

SKRIPSI



**THE STUDENTS' ATTITUDE TOWARDS LEARNING ENGLISH: A
COMPARATIVE STUDY OF STUDENTS MAJORING
ACCOUNTING AND MARKETING AT SMKN 1 KUDUS**

By

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**ENGLISH EDUCATION DEPARTMENT
TEACHER TRAINING AND EDUCATION FACULTY
UNIVERSITY OF MURIA KUDUS**

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SKRIPSI

Presented to the University of Muria Kudus

**in Partial Fulfillment of the Requirements for Completing the Sarjana
Program in the Department of English Education**



By

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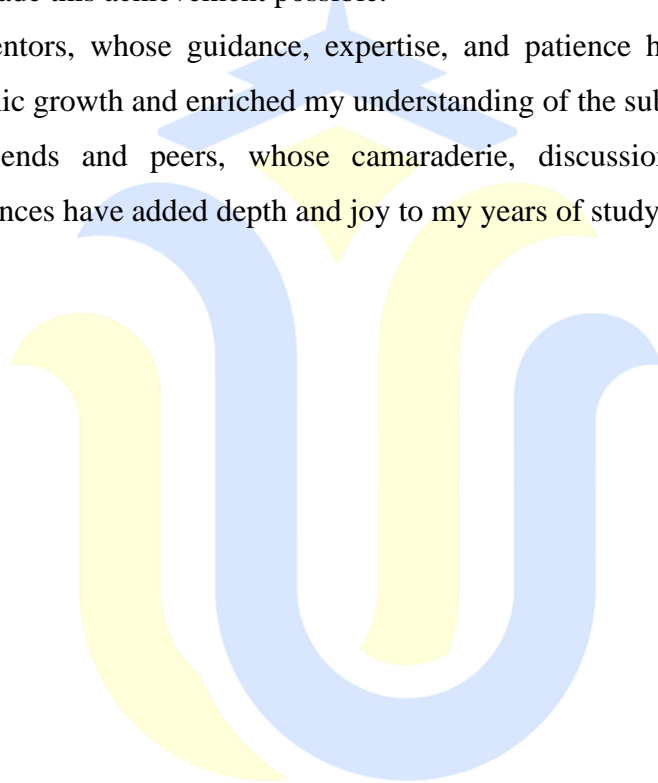
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MOTTO AND DEDICATION

" From Inquiry to Insight: Navigating the Boundless Horizons of Knowledge."

Dedication:

1. My parents, whose unwavering love, unyielding support, and boundless encouragement have been the guiding lights illuminating my path throughout this academic journey. Your sacrifices and belief in my potential have made this achievement possible.
2. My mentors, whose guidance, expertise, and patience have shaped my academic growth and enriched my understanding of the subject.
3. My friends and peers, whose camaraderie, discussions, and shared experiences have added depth and joy to my years of study.




ADVISOR'S APPROVAL

This is to certify that the *Skripsi* of Aulia Khusna Oktavianti (201932043) has been approved by the skripsi advisors for further approval by the Examining Committee.

Kudus, ~~9~~ 16 August 2023

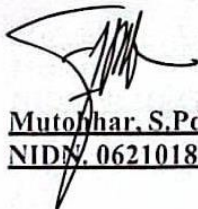
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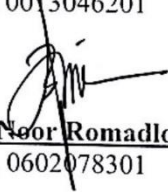
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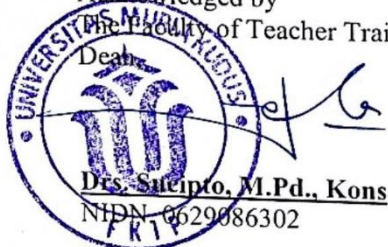

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The researcher,



Aulia Khusna Oktavianti

ABSTRACT

Oktavianti, Aulia Khusna. 2023. *The Students' Attitude Towards Learning English : A Comparative Study Of Students Majoring Accounting And Marketing at SMKN 1 Kudus*. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisor: (1) Dr. Fitri Budi Suryani, S.S, M.Pd. (2) Mutohhar, S.Pd, M.Pd.

