

**DEVELOPING WRITING MATERIALS FOR A
TOURISM INTENSIVE COURSE AT BUMDES
SAMBIMULYO YOGYAKARTA
BACHELOR THESIS**



By
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**ENGLISH EDUCATION STUDY PROGRAM
FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITAS AHMAD DAHLAN
YOGYAKARTA
2023/2024**

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BACHELOR THESIS

Submitted to the Faculty of Teacher Training and Education Universitas Ahmad
Dahlan Yogyakarta as a Partial Fulfilment of the Requirements for the Attainment
of Sarjana *Pendidikan*



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Defended before the board of examiners of
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Declare for certain that this thesis **“Developing Writing Materials for A Tourism Intensive Course at BUMDES Sambimulyo, Yogyakarta”** is a presentation of my original research work and to the best of my knowledge, it contains no material written by others as a requirement for completion of studies at this college or any other college except certain parts that I take as reference by following the usual procedures and ethics of writing scientific papers. If it is proven that this statement is untrue, it is entirely my responsibility.

Yogyakarta, June 11th 2024

Researcher,

 

Salsabila Lu'lu' Az Zahra

MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“Sufficient for us is Allah, and (He is) the best Disposer of affairs.”

Ali Imran: 173

MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“Life can be heavy, especially if you try to carry it all at once. Part of growing up and moving into new chapters of your life is about to catch and release. What I mean by that is knowing what to keep and what to release. Be discerning and I know it can be overwhelming figuring out who to be, and when. Who you are now and how to act to get where you want to go.”

-Taylor Swift-

MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“If you never bleed, you’re never going to grow.”

-Taylor Swift-

DEDICATION

All praise is due to Allah SWT, the Lord of the world. My gratitude goes to the presence of Allah SWT and to the prophet Muhammad SAW, who has bestowed mercy, and guidance on the researcher so that researcher can finish her thesis well. With all my love, I dedicate this thesis to:

1. The researcher dedicates this thesis to her family, especially to the researcher's parents and brother. Thank you for always providing me with a feeling of peace, comfort, motivation, and the best prayers, as well as setting aside finances so that the researcher can complete her studies well.
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10. All parties that cannot be mentioned one by one who has helped a lot either directly or indirectly.

It is a prayer that the help and good deeds given to the researcher get the reward and pleasure of Allah SWT. The researcher realizes this thesis is far from perfection. Therefore, the criticism and advice that the researcher expects for the perfection of this thesis.

Yogyakarta, June 11th 2024

Researcher,



Salsabila Lu'lu' Az Zahra

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ABSTRACT

Tourism is one of the contributing sectors to the economy in the Special Region of Yogyakarta. Tourist visits, both local and foreign, are never absent every year. Hence, tourism managers are required to have English language skills to improve the quality of the tourist attractions they manage. Currently, there is no English learning media aimed at tourist attraction managers, especially writing skills. Learning media developed are limited to formal education institutions. Whereas, the ability to write is one of the skills tourism managers must master. In managing tourist attractions, managers must be able to attractively provide information related to tourist sites. Hence, this research was conducted to develop and assess the feasibility of a writing learning module for tourism site managers, especially the managers of the Tebing Breksi area.

The process of developing a writing learning module adopts the ADDIE method which consists of analysis, design, development, implementation, and evaluation. The analysis process is conducted by semi-structured interviews with the staff coordinator, then designing the syllabus based on the results of the interview, followed by the material development process based on the syllabus that has been prepared. The learning module consists of three chapters adapted to three important posts ticket posts, information posts, and parking posts. In the implementation process, this study distributed three questionnaires given to experts; material expert, media expert, and tourism expert, and three questionnaires given to representatives of each post. The evaluation process was carried out simultaneously with the implementation and obtained input from the expert assessment.

This research obtained an assessment from material experts with a score of 72, placing it in the "Good" category, media expert assessment with a score of 77.5, placing it in the "Good" category, and tourism expert assessment with a score of 70,

placing it in the “Good” category. This study also obtained an assessment from the parking post with a score of 97.5 and classified as “Very Good,” the information post with a score of 80 and classified as “Good”, and the ticket post with a score of 100 and classified as “Very Good”. The writing learning module overall scored 82.83 and was categorized as “Very Good.” Thus, the writing learning module for the Tebing Breksi Administrators is feasible to use.

Keywords: Writing, Material development, English for Specific Purposes