

BAB I INTRODUCTION

This chapter present about the introduction of the study such as research context or background of the study, research questions, research objectives, research significance, scope of limitation, and definition of key terms.

A. Research Context

Education is the most important part to be able to compete in the era of globalization. Education has an important role in various fields, especially in global competition. With education we can have knowledge and face developments in the current era of globalization. The purpose of holding education is not just a formality, but with education our knowledge will be wider, so that we can compete with smart and innovative minds. Not only that, by taking education we will be able to compete in the era of globalization easily. ¹According to Law number 20 of 2003 concerning the National Education System, namely: Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence. , noble character, and the skills they need.

One form of education that is able to compete in the era of globalization is English education. In various aspects of life today, it is seen that the role of English is absolutely necessary. By having English skills, we can easily understand and access information, because some written or spoken information is in English. In the world of work, you need to make your CV as attractive as possible by including some supporting skills such as examples of English language skills as evidenced by the English competency test certificate that you have taken. Therefore, the Kediri city government is innovating to advance the language education of the people of the city of Kediri, especially English skills through a English massive language program.

¹ Aina Mulyana, "*Law Number 20 of 2003 Concerning the National Education System*"(<https://ainamulyana.blogspot.com/2018/06/undang-undang-uu-nomor-20-tahun-2003.html> Accessed on Saturday, 02 June 2018)

In addition, English is a language that is officially recognized as an international language, thus, English is one of the languages most studied and used in communicating between nations.²This is consistent with the role of English as a global language as stated by Crystal that English plays a role as a global or world language because English is studied and used as a means of communication in various countries, both as the first language of instruction. Language, second language, and as language overseas.³Meanwhile, according to the latest EF data for 2019, Indonesia is ranked 61st out of 100 countries with an English proficiency index percentage of 50.06. This means that the government has homework to fix this problem.⁴In this case the Kediri city government is quite aware of the importance of English for its people so that free English lessons are held, namely EMAS. This program shows the concern of the Kediri city government for the importance of increasing existing human resources. And with this program, the Kediri city government hopes that there will be an increase in the quality of the language of the people of the city of Kediri so that they are able to compete in the global era.

This English learning program is a program created to help the people of Kediri City in honing their English language skills organized by the government of the Kediri city education office. The English Massive program is able to improve community empowerment programs.⁵ In PERWALI number 20 of 2014 concerning the Implementation of the Community Empowerment Facility Program in the Field of Employment, which means that Prodama has been stated in the Perwali aiming to carry out development activities to create capacity and independence for the community.

² Crystal, David.2003. *English as a global language.Second edition*. UK: Cambridge University Press

³ First, E. " EF *English Proficiency EPI: The 100 Countries and Territories Rankings by English Proficiency* ". Education First 2019.

⁴ Department of Education of the City of Kediri, "*English Massive*" (<https://emas.pendidikan.kedirikota.go.id/page/3-tentang-kami> Accessed in 2015)

⁵ Ditama Binbangkum - BPK RI, "*Mayor Regulation (PERWALI) Kediri City No. 40 of 2014*" (<https://peraturan.bpk.go.id/Home/Details/44656/perwali-kota-kediri-no-40-tahun-2014> Accessed in 2017)

By being trained in their abilities and independence, they are able to compete in facing an increasingly advanced global era. Therefore, to be able to compete, the community must be able to speak English, therefore the Kediri City government is holding English language courses guided by qualified tutors, so that tutors who can teach are tutors who have been selected.

This community is spread across 46 villages in Kediri City. To be able to take part in this program, participants must be willing to submit an application to the Kediri city office and have formed a group consisting of minimal 10 participants and the person in charge of the study location. Later, this program will be run by grouping by age. This course teaches how to express and communicate in English. This program has been running since 2015. Not only teaching, the management team will also conduct field visits every month to find out how far the Kediri residents' communication skills are in English.

Not only that, for evaluation activities, ⁶the Kediri Regency Government will also hold COIN EMAS activities every year, and this coin emas competition is a very large English competition. This competition is not an ordinary competition, but the biggest competition in this city. Coin emas are held in public facilities so that the community also has a role and responsibility for the spot used. This Coin emas trains them to be confident in expressing their abilities in English communication, namely language skills through speech and poetry. After these Coin emas, they are expected to increase their level of English proficiency. This competition is held for all ages to show their abilities such as language skills, movements, expressions or language tests. The certificate facility provided by the Education Office is to get additional value for the acceptance of new students. With a competition, it is able to increase the competitiveness of participants.

English Massive in Kediri will also be targeted to be able to prepare the people of the city of Kediri in facing global challenges, especially in the ability to

⁶ Didik Mashudi, "English Massive Enters TOP 30 East Java Public Service Innovation Competition" (<https://surabaya.tribunnews.com/2021/10/07/english-massive-masuk-top-30-kompetisi-inovasi-pelayanan-publik-jatim> Accessed on Thursday, 7 October 2021, 16.17)

communicate in English as an international language, so that the City of Kediri will have higher quality human resources and can also produce outstanding young people. For this reason, in evaluating the learning of the English Massive program, researchers are very interested in digging deeper information regarding the evaluation of the implementation and learning of English Massive conducted at the City of Kediri.

Apart from that, English Massive is very interesting to learn. Because it can be said that not all cities in Indonesia implement this free or English Massive education program for their citizens and also with this research, it is hoped that this special program will ensure that the Kediri City Government can improve the quality of English Massive learning. So that it can find out and improve what its strengths and weaknesses are so that it can be used as input for further program development.

