

**USING ADVERTISEMENT IN TