful progress. The business competition became strict. There were new hotels, apartments, and other housing estates. Every businessman declared that their own product is the best. They tried to take everyone's heart to prefer, buy, and use their product. Realizing that their efforts would not be satisfying yet, then they tried to have more idea about the way in order to get profit as much as possible with minimal loose. As a result, nowadays, they have a new idea in anticipating the competition. It is called 'Telemarketing' which can be used as an important means to enter the business range.

Generally, telemarketing is an effective way in penetrating the business range. People who are called by Tele-marketers do it. They do their job, start from finding the customers, just by the telephone talk. By this way, the businessman could save their money.

As the other sale persons, a tele-marketer is also asked to have a capability to communicate with others. But there are also differences between general sale persons and telemarketers. In telemarketing, oral communication is emphasized than written communication. In addition, eye contact and good appearance are not important. A tele-marketer is demanded to have good skills in speaking and listening

without ignoring on intonation, syllabification, and also juncture of the sentences.

It is not an easy thing to start a conversation with strangers in marketing a product without any experiences and basic knowledge about that job. There would also be a problem when he or she should handle the foreign customers. The problem happens if the tele-marketers have no good skill in speaking English. They are afraid of making mistakes in speaking out the review of the product and get misinterpretation with the customer. It should be remembered that failure in presentating means a failure of the company.

Although there are available scripts of presentation, both in English and Indonesian, the communication can not run fluently. As the writer's experience as a tele-marketer in a new-five star hotel in for about three years ago, the communication, especially with the foreigner, would run smoothly if the tele-marketer is experienced and has basic knowledge of telemarketing. Besides, the telemarketers should have more practices in speaking out the script to hide a stiffness factor. Although the writer is from the English Department, sometimes she also has the problem of facing foreign customer. This happen because the scope of marketing, including tele-marketing is still new for her.

Based on the background, this thesis is about English for Specific Purpose that is English for Tele-marketing. It is about course design and the suggested materials.

## **1.2 Objectives of the Study**

Based on the background of study, this study is purposed to give a new

additional material in teaching English. This new material is about English for Telemarketing. The problem is there are still no appropriate course design and the example about that. Thus, an appropriate course design and the materials are needed. Therefore, in this study, the writer intends to suggest a kind of course design and the materials for university students, especially for students of English Department.

Here, the writer hopes that the teachers will have a new additional material in teaching English and also could develop it for the other field of studies. For the learners, the writer hopes that this study could be a new input. The writer expects that by learning these suggested materials, the learners could have a basic knowledge about telemarketing's scope.

### **1.3 Significance of the Study**

The design of this study is expected to give a useful explanation about the course design and teaching material of English for Tele-marketing. If the course design and the teaching materials are studied and developed, furthermore, there would be a new teaching material, especially for the ESP teacher. Besides, the learners also have a new knowledge which is about English for Tele-marketing. Then, they by have that knowledge, learners are expected be more ready in facing their future, in this case to be a top Tele-marketer.

### **1.4 Limitation of the Study**

Because of the limited time and resources, this study is focussed on the university students, especially students of English Department, and limited to the course design and suggested materials about English for Telemarketing only.

### **1.5 Definitions of Key Terms**

To avoid ambiguity, misunderstanding, or misinterpretation, the following concepts and constructs are defined:

#### **1. Course Design**

is the process by which the raw data about the learning need is interpreted in order to produce an integrated series of teaching-learning experiences, whose ultimate aim is to lead the learners to a particular state of knowledge.

(Hutchinson and Alan Waters, 1987:65)

#### **2. Teaching Material**

is material that contains the information, either written or mediated, which a student will use to achieve the objectives.(Hutchinson and Alan Waters, 1987:109 )

#### **3. Tele-marketing**

is one of marketing function which offering and selling a product mostly by telephone talk.(Phillip E. Mahfood, 1994: 1)

### **1.6 Theoretical Framework**

According to Clark (1980:164), language is a tool for communication. So, communication is an exchange of information, ideas, or feelings among people. It is not limited to speech but also through letters, newspaper articles, books, movies,

plays, TV, radio, and by the expressions on our faces, shrugs of our shoulders, nods, or gestures. In order to communicate, it is needed to know the four parts of the communicative process:

1. **A message**, or what is communicated
2. **A sender**, or the person who wishes to send the message
3. **A medium**, or the way in which the message is sent, and
4. **A receiver**, or the person to whom the message is sent.

To get an effective communication, there are some important things to do, such as:

1. Organize the ideas,
2. Communicative directly with the intended receiver, and
3. Choose the most appropriate word.

However, good verbal communication skills are the key of understanding.

Before discussing the communication skill, it better to know the kinds of communication. There are two kinds of communication: verbal and non-verbal communication. **Verbal communication** is the sending and receiving of information, ideas, or feelings by means of word, spoken or written. This kind of communication plays a vital role in daily business and social activities. **Non-verbal communication** tends to convey the message by such means as visual art forms, music, tone of voice, and body language than through the words. Those kinds of communication affect the **communication skills**, such as **listening, speaking, writing, and reading** which two of them, listening and speaking, are as the primer skill needed in this thesis.

In communication process, listening plays a major role. Without a listener, no communication can take place. In business and in our daily life, listening is a valuable skill. A good listener should be focused on the speaker, alerted to non-verbal messages, and provide appropriate feedback.

Then, the next skill is speaking. There are some important elements that determine good voice quality, such as pitch, rate, volume, and tone. None of these components should remain static or the same all the time. Equally important in speaking is the characteristics of good speech: fluency, enunciation, pronunciation, and word choice of speaking. Then, the other is body language. When people are speaking, not only their voice, but their bodies also convey the message. Body language includes mannerisms, facial expressions, and posture and carriage.

Next, much of communication takes the form of written or visual material, manuals instruction, magazines, reports, newspapers, letters, signs, advertisements, films, and books on any number of subjects. When dealing with these materials, we talk about **reading** when the subject is presented in print and we talk about **viewing** when the subject is presented through other visual means, such as film. People read different materials for a various of reasons, such as pleasure, guidance, inspiration, stimulation, and information. The following steps will make your time on reading more productive: identify the purpose, provide the right reading environment, skim through the material first, read or view the material carefully, and evaluate what you have read or viewed.

The last skill is writing. Many elements of writing and speaking are similar. As the sender of either a written or spoken message, you decide the purpose of the message, what the message is, to whom you will send it, and how you want to say it.

### **1.7 Methodology**

This thesis is about course design and the material development of English for Tele-marketing as ESP materials. To complete this study, the writer has some exploration to the library to find books, articles, magazines, and other written sources that are likely contain relevant material concerning the topic.

In trying to give a clear description of the design and the material development of English for Tele-marketing, the writer suggests a course design and some material development as examples. Then, based on the writer's experiences as a Tele-marketer and also some written sources, this study will be described and analyzed.

### **1.8 Organization of the Study**

To make the readers understand easily what this study is about. This thesis is divided in the five chapters.

Chapter I is Introduction which discusses about the background of the study, statement of the problem, objective of the study, significance of the study, limitation of the study, definition of key terms, theoretical framework, methodology, and the organization of the study. Chapter II is review of the related literature that talks about

English for Tele-marketing. Chapter IV is a suggested teaching materials, this chapter suggests the teaching materials for English for Tele-marketing. The last one is chapter V which discusses about the conclusion of this study and also the suggestions.