ABSTRACT

The objectives of this research are: 1) to find out the quality of existing writing materials for office administration students and 2) to describe the development of WEFO E-book in teaching writing for Office Administration students.

This study was a Research and Development (R&D) study adapted the R&D model proposed by Borg and Gall (1983) as cited in Sugiyono (2015) with some modifications consisting of exploration stage and product development stage. Exploration stage describes: (1) the quality of existing writing materials in the textbook used at Office Administration study program and (2) the Office Administration students’ needs toward writing materials. Meanwhile, the product development stage informs: (1) the prototype development process, (2) the result of expert judgment toward the prototype, and (3) the result of the prototype tryout. The data in the exploration stage were obtained by conducting theoretical review, interview, questionnaire, observation, and document analysis. Meanwhile, the data in the model development stage were obtained by conducting observation, Focus Group Discussion (FGD), questionnaire, and expert judgment. The data of questionnaire were analyzed quantitatively using frequency and percentage. The data from document analysis, interview, observation, and FGD were analyzed qualitatively using interactive model which consists of data collection, data reduction, data display, and conclusion drawing.

The finding in exploration stage showed that the existing textbook is not closely concerned with the aims of Office Administration study program in Vocational High School. The book is not composed based on Office Administration students’ need. The material, situations, topics, and vocabularies of the book provide general English which are not suited to teaching and learning situation in Vocational High School. Based on the data of need analysis, the students need the writing materials which are suitable for their study program so those materials can be useful in their future career after graduation.

The product of this study is supplementary writing materials entitled “WEFO (Writing English for Office) e-book” for eleventh grade students of Office Administration study program in Vocational High School. WEFO e-book was developed by considering several aspects: aim, content, material organization, design, and accessibility. WEFO e-book consists of four chapters, “Business Letters”, “Application letter and CV”, “Personal Letter”, and “Memo” which are based on the Office Administration students’ need toward writing materials. Each chapter consists of pre-writing, drafting, responding, editing, and reflection activities. The prototype was validated by the content expert and instructional expert. The prototype was tried-out and revised to get the feasible product. After going through three trials, it could be concluded that the prototype is feasible for teacher to teach, for students to study, and for developing the indicators of writing.

Keywords: WEFO e-book; Writing material; Office Administration; Vocational High School; Research and Development