Therefore, based on the reasons explained above, the researcher will conduct a research study as a thesis. For this reason, researchers have been looking for several references to journals and theses that have been made. The researcher will detail the differences and similarities between the researcher and the previous researcher.

From some of the descriptions that have been explained, to overcome difficulties in speaking English for the people of the City of Kediri, the City of Kediri, the government held an English Massive program. In this program, people are not only taught the language, but are also trained to be creative in English language skills. This event is held free of charge and is attended by all ages.

Not only that, this program is expected to be able to change the participants' thinking in speaking English, participants are also more confident in communicating in English. With the various programs and changes that have occurred, the researcher chose the title of this research proposal, namely "EVALUATION ON ENGLISH MASSIVE LEARNING PROGRAM AT THE CITY OF KEDIRI". The reason the researcher chose this title is so that the researcher knows how the development, learning, effectiveness and skills are held

in the English Massive program in the city of Kediri so that later it can be used as a reference in teaching English in the city in the future.

B. Research Questions

From the background description above, the problem formulation of this problem is as follows:

1. How is the context evaluation of the English Massive Kediri?
2. How is the input evaluation of the English Massive Kediri?
3. How is the process evaluation of English Massive Kediri?
4. How is the product evaluation of English Massive Kediri?

C. Research Objectives

Based on the research questions above, this particular research is in:

1. To find out how to evaluate the context of the implementation of the English Massive Kediri
2. To find out how to evaluate the input of the implementation of the English Massive Kediri
3. To find out how to evaluate the process of English Massive Kediri
4. To find out how to evaluate the product English Massive Kediri

D. Research Significance

1. For Institutions

This research is expected to be a reference for improving the quality of education and its input can aim to improve the quality of the English Massive program in Kediri City.

2. For the City Government of Kediri

Research conducted at the Kediri City Government provides benefits as material for evaluating the implementation of learning so that the English Massive program is more advanced.

3. For Tutors

From the results of this study, it is hoped that tutors can increase the creativity of their skills in teaching English in class and improve learning methods so that participants are not bored and enthusiastic during the learning process.

4. For Participants

The research results can be used as a motivation to improve learning English, and to know the importance of learning English. That way, participants are more motivated in learning English.

5. For Further Researchers

The results of this study can be used as a guideline or reference for further research which can later be more advanced in the EMAS program.

E. Scope and Limitation of Study

The scope of research is limited as follows:

1. Subject: This study reveals that an evaluation of English learning in the English Massive program was held in the City Government of Kediri.
2. Object: Researchers are looking for the type of evaluation used in learning English in the English Massive program. The researcher chose 2 classes to see the type of evaluation used by tutors in teaching.

F. Definition of Key Terms

In addition to explaining the contents in detail, the researcher must also explain the terms of the title made, so that there is no misunderstanding of meaning.

Here are the words and their meanings:

1. Evaluation

Evaluation has multiple definitions, but in general, it refers to the process of assessing or judging the value, importance, or quality of something. In the context of learning, evaluation is the process of gathering evidence to determine the extent to which students have achieved the learning objectives of a course or program.

2. CIPP method

The CIPP model is often used by researchers to conduct research. The concept of this research was offered by Stufflebeam in 1965, the CIPP model concept consisted of (Content, Input, Process and Product).⁷ According to (Stufflebeam, Madaus & Kellaghan, 2001: 279) the model is configured for use in internal evaluations conducted by organizations, self-evaluations conducted by individual service Providers, and contracted external evaluations.

3. Learning

⁸ Learning is a process of activity between students and educators and places of learning so as to improve students' mindsets about science.

Learning is an activity provided by educators in order to gain a lot of knowledge and knowledge, mastery with expertise, and gain confidence in students so as to produce good learning activities. Learning in this study is a process of teaching and learning activities between participants and tutors in the spots provided, namely public facilities for the community, so that this learning can improve the quality of participants' English speaking.

⁷ Stufflebeam D.L., Madaus G.F., Kellaghan T. " *Evaluation models viewpoints on educational and human services evaluation second edition* ". Kluwer Academic Publisher New York, Boston, Dordrecht, London, Moscow. 2002.

⁸ Directorate of Education and Learning, "What is Learning" (<https://unida.ac.id/pembelajaran/artikel/apa-itu-pembelajaran.html#:~:text=Pembelajaran%20merupakan%20bantuan%20yang%20diberikan,agar%20dapat%20belajar%20dengan%20baik> Accessed Friday, 28 June 2019)

4. Programs

⁹The program is a design, form, structure that is arranged according to a plan that aims to make it easier if a problem occurs. Programs are also called applications, the goal is to make work easier, more productive and efficient. Whereas a programmer is someone who designs programs, these programs can be read by humans which can be called code.

The program referred to in this study is a program that has been provided by the City Government through the English Massive activity. These programs are carried out so that students are able to develop English language skills. The Massive English program organized by the Kediri City Government includes free English tutoring, COIN EMAS competitions, workshops for tutors, level tests, spot visits, regular classes, and others.

5. English Massive

English Massive is an English language program organized by the City Government of Kediri under the leadership of the Mayor of Kediri. The English Massive program aims to improve people's English skills and abilities so they can compete in the global era. The selected tutors also have qualities that have been strictly selected by Management of English Massive that operated under education office of Kediri City. Qualified tutors will guide well, so as to improve the quality of good human resources.

⁹ Directorate of Information Systems and Technology, "Definition of the Program and Its Purpose" (<https://unida.ac.id/teknologi/artikel/pengertian-program-dan-tujuannya.html> Accessed on Wednesday, 10 November 2021)

