

## ABSTRACT

RATNA DEWI SULASTRI. 2023, **“Portraying Writers’ Experiences in Designing Instructional Materials of A General English Module: A Case Study at A Language Center in Tasikmalaya.”** Department of English Education. Faculty of Educational Sciences and Teachers’ Training. University of Siliwangi. Tasikmalaya.

Instructional modules are commonly used as instructional materials to facilitate instructors in the process of conducting training programmes. Module is widely used since it can adapt to the goals of an institution. This research aimed to portray the module writers’ experiences in designing the instructional module for the General English course at a Language Center of a state university in Tasikmalaya. The researcher used exploratory case studies as a research method. The participants in this research consisted of three writers of the General English modules. The data collection was carried out by using semi-structured interviews. Thematic analysis (Braun & Clarke, 2006) was used to analyze the data. The results of the research showed the experiences of module writers in designing a General English module which includes the stages of designing the General English module, as well as the challenges along with solutions to overcome those challenges. There were three stages in designing an instructional module, namely; (1) Preparation stage; (2) Writing the modules; (3) Evaluating the module. Moreover, this research also found difficulties experienced by the writers such as selecting the suitable topic material and creating an interesting and rich information module. Thus, the researcher concluded that the writers of the General English module at a Language Center in one of the state universities in Tasikmalaya used the SAM model those are: (1) Preparation step; (2) Iterative design; (3) Iterative development as the guideline in designing the instructional module. Many difficulties were experienced by the writers in the writing stage of the module. Utilizing the internet and technology, and collaboration between the team members were becoming the way for them to solve the challenges. This research implies that the instructors could use the SAM model in designing instructional modules. To develop interesting and reach in information modules, the instructors could search for many references on the internet to develop the content material.

**Key Words:** Instructional Material Development, Instructional Module, Instructional Design Models, General English