

ABSTRACT

FARIS AL HAZMI: NEEDS ANALYSIS OF ESP TARGET SITUATION FOR ENGINEERING SUPERVISORS AT PT. BRIDGESTONE TYRE, KARAWANG.

This study is tended to analyze the needs analysis of English used by engineering supervisors working at PT. Bridgestone Tyre, Karawang. Since this company has gone international for years, the workers are supposed to use English as their communicative language. However, their English proficiency is still at basic level. Therefore, the focus of this study is to find out what the engineering supervisors need to learn to fulfill their necessity on English implemented in the workplace.

This study is guided by three research questions that are going to reveal: 1) engineering supervisors' lacks, needs, and wants of in implementing English in the workfield; 2) How engineering supervisors use their English as a communicative language in the workfield; and 3) What engineering supervisors suggest to improve the English communicative skills.

Looking at the purpose, it is clear that the study applies descriptive-qualitative method. The data is taken through purposive sampling from thirty engineering supervisors of PT. Bridgestone, Karawang. The techniques to generate data are questionnaire which consists of both structured and unstructured questions to find out the learners' needs along with the ESP target situation in the company and interviewing three of all participants to find out what the engineering supervisors suggest to improve English skill in the company.

The study found that learners' need is determined from what they perceive, the students' necessity is speaking (53%) and writing (40%): Speaking is mostly required for talking with foreigners and superiors, and presentation; whereas the writing skill is required for making report. The learners confess that their lacks are in speaking(50%) and reading (47%); their lack in speaking relates to their necessity. Whereas their lack in reading because they are supposed to comprehend work guide books written in English. Also, they confess that their wants are Speaking (50%) and Reading (50%), which is clear that their wants relate to their necessity. The study also found that the situations faced by the learners in the workplace are making report, talking with foreigners, presentation, comprehending guideline books, and talking with superiors. These situations could be what they need to learn specifically. Lastly, the study reveals what the engineering supervisors suggest the activities to fulfill their necessity, lack and want. To cover speaking skill, their suggestions are to hold a study tour, the correct pronunciation training, and English structure training; to cover reading skill, their suggestion is to hold a training for making report in English and good structure of it consisting of 5W+1H; and to cover reading skill, their suggestions are to study about English magazines and to translate some English texts related to their job.