CHAPTER I

INTRODUCTION

A. Background of the study

Language is part of communication, both spoken and written, that is based on the system of symbols¹. Language consists of words that are used by community and rules for varying and combining these words. People need language to communicate to each other. Language is used as the key to open individual mind by knowing many things in the world. Language learning is conditioned by the way the mind observes, organizes and stores information. ² People learn language systematically, but the process is not as easy as it should be. The process of learning begins by understanding and imitating how language is used. English as an international language is used in many countries. English is very important to be studied. In our country English is included in the Curriculum of Education from Elementary to Senior High School.

There are four skills in English, like in speaking, reading, writing, and listening. Writing is the process of arranging an idea in mind to be a paragraph. In studying writing students need to study and improve this skill. Reading provides

¹ John W, Santrock: Educational Psychology Second Edition (M.c Graw - Hill companies inc,2006), 56

² Tom Hutchinson and Alan Waters: English for Specific Purposes (Cambridge university Press, 1994), p.39

'comprehensible input' for writing and can also contribute comprehensible input for reading"(Zamel). ³ Writing English is important to be given to the student from the simple to the complicated. Writing for learning is a kind of writing to help students learn language or to test them. ⁴ In reality writing process is complex. So, teachers should be able to modify the teaching learning process, by preparing the material, technique, and media for teaching. Interaction during teaching and learning process is influenced by many factors. The factors include teacher, students, material, and facility.

Standard Competency of English Teaching in Junior High School is to make students able to express and make a short functional text and a short simple monolog in descriptive, recount, narrative and report forms. Functional text is used to influence the reader to know or interest with something presented. Monologue text presents by the teller; such as letter, memo, announcement, notice and advertisement.

Monologue text is used in many forms such as in drama and radio. The using of monologue text is important to study because its learning scopes include the skills in understanding and creating any functional text, monologue text, and essay in procedure, descriptive, recount, narrative and report forms. Learning English in Junior High School aims at being be able to be used in daily activities.

³Miriam Schoolnik and Sara Kol: Using Presentation Software to Enhance Language Learning (The Internet TESL Journal Vol. V, No. 3, March 1999), http://iteslj.org/Techniques/Schoolnik-PresSoft.html. Retrieved at May 20, 2010

⁴ Jeremy Harmer: The Practice of English Language Teaching Fourth Edition (UK, Ashford Color Press, 2007), p. 330

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. ⁵ 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. ⁶ 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 us cartoons, photographs and graphics. Audio visual for learning such us music, mechanical sounds, and a person's voice, and computer assisted language learning (CALL) in learning such us presentation software, email, and web page publishing software.

⁵ Azhar Arsyad: Media pembelajaran (Jakarta, 2007, PT Raja Grafindo Persada), p. 7

⁶ Sudarwan Danim: Media Komunikasi Pendidikan (Jakarta, 1995, Bumi Aksara), p. 2

Using visual for particular situation in learning process is divided into six categories: they are realistic, analogical, organizational, relational, transformational and interpretative. Realistic is the visual show the actual object under study. Analogical is the visual conveys a topic by showing something else and implying a similarity. The organizational is visual show qualitative relationship among various elements, such us the lines, flowcharts, and maps. Whereas Relational is the visual communicate quantitative relationship such us bar charts, pictorial graphs, pie charts and line graphs. Transformational is the visual illustrate movement in times and spaces and Interpretative is visual illustrate abstract relationship such us schematic diagram of an electrical circuit).

Beside that there are two aspect influences in visual design; they are visual elements and text elements. Visual elements contains of arrangement, balance, color, legibility, and appeal. Text elements contains of style, size, spacing, color, and use of capital. ⁸

Computer used since the last 30 years. The development of computer is divided into three kinds. ⁹ They are behaviorist call, communicative call, and

⁷ Sharon E. Smaldino, Deborah L. Lowther and James D. Russel: *Instructional Technology and Media for Learning Ninth Edition* (New York, Pearson Education, 2008), p.58

⁸ Ibid p. 60

⁹ Mark, Warschauer: Computer Assisted Language Learning, In fotos s. (ed) Multimedia language teaching, Tokyo: Logos International 3-20. Retrieved from the world web: //http. Wasrchauer. html at December 10, 2010

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. ¹⁰ The combination of both is an advertisement slide. The writer concludes that

¹⁰ 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". ¹¹ 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?

¹¹ 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
- 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.

c. To give students motivation, creativity and ability to learn English, especially in developing writing skill.

1.6 Definition of key terms

Researcher explains some key terms as follows:

- Advertisement slide is a set of pictures presented through Microsoft Power
 Point. PowerPoint is a computer tool for creating on-screen multimedia
 presentations or overhead transparencies. 12 It is to make student easier to
 understand about advertisement material.
- Writing is a personal act in which writers take ideas and transform them into "self initiated" topic.
- 3. Monologue text is the text which is presented by the teller. 14
- PowerPoint is kind of CALL (Computer assisted language learning) which conclude in multimedia presentation, to enliven a presentation with graphics, charts, photos, arts, and audio. ¹⁵

¹² Miriam Schoolnik and Sara Kol: *Using Presentation Software to Enhance Language Learning* (The Internet TESL Journal Vol. V, No. 3, March 1999), http://iteslj.org/Techniques/Schoolnik-PresSoft.html. Retrieved at May 20, 2010

¹³ J. Michael O'Malley and Valdez Pierce, Lorraine: Authentic Assessment for English Learner (USA, Addison Wells, 1996), p. 136

¹⁴ Harper Collin.Collins English dictionary, Complete and unabridged. Harper Collins publisher. Retrieved from world web www.freedictionary.com

¹⁵ H. Douglas, Brown: Teaching English by Principles and Interactive Approach to Language Pedagogy (New York, Pearson Education, 2007) p. 205