

CHAPTER I

INTRODUCTION

This chapter encompasses background of the research, question and scopes of the research, objective and significance of the research, operational definition, systematic of the research, and definition of terms as will be elaborated in the following sections.

A. Background of the Research

Speaking is one important think as human for interactions and communication in our daily lives both in family, community, school, and in work. Speaking also means of conveying a messages, idea, and feeling, until understandable by the listener.

Meanwhile, Donough and Shaw (2013) stated, there are reasons speaking involved expressing ideas and opinions: expressing a wish or a desire to do something, negotiating or solving particular problem or establishing and maintaining social relationship and friendships. (p. 157)

Based on statement above, human being needs each other. Human needs to communicate with language as a means of communications with other people. Language is used by people to express and receive some information, message, emotion, and so on.

One of the ways of communication is through speaking. For most people speaking English has gained its popularity all over the world including Indonesia. Moreover, speaking English has become the universal language used in the world of the technology, education, politics, and business.

“The increasing globalized business world, more local Indonesian companies are come in the world market. Furthermore, more international companies are come in the local market, the use of English language that becomes "business" language is the more felt as a necessity stated Ayu, (April 12, 2017), *pentingnya bahasa inggris dalam dunia kerja di era globalisasi*, <https://krishnlearningcenter.com/pentingn-bahasa-inggris-di-dunia-kerja/>. On the statement that, English has general language or the world language where it's must be mastered.

Furthermore, based on statement above, one of the business market is retail business. According to Barbara, (June 25, 2019). Retail is the sale of goods to end users, not for resale, but for use and consumption by the purchaser. (*Small business*, <https://www.thebalancesmb.com/what-is-retail-2892238>).

Meanwhile, Barbara also stated, Retailing is about displaying products, describing the features and benefits of products, stocking products, processing payments and doing whatever it takes to get the right products at the right price to the right customers at the right time. Some retailers offer additional services to the retail transaction like personal shopping consultations, and gift

wrapping to add something extra to the retail customer experience and exceed the retail customer experience.

One of the largest and most famous Retail Company in Indonesia is PT. Ace Hardware Indonesia. According to Sukirno, (October 21, 2016), *daftar 50 perusahaan terbaik Indonesia versi Forbes 2016*, <https://market.bisnis.com/read/20161021/192/594438/ini-daftar-50-perusahaan-terbaik-indonesia-versi-forbes-2016>.

PT. Ace Hardware Indonesia is Multinational Company which is PT. Ace Hardware Indonesia is a company trusted by ACE Hardware Corporation, United States to carries out in Indonesia. *Indonesian-investment state*, <https://www.indonesia-investments.com/id/bisnis/profil-perusahaan/ace-hardware-indonesia/item467>.

PT. Ace Hardware Indonesia is an Indonesia-based company primarily engaged in home improvement and life style products retail industry. PT. Ace Hardware Indonesia also sells and provides a wide range of products that all products are imported from various countries in the world. In every package of products sold always listed instructions and specifications using English, therefore employees must understand the product knowledge to be able to explain the product and provide service to the customer well and clear.

In providing services to the customer, PT. Ace Hardware Indonesia, has a concept in the service, “**Do it Your Self**”. It's mean we provide not only the product but also the necessary knowledge in installing, operating, and

maintaining the product appropriately and maximally. With the help of ACE, everyone becomes an expert. Next Concept is “**The Helpful Place**” which means be the answer to the diverse needs of everyday customers. In addition to the complete collection of products, we continue to innovate in providing the best service, from presales to Aftersales. Providing more services with the shopping experience gained by the Customer (rewarding shopping experience), PT. Ace Hardware Indonesia is committed to providing convenience and therefore PT. Ace Hardware Indonesia requires that every employee is well-skilled to speak mainly English. English skill and mastery are important for the employee because they will deliver the service to the customers by their speaking.

In speaking, an employee is required to be able to communicate with the customer through the language used in the delivery of the department. The services provided should comfort each customer and help them with their needs or complaints. Thus, the service that exceeds expectations will make the relationship between customers with our company well established so long term customer will always return to our company especially in terms of service.

Related to service and speaking, the problem is that the how employees do not have enough English speaking skill to convey information about the benefit or advantages the product to the customer. It becomes a serious problem for retailing employees who deal with service which will cause another problem in serving foreign customers. Most of the employees are

hesitated to serve foreign customers because of their limited English speaking skill. They find it difficult to explain the product well to the foreign customers that will cause the customers feeling unsure to buy the product. It can be considered as a disadvantage because rather than increasing the sales, the employee's inability to serve well will bring the company's loss instead.

Among several methods, strategies, and techniques in improving English speaking, direct method is well-known as one of the effective methods. The writer will use some real product that telling or illustrating a product any feature or specification and how to use it by using direct method. It will guide employees to explore and generate idea to speak.

