

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Language takes an important role in our lives. It is one of our tools to communicate (Adejimola, 2008). Therefore, learning languages is crucial for everyone. Right now people are living in the world wide era which makes them become persons that are eager to find something beyond their own country. People start to find scholarship or get a job in other countries, leading them to have better lives. In order to achieve their dreams, they are forced to learn other languages than *Indonesian language*. People start to learn foreign languages such as English, Japanese, Korean, Chinese, France, and Dutch. People are willingly to learn those foreign languages after they read the manga, or watch the Korean dramas.

Info Lembaga Kursus Indonesia as cited from (Pelatihan D.P, 2018) provides wonderful data about the registered language courses in Indonesia. There are almost 1000 English courses, 292 Chinese language courses, 248 Japanese language courses, 136 Korean language courses, 43 Indonesian language courses, 28 German, 19 France, and 11 Dutch language courses. All of those courses are

still active and registered until 21st February 2018. Based on these data, it can be concluded that the demand of learning foreign language is considered high and many people want to learn language no matter what their reason is. Especially on English language, there are around 1000 English courses which prove that the demand of English learning is still high. However, people should also realize that life nowadays is in the fast-pace era. People tend to use the technology to help them with their work. Everyone is on their path with their busy schedule of school, work, and college that make them sometimes unable to join language courses because the course schedule is not flexible for them. Besides, the young generation era tend to be digital nature. Since they were young they have already familiar with everything in digital, which interest them to learn more, therefore, it is possible if the learning trends nowadays involve technology such as the use of movie video, video call and so on in online way.

With those concerns, the writer would like to analyze what are the needs of the potential online English language course participants which are involving the technology of video call, so the course schedule will be flexible for the students. Therefore, in order to make that plan comes true, the writer would like to conduct a research to see the possibility and opportunity to run an online language course. Most of the related studies that the writer has read are about the advantages and disadvantages and also the effectiveness of online courses, but none of them was really looking deeper at the needs of online courses from the course participants' point of view. Kirtman (2009) focused on finding whether online course is better

than traditional course and this study proves that online course is effective as traditional course. Nguyen (2015) talked about the effectiveness of online course that at least 92% of the audience stated that online course was as effective as the traditional courses. Arkorful & Abaidoo (2014) focused on the advantages and disadvantages and also the effectiveness of online course for higher educational level.

Different from the previous studies, the writer wants to know what the course participants' needs in relation with online course and their opinion about this online course program. Also the writer wants to know if an online course program is effective and the problems that might occur during the application of the program from the perception of potential course participants. Those points above have encouraged the writer to propose a research entitled "A Need Analysis of Online English Course."

1.2 Field of the Study

The field of this study is applied linguistics, which relates to entrepreneurship.

1.3 Scope of the Study

This research is limited to online language course which the office is in Semarang, Central Java. The subjects of this research are also limited to those whose age range between 18 – 25 years old and on their plan of learning languages or those who have joined a language course.

1.4 Problem Formulation

The Researcher formulates problems related to the use of technology in online language course learning as follows:

1. What are the potential course participants' perception on online English course?
2. What are the components of language course needed to develop an online English course according to the English course managers?
3. What are the complete SWOT Analysis of the existing online English course?

1.5 Objectives of the Study

Regarding to the problems mentioned, this research is conducted to achieve the following objects:

1. To find out the potential course participants' perceptions on online English course.
2. To find out the online language course components that are needed to develop an online English course according to the English course managers.
3. To find out the strength, weakness, opportunity, and threat of each existing online English course program.

1.6 Significance of the Study

Hopefully, the result of this study may be used as a reference for both the writer and other business owners or educational institution to develop their services through online form. This breakthrough might be useful since we are on

the era with a fast pace. In order to embrace more students with their limitation of time and place the online language course can be the answer.

1.7 Definition of Term

a. Need analysis

Need analysis is the first step people should take before they do something especially in business field. By need analysis, people are able to make a prediction and decide what step they will take. Procedures used to collect information about learners' needs are known as need analysis (Richards, 2001).

b. Online language course

Online language course is where technology involves in the educational system in language learning, so that geographical gap is bridged by the tool that makes the potential course participants able to feel as if they are in the classroom. Online Learning is a form of distance learning or distance education (Bartley & Golek, 2004).