

**NEED ANALYSIS ON ENGLISH MATERIALS FOR MARKETING
STUDENTS AT SMKN 1 BANJARMASIN**

SARJANA'S THESIS

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**ENGLISH LANGUAGE EDUCATION DEPARTMENT
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF LAMBUNG MANGKURAT
BANJARMASIN
2026**

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

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BANJARMASIN
2026**

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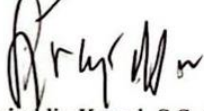
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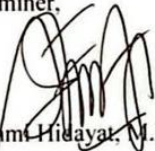
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ABSTRACT

Rahayu, Riska. Agustine. 2026. Need Analysis on English Material for Marketing Students at SMKN 1 Banjarmasin. Sarjana's Thesis. English Language Department, Faculty of Teacher Training and Education, Lambung Mangkurat University. Banjarmasin. The first advisor: Dr. Hj. Noor Eka Chandra, M.Pd., the second advisor: Sirajuddin Kamal, S.S., M.Ed.

Keywords: Need Analysis, ESP, English Material, Marketing Students, Vocational High School.

This research aimed to determine the English material needs of Marketing students at SMKN 1 Banjarmasin by referring to the Marketing department syllabus. The research used a mixed-method approach involving quantitative and qualitative data. The participants of this research were 71 students of the Marketing department, an English teacher, and a Marketing subject teacher at SMKN 1 Banjarmasin. The quantitative data were collected through questionnaires, while the qualitative data were obtained through interviews. The questionnaire data were analyzed using descriptive statistics, while the interview data were analyzed descriptively.

The findings showed that Marketing students needed English materials related to their vocational field. The students also preferred practical learning activities such as role play, direct practice, presentations, and project-based learning. In addition, speaking skill was considered important for students in the Marketing department. However, students still faced several difficulties, especially limited vocabulary and understanding marketing-related English terms. The interview results also revealed that English learning should be adjusted to the students' major in order to support their future careers and workplace communication.

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