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**EXAMINING STUDENTS' SATISFACTION AND CHALLENGES IN  
IMPLEMENTING ENGLISH AS THE MEDIUM OF INSTRUCTION IN  
BUSINESS ENGLISH COURSES**

**A PAPER**

Submitted as Partial Fulfilment of the Requirements  
for getting *Sarjana Pendidikan* degree



By:

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**ENGLISH EDUCATION AND STUDY PROGRAM  
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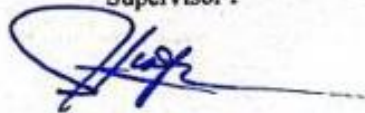
The paper entitled **EXAMINING STUDENTS' SATISFACTION AND CHALLENGES IN IMPLEMENTING ENGLISH AS THE MEDIUM OF INSTRUCTION IN BUSINESS ENGLISH COURSE** by Agung Nugraha, Student Number 20200410043, has been established through an examination held at the English Education Study Program, Faculty of Teachers Training and Education, Universitas Kuningan on **25 October 2024**, based on The Dean's Decision Letter number: 964/FKIP-UNIKU/PP/2024 about committee and examiners nomination of Research Seminar 2 as follows :

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## **STATEMENT OF ORIGINALITY**

The researcher states that this paper entitled “Examining Students’ Satisfaction and Challenges in Implementing English as The Medium of Instruction in Business English Courses” is his own writing with some quotations from some sources by using the accepted scientific writing method.

The researcher makes this statement according to the truth and does not conduct to any activities that categorized into plagiarism. The researcher will be responsible for any risk that will happen in the future if it is proven to offend to ethnic of scientific writing.

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## ABSTRACT

### EXAMINING STUDENTS' SATISFACTION AND CHALLENGES IN IMPLEMENTING ENGLISH AS THE MEDIUM OF INSTRUCTION IN BUSINESS ENGLISH COURSES

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**Abstract:** English as a Medium of Instruction is a strategy developed by educational institutions to integrate subjects taught in English into the curriculum of secondary and primary education or university degrees. This study investigates student satisfaction and the challenges of implementing English as the Medium of Instruction (EMI) in Business English courses. A mixed-method approach was utilized, with data collected through a questionnaire administered via Google Forms to 320 second-semester management students. Qualitative data were supplemented through structured interviews. Descriptive analysis revealed that 91.8% of students are very satisfied with their lecturers' expertise, 91.3% are very satisfied with their lecturers' English ability, 77.8% are satisfied with the EMI status of the institution, and 76.4% are satisfied with the effectiveness of EMI. However, the interview results further revealed the challenges faced by students, which were categorized into language-related challenges: speaking difficulties, listening difficulties, lack of vocabulary, and writing difficulties. Culture-related challenges: no cultural barriers. Material-related challenges: lack of understanding of materials and completion of academic assignments. Institution-related challenges: all students felt supported by the institution and lecturers.

**Keywords:** *Student Satisfaction, Student Challenges, English as the medium of instruction, Business English course.*

## **PREFACE**

Praise comes to Allah SWT, the Almighty God and The Most Merciful, who has granted his blessing to each human being. May Allah bless the prophet, Muhammad SAW, as the last of messengers, his households, his companions, and those who follow him until the day of Judgement. Researchers are very grateful to Allah SWT for giving them the strength and health to complete this thesis.

This paper, entitled “**EXAMINING STUDENTS’ SATISFACTION AND CHALLENGES IN IMPLEMENTING ENGLISH AS THE MEDIUM OF INSTRUCTION IN BUSINESS ENGLISH COURSES,**” is written as a part of the requirements for completing the Bachelor Degree in English Education Study Program, Faculty of Teachers Training and Education, Universitas Kuningan. This paper aims to identify students’ satisfaction and challenges in implementing English as the medium of instruction in economics and business courses.

This paper hopes to contribute to all readers and inspire other researchers to undertake further research in a related field. The researcher realizes that this paper is still far from perfect. Therefore, critical comments and suggestions from those who are deeply concerned with such a topic are welcomed.

Kuningan, October 2024

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