

**A NEED ANALYSIS OF ESP FOR VISUAL COMMUNICATION
STUDENTS AT SMKN 1 BANJARMASIN**

***SARJANA'S* THESIS**

SITI NURUL SHOFA

REG. NUMBER: 2010117320030



**ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF LAMBUNG MANGKURAT
BANJARMASIN**

2024

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**Presented of Faculty of Teacher Training and Education as a Fulfilment of
the Requirements for Completing the *Sarjana Pendidikan* Program in English
Language Education Study Program**

**SITI NURUL SHOFA
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FACULTY OF TEACHER TRAINING AND EDUCATION
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BANJARMASIN**

2024

LETTER OF APPROVAL

This is to certify that the *Sarjana's* Thesis Proposal of Siti Nurul Shofa Reg. Number 2010117320030 entitled "A Need Analysis of ESP for Visual Communication Design Students at SMKN 1 Banjarmasin" has been approved by the advisor for oral examination.

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Banjarmasin, 05 June 2024

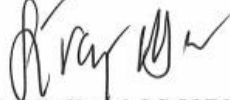
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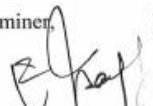
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ABSTRACT

Shofa, Siti Nurul. 2024. *Need Analysis of ESP for Visual Communication Design Students at SMKN 1 Banjarmasin*. Sarjana's thesis, English Language Education Study Program, Faculty of Teacher's Training and Education, Lambung Mangkurat University, Banjarmasin. The first advisor: Dr. Hj. Noor Eka Chandra, M.Pd., and the second advisor: Sirajuddin Kamal, S.S. M.Ed.

Keyword: Need analysis, English for specific purposes, visual communication design

Currently, students at vocational high school still learn general English, which stimulates the writers to conduct research to reveal their need of ESP as the answer to the current issues. English for Specific Purposes (ESP) is an approach that focuses on teaching English to students within specific areas of interest or professions. This research was qualitative descriptive research, which was taken from the questionnaire (primary data) and the interview (secondary data) of all eleventh-grade students majoring in visual communication design at SMKN 1 Banjarmasin, with a visual communication design teacher and an English teacher as the research subjects.

The results revealed the needs of visual communication design students for ESP. The students really need relevant English material. They also give several reasons why they need relevant learning. They stated that many visual communications design learning material sources use English, as well as to prepare them to enter the world of work and become individuals who have good communication skills. Not only that, they also said that sometimes they encountered problems related to English when studying visual communication design because many learning applications use English. The visual communication design teacher confirmed this. The teacher said there are lots of learning applications that use English; in fact, very few applications use Bahasa. Therefore, it suggested for the teachers to be more creative and innovative in designing English language learning that is relevant to the major being taught (ESP), and other researchers to create a teaching module from the results of the needs analysis in this research.

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All the praise and thanks were given to Allah SWT, the Lord of the universe, who has given His blessing to the writer in finishing my thesis entitled “A Need Analysis of ESP for Visual Communication Design Students at SMKN 1 Banjarmasin.”

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Banjarmasin, May 25th 2024
Sincerely,



Siti Nurul Shofa

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