Direct method has been acknowledged for a long time. One of the ways in teaching English is using strategy refers to a plan of action design to achieve a particular goal. The solutions that the writer offers is to apply direct method in teaching to improve employees' speaking skill. Freeman and Larsen (2000) stated, its principles have been applied by language teachers for many years. Most recently, it was revived as a method when the goal of instruction became learning how to use a foreign language to communicate. (p. 23)

Meanwhile, Freeman and Larsen (2000) stated, the direct method has one very basic rule. No translation is allowed. In fact, the direct method receives its name from the fact that meaning is to be conveyed directly with the target language through the use of demonstration and visual aids, with no recourse to the students' native language. (p. 23). By using this kind of method, employees will get an idea easily.

Based on the whole statement above the writer tried to find that using direct method has a significant effect in employee's English speaking skill in explaining about the product with direct communication or providing a direct service to the customer.

B. Question and Scope of the Research

Based on the problem and scope of the research as follow:

1. Question of the research

Is there any significant effect of using direct methods in salesperson Department to improve speaking skill at Ace Hardware Kemang Pratama Bekasi?

2. The Scope of the research

Based on the background, this research has just focused on process of learning a new method alongside enjoyable and interesting using the direct method. The direct method to be applied in a daily meeting every shift time job toward to employee speaking skill at Ace Hardware Kemang Pratama Bekasi.

C. Research Hypothesis

The hypothesis of this research uses pre-experimental design in the form of null and alternative hypothesis non directional.

Ho: There is no significant effect of using direct method in salesperson department to improve speaking skills at ACE Hardware Kemang Pratama Bekasi.

Ha: There is significant effect of using direct method in salesperson department to improve speaking skills at ACE Hardware Kemang Pratama Bekasi.

D. The Objective and Significance of the Research

Based on the question and scope of the research, the objective and significance of the research as follows:

1. The Objective of the Research

The objective of the research is to get empirical evidence about the effect of using the direct method in salesperson department to improve speaking skill at Ace Hardware Kemang Pratama Bekasi.

2. The Significance of the research

The results of this research are expected to be beneficial both theoretically and practically elaborated in the following section.

2.1. Theoretically

The results of this research are expected to support theories dealing with direct method, as discussed in chapter 2.

2.2. Practically

1. For the employee

Employees are expected to get some knowledge about English culture and implement direct method to deliver information about the products in English.

2. For Company

The result of research can be used as reference for a company to implementation the method in daily activity in the job desk employee. Especially in serving foreign customers.

3. Others researcher

The findings of the research can be used as one of the references in conducting a research on learning English speaking skill, especially in the implementation of direct method.

E. Operational Definition

Avoiding some incorrect interpretation of this research title, the writer wants to clarify and explain the term used.

1. Speaking

Cameron (2001, p. 40) stated that speaking is the active use of language to express meaning so that the other people can make sense of them. Based on statement above, the writer was conclude it, that the ability to speak a language is the action of conveying information or expressing about feeling in speech.

2. Direct Methods

The direct method has one very basic rule. No translation is allowed. In fact, the direct method receives its name from the fact that meaning is to be conveyed directly with the target language through the

use of demonstration and visual aids, with no recourse to the students' native language. (Freeman and Larsen, 2000, p. 23)

3. Salesperson Department

A salesperson is an individual who sells goods and services to other entities. The successfulness of a salesperson is usually measured by the amount of sales he or she is able to make during a given period and how good that person is in persuading individuals to make a purchase. If a salesperson is employed by a company, in some cases compensation can be decreased or increased based on the amount of goods or services sold. (*BusinessDictionary*, <https://www.businessdictionary.com/definition/salesperson.html>).

F. Systematization of the Research

The systematization of the paper means to present this paper in well-organized composition. The writer divided this writing into five chapter as follow:

1. CHAPTER I INTRODUCTIONS

Introductions which covers the background of the research, question and scope of the research, research hypothesis, objective and significance of the research, operational definition, and last the systematic of the research.

2. CHAPTER II THEORY REVIEW

The review of related literature of the study be describing theoretical about speaking, direct method, salesperson department, conceptual framework and research of the relevance.

3. CHAPTER III RESEARCH METHODOLOGY

Research methodology contains about time and place, population and sample, method of the research, variables, instruments, technique of data analysis, procedure of the research, hypothesis submission.

4. CHAPTER IV THE DATA ANALYSIS

Data description, data analysis of the data interpretation that discussed the result of the test.

5. CHAPTER V CONCLUDING & SUGGESTION

This chapter it provides the conclusion and suggestion from the writer after finishing this research.

The last part is bibliography and appendixes.