

**DESIGNING LOCAL TOURISM-BASED
SPEAKING MATERIALS FOR TOURISM PROGRAM
AT THE ELEVENTH GRADE STUDENTS
SMK NEGERI 1 KOTA BENGKULU**

THESIS



Arranged by:

**PUTRI HIRLIANTI
SRN. 2223230035**

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY TARBIYAH AND TADRIS
ISLAMIC UNIVERSITY OF
FATMAWATI SUKARNO BENGKULU
2026**

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THESIS

Submitted as Partial Requirements
For the Degree of *Sarjana Pendidikan* (S.Pd)
In English Department of UIN Fatmawati Sukarno Bengkulu



**PUTRI HIRLIANTI
SRN. 2223230035**

**DEPARTMENT OF ENGLISH EDUCATION
FACULTY TARBIYAH AND TADIRIS
ISLAMIC UNIVERSITY OF
FATMAWATI SUKARNO BENGKULU
2026**

STATEMENT OF ORIGINALITY

I, the undersigned:

Name : Putri Hirlianti
NIM : 2223230035
Study Program : Tadris Bahasa Inggris
Faculty : Tarbiyah and Tadris

Hereby declare that:

1. This undergraduate thesis is entitled: "Designing Local Tourism-Based Speaking Materials for the Eleventh-Grade Students of the Tourism Program at SMK Negeri 1 Kota Bengkulu."
2. This undergraduate thesis is entirely the result of my own ideas and work, without any unauthorized assistance from others, except for guidance provided by my academic supervisors.
3. This undergraduate thesis does not contain any work or opinions that have been previously published by other individuals, except those that are properly cited and acknowledged in the text, with full references provided in the bibliography.
4. I hereby declare that this statement is made truthfully and conscientiously. Should any deviation or falsehood in this statement be found in the future, I am willing to accept any academic sanctions imposed in accordance with the applicable regulations.

Bengkulu, June 2026

The Declarant,



Putri Hirlianti
NIM. 2223230035

KEMENTERIAN AGAMA REPUBLIK INDONESIA

UNIVERSITAS ISLAM NEGERI
FATMAWATI SUKARNO BENGKULU

FAKULTAS TARBIYAH DAN TADRIS

Jl. Raden Patah Pagar Dewa Kota Bengkulu 38811

Telp. (0736) 512765-51161-53879 Faxmili (0736) 51171-51172

Website: www.iainbengkulu.ac.id

THESIS APPROVAL

Name Putri Hirlianti

SRN 2223230035

Study Program Tadris Bahasa Inggris

Faculty Tarbiyah dan Tadris

Thesis Title Designing Local Tourism-Based Speaking

Materials For Tourism Program A The Eleventh

Grade Students SMK Negeri 1 Kota Bengkulu

Advisor I Dr. Fera Zasrianita, M. Pd

NIP. 197902172009122003

Advisor II Dr. Andriadi, MA

NIP. 198402212019031001

Approved by Pebri Prandika Putra M. Hum

NIP. 198902032019031003

Coordinator of English Education Study Program (TBD)

RATIFICATION

This is to certify the thesis entitled **"Designing Local Tourism-Based Speaking Materials for Tourism Program at the Eleventh Grade Students" SMK Negeri 1 Kota Bengkulu** by **Putri Hirlianti SRN. 2223230035** has been approved by the board of Thesis Examiners as the

requirement for degree of **Sarjana in English Education Program**

Chairman

Prof. Dr. Adisel, M. Pd

NIP. 197612292003121004

Secretary

Endang Harvanto, M. Pd

NIP. 198605042023211019

Examiner I

Dr. Fera Zasrianita, M. Pd

NIP. 197902172009122003

Examiner II

Pebri Prandika Putra, M. Hum

NIP. 198902032019031003

Bengkulu, June 2026

Approved by
Dean of Tarbiyah and Tadris Faculty

Dr. Hj. Khairiah, M. Pd

NIP. 196805151997032004



UNIVERSITAS ISLAM NEGERI FATMAWATI SUKARNO BENGKULU

Jl. Hutan Batu Raya, Desa Kota Bengkulu 38211
Telp. (0736) 512765/5126153879 Faxm. (0736) 51174-51172
Website: www.talibengkulu.ac.id

LETTER OF ADVISOR'S APPROVAL

Advisor I and Advisor II state that the thesis written by

Name **Putri Hirlianti**

SRN **2223230035**

Study Program **Tadris Bahasa Inggris**

Faculty **Tarbiyah dan Tadris**

Thesis Title **Designing Local Tourism-Based Speaking Materials For
Tourism Program At The Eleventh Grade Students' SMK
Negeri I Kota Bengkulu**

Has been guided, reviewed, and updated according to the suggestions
of Advisor I and Advisor II. Therefore, the thesis has met the requirements
for research permission