Key Words: *Students' Attitude, Learning English, Similarities, Differences*

In the global business landscape, English proficiency is crucial for accounting and marketing students. It enables effective communication, fosters strong relationships, and enhances information comprehension. Mastering English empowers students to excel in their careers, bridging cultural gaps and adapting to the demands of an interconnected world.

The study aimed to assess and compare marketing and accounting students' attitudes toward learning English at SMK Negeri 1 Kudus. The design of this research was descriptive qualitative. The participants of this research were 72 students, 36 Accounting students, and 36 Marketing students. Data were collected through a questionnaire and a semi-structured interview.

The result showed that both Marketing and Accounting students exhibited positive attitudes toward learning English, recognizing its importance for their future prospects.

They also displayed increased motivation compared to the past. While no significant differences were observed between the two groups' attitudes, Marketing students scored slightly higher in positive attitudes.

The study suggests that teachers should continue promoting the importance of English for future careers and emphasize its practical applications. Additionally, creating more opportunities for language practice and communication in real-world contexts can further boost students' motivation and language proficiency. Lastly, conducting similar research in different educational settings and exploring the effects of attitude interventions could contribute to a deeper understanding of language learning dynamics.

ABSTRAK

Oktavianti, Aulia Khusna. 2023. *Sikap Mahasiswa terhadap Pembelajaran Bahasa Inggris: Studi Perbandingan Mahasiswa Jurusan Akuntansi dan Pemasaran di SMKN 1 Kudus*. Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Muria Kudus. Pembimbing: (1) Dr. Fitri Budi Suryani, S.S, M.Pd. (2) Mutohhar, S.Pd, M.Pd.

Kata Kunci: *Sikap Siswa, Pembelajaran Bahasa Inggris, Persamaan, Perbedaan.*

Dalam lanskap bisnis global, kemahiran berbahasa Inggris sangat penting bagi mahasiswa jurusan akuntansi dan pemasaran. Bahasa ini memungkinkan komunikasi yang efektif, memperkuat hubungan yang kuat, dan meningkatkan pemahaman informasi. Penguasaan bahasa Inggris memberdayakan mahasiswa untuk berhasil dalam karier mereka, menjembatani kesenjangan budaya, dan beradaptasi dengan tuntutan dunia yang saling terhubung.

Penelitian ini bertujuan untuk menilai dan membandingkan sikap mahasiswa pemasaran dan akuntansi terhadap pembelajaran bahasa Inggris di SMK Negeri 1 Kudus. Desain penelitian ini bersifat deskriptif kualitatif. Peserta penelitian ini adalah 72 mahasiswa, terdiri dari 36 mahasiswa jurusan Akuntansi dan 36 mahasiswa jurusan Pemasaran. Data dikumpulkan melalui kuesioner dan wawancara semi- terstruktur.

Hasil penelitian menunjukkan bahwa baik mahasiswa jurusan Pemasaran maupun Akuntansi menunjukkan sikap positif terhadap pembelajaran bahasa Inggris, mengakui pentingnya bagi prospek masa depan mereka.

Mereka juga menunjukkan peningkatan motivasi dibandingkan dengan masa lalu. Meskipun tidak ditemukan perbedaan signifikan antara sikap kedua kelompok, mahasiswa jurusan Pemasaran mendapatkan skor sedikit lebih tinggi dalam sikap positif.

Penelitian ini menyarankan agar para pengajar terus mempromosikan pentingnya bahasa Inggris untuk karier masa depan dan menekankan penerapannya secara praktis. Selain itu, menciptakan lebih banyak kesempatan untuk berlatih bahasa dan berkomunikasi dalam konteks dunia nyata dapat meningkatkan motivasi dan kemahiran berbahasa mahasiswa. Terakhir, melakukan penelitian serupa di lingkungan pendidikan yang berbeda dan mengeksplorasi efek dari intervensi sikap dapat memberikan pemahaman yang lebih mendalam tentang dinamika pembelajaran bahasa.

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