





Monologue text is used in English because it has influences in life such as knowing the forms of thing and its implementation in daily life. People often see advertisement on television, billboard, and radio. Advertisement is included in monologue text and that has a function. That is why advertisement is party to functional text. The advertisement function is to persuade or influence the costumers about things or services.

The development of technology has motivated renovation on teaching. The teacher are demanded to use aids made available by school. <sup>5</sup> So, teacher must have skill and understanding about educational media. Media is part of teaching learning to reach the purpose of learning in the school. Educational media is a set of teaching tools used for communicating with students. <sup>6</sup> In teaching process media is an important thing, because it has a great influence during teaching process. The use of media in teaching makes teaching easier to understand. Educational tool for learning could be visual, audio visual, and computer assisted language learning. Visual tool for learning process such as cartoons, photographs and graphics. Audio visual for learning such as music, mechanical sounds, and a person's voice, and computer assisted language learning (CALL) in learning such as presentation software, email, and web page publishing software.

<sup>5</sup> Azhar Arsyad: *Media pembelajaran* (Jakarta, 2007, PT Raja Grafindo Persada), p. 7

<sup>6</sup> Sudarwan Danim: *Media Komunikasi Pendidikan* (Jakarta, 1995, Bumi Aksara), p. 2



integrative call. The behaviorist call was implemented in the 60s and 70s. The feature of behaviorist is drill and practice used model computer as tutor. The communicative call implemented in the late 70s and 80s. Communicative call involves computer as stimulus and computer as tool. It includes of word processors, spelling and grammar checkers, concordances and desk-publishing programs. The last is integrative call (Multimedia), emigrated in the last 80s and early 90s. Integrative call base on integrative approach to call is multimedia computer and internet. Multimedia computer in integrative call exemplified to CD-ROM allow accurately of media (video, sound, and animation) to be accessed on a single machine. Multimedia is categorizing in two kinds, hyper media and PowerPoint. Both of them provides advantages in learning is more authentic learning is created, where listening is combining with seeing, skill are easily integrated (variety of media make natural to combine reading, speaking, writing , and listening in a single activity), and the principles focus on content without scarifying a secondary focus on language strategies.

The media used in this teaching learning process is advertisement slide. Slide is easy media to operate. Just as advertisement is the structured and composed non personal communication, usually paid for and usually persuasive in nature, about product (Goods, services and ideas) by identifying sponsors through various media.<sup>10</sup> The combination of both is an advertisement slide. The writer concludes that

<sup>10</sup> William, F Arens: *Contemporary Advertising Tenth edition*, ( , Mc Graw Hill, 2006) p. 7

advertisement slide is a kind of pictures of advertisement presented through Microsoft power point. Power Point presentations consist of a number of individual pages or "slides".<sup>11</sup> Not all the material presented by power point; some use advertisement slides as an example. It's to make students clear about the material.

SMP Muhammadiyah 4 Gadung is one of Junior high schools in Surabaya which has mission to become an Islamic school which based on technology. In modern era, technology helps human to do something easy and practical. That is why; this school has implemented many kinds of teaching technique in learning process such including advertisement slide (PowerPoint). Base on that background, in this research the writer wants to know the using of advertisement slide (PowerPoint) as a part of computer assisted language learning and implemented in teaching writing monologue text.

### B. Statement of the problem

**Based on background of study, the writer states the problems as follow:**

1. How is the use of advertisement slides in teaching writing monologue text?
2. What are the advantages of advertisement slides for teacher in teaching writing monologue text?

<sup>11</sup> Wikipedia Foundation. Inc. *Microsoft Power Point*, (<http://www.Wikipedia>, the free encyclopedia. mht). Retrieved at may 20, 2010

3. How do students' responses to the advertisement slides in teaching writing monologue text?

### C. Objective of the study

1. To know the use of advertisement slide in teaching writing monologue text
2. To examine the advantages of advertisement slide for teacher in teaching writing monologue text
3. To explore students' responses to the advertisement slide in teaching writing monologue text

#### D. Scope and limitation

This research focuses on students of SMP Muhammadiyah 4 Gadung Surabaya at eight grades. It is limited to the using of advertisement slide (PowerPoint) for writing monologue text.

### E. Significance of the study

The researcher hopes that the result of the study gives important points to teacher and student in teaching English, as follows:

- a. To give contribution for the teacher in introducing media for teaching writing
- b. To increase students understanding of writing.