Bengkulu, June 2026

Advisor I

Advisor II

Dr. Fera Zasrianita, M. Pd

Dr. Andriadi, MA

NIP. 197902172009122003

NIP. 198402212019031001



KEMENTERIAN AGAMA REPUBLIK INDONESIA

UNIVERSITAS ISLAM NEGERI

FATMAWATI SUKARNO BENGKULU

FAKULTAS TARBIYAH DAN IADIRIS

Tempat: 0736/ 51276-51161-53879 Ponsel: 0736/ 51171-51172

Website: www.iainbengkulu.ac.id

ADVISOR SHEET

Subject

Putri Hirlianti

SRN

2223230035

Study Program

Tadris Bahasa Inggris

To

The Dean of Faculty of Tarbiyah and Tadris

UINFA

Bengkulu

The thesis entitled "Designing Local Tourism-Based Speaking Materials For Tourism Program At The Eleventh Grade Students

SMK Negeri 1 Kota Bengkulu" has been guided, examined, and corrected in accordance with the suggestions of Supervisors I and II. Therefore, the thesis has fulfilled the requirements for the munaqosyah examination.

Bengkulu,

June 2026

Advisor I

Advisor II

Dr. Fera Zasrianita, M. Pd

Dr. Andriadi, MA

NIP. 197902172009122003

NIP. 198402212019031001

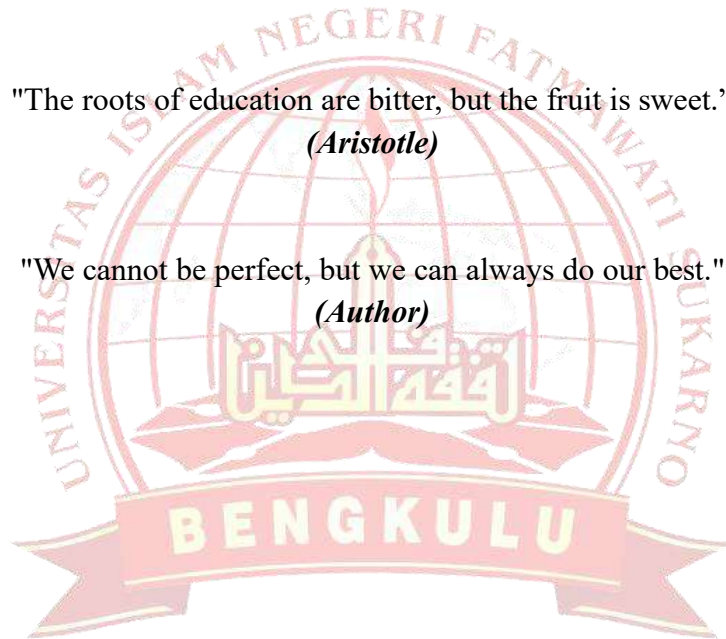
MOTTO

"And that there is not for man except that [good] for which he strives."
(Qur'an, Surah An-Najm 53:39)

"Indeed, Allah will not change the condition of a people until they change
what is in themselves."
(Qur'an, Surah Ar-Ra'd 13:11)

"The roots of education are bitter, but the fruit is sweet."
(Aristotle)

"We cannot be perfect, but we can always do our best."
(Author)



DEDICATIONS

In the name of Allah, the Most Gracious, the Most Merciful. All praise and gratitude are devoted to Allah SWT for His endless mercy, love, guidance, and strength that have accompanied the writer through every step of this journey. To Him belongs every prayer whispered in silence, every hope held during difficult times, and every strength found in moments of weakness. By His permission alone, the writer was finally able to complete this thesis as one of the meaningful milestones in the long journey of pursuing knowledge and understanding the true meaning of perseverance. May peace and blessings always be upon Prophet Muhammad SAW, the greatest role model, the light of civilization, and the messenger who brought knowledge, kindness, and guidance to all mankind. With sincere love, respect, and gratitude, this humble work is dedicated to:

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throughout the years. From our childhood memories to the challenges and achievements of university life, your friendship has been one of the greatest blessings in my life. Thank you for your constant support, sincere prayers, endless encouragement, and for always believing in me. This thesis is dedicated to our friendship that has stood the test of time and distance.

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11. In the end, it is never about how fast someone reaches the finish line, but about how strong they are to endure every process along the way.”

ABSTRACT

Putri Hirlianti, SRN: 2223230035. Title of Thesis: "Designing Local Tourism-Based Speaking Materials for Tourism Program at the Eleventh Grade Students of SMK Negeri 1 Kota Bengkulu". Thesis, Study Program of Tadris Bahasa Inggris, Faculty of Tarbiyah and Tadris. Supervisors: 1. Dr. Fera Zasrianita, M.Pd. 2. Andriadi, M.A.

This study was conducted in response to the importance of speaking skills in English language learning for tourism students who are required to communicate effectively in professional contexts. Preliminary observations revealed that the speaking materials used for the eleventh-grade students of the Tourism Program at SMK Negeri 1 Kota Bengkulu were still limited and not specifically designed for tourism needs. As a result, students experienced difficulties in speaking English due to limited vocabulary, low self-confidence, and the lack of instructional materials relevant to the tourism field. Therefore, this study aimed to develop English for Specific Purposes (ESP)-based speaking materials that meet students' needs. This study employed a Research and Development (R&D) method adapted from the Borg and Gall model, including needs analysis, product development, expert validation, and product revision. The data were collected through observation, interviews, questionnaires, document analysis, and expert validation. The findings revealed that students needed contextual, communicative, and workplace-oriented speaking materials. The developed product consisted of ESP-based speaking materials integrated with Project-Based Learning (PjBL), including dialogues, monologues, simulations, role plays, and local tourism projects. The expert validation results indicated that the developed materials achieved a high level of validity and were appropriate for classroom use. Therefore, the developed materials can serve as an effective learning resource to improve students' speaking competence in the tourism field.

Keywords: *English for Specific Purposes (ESP), speaking materials, tourism, Project-Based Learning, Research and Development.*

ABSTRAK

Putri Hirlianti, NIM: 2223230035. Judul Skripsi: "Pengembangan Bahan Ajar Berbicara Berbasis Pariwisata Lokal untuk Program Keahlian Pariwisata pada Siswa Kelas XI SMK Negeri 1 Kota Bengkulu". Skripsi, Program Studi Tadris Bahasa Inggris, Fakultas Tarbiyah dan Tadris. Pembimbing: 1. Dr. Fera Zasrianita, M.Pd. 2. Andriadi, M.A.

Penelitian ini dilakukan sebagai respons terhadap pentingnya keterampilan berbicara dalam pembelajaran bahasa Inggris bagi siswa program keahlian pariwisata yang dituntut untuk mampu berkomunikasi secara efektif dalam konteks profesional. Hasil observasi awal menunjukkan bahwa bahan ajar berbicara yang digunakan pada siswa kelas XI Program Keahlian Usaha Layanan Wisata di SMK Negeri 1 Kota Bengkulu masih terbatas dan belum dirancang secara khusus sesuai dengan kebutuhan bidang pariwisata. Akibatnya, siswa mengalami kesulitan dalam berbicara bahasa Inggris yang disebabkan oleh keterbatasan kosakata, rendahnya rasa percaya diri, serta kurangnya bahan ajar yang relevan dengan bidang pariwisata. Oleh karena itu, penelitian ini bertujuan untuk mengembangkan bahan ajar berbicara berbasis *English for Specific Purposes* (ESP) yang sesuai dengan kebutuhan siswa. Penelitian ini menggunakan metode *Research and Development* (R&D) yang diadaptasi dari model Borg dan Gall, meliputi tahap analisis kebutuhan, pengembangan produk, validasi ahli, dan revisi produk. Data dikumpulkan melalui observasi, wawancara, angket, analisis dokumen, dan validasi ahli. Hasil penelitian menunjukkan bahwa siswa membutuhkan bahan ajar yang kontekstual, komunikatif, dan relevan dengan dunia kerja pariwisata. Produk yang dikembangkan berupa bahan ajar berbicara berbasis ESP yang terintegrasi dengan *Project-Based Learning* (PjBL) dan mencakup dialog, monolog, simulasi, *role play*, serta proyek pariwisata lokal. Hasil validasi ahli menunjukkan bahwa bahan ajar yang dikembangkan memiliki tingkat validitas yang tinggi dan layak digunakan dalam proses pembelajaran. Dengan demikian, bahan ajar ini dapat menjadi sumber pembelajaran yang efektif untuk meningkatkan kompetensi berbicara siswa di bidang pariwisata.

Kata Kunci: *English for Specific Purposes (ESP), bahan ajar berbicara, pariwisata, Project-Based Learning, Research and Development.*

PREFACE

The author of this thesis, "Designing Local Tourism-Based Speaking Materials for Tourism Program at the Eleventh Grade Students of SMK Negeri 1 Kota Bengkulu" is grateful to Allah SWT, the Almighty and the Most Merciful, for His blessings and guidance. In order to complete the undergraduate thesis for the English Education Study Program, this proposal must be completed in part.

This project aims to create English for Specific Purposes (ESP) speaking resources that are pertinent to the travel industry. It seeks to assist students in developing their speaking abilities and get them ready to interact successfully in professional tourist settings.

The author genuinely thanks all of the lecturers especially the advisors for their advice, encouragement, and insightful recommendations while this thesis was being written. We also thank SMK Negeri 1 Bengkulu City's English teachers and students for their gracious assistance. Future research and the enhancement of ESP-based English instruction in vocational schools are anticipated to benefit from this approach.

Bengkulu, June 2026

Putri Hirlianti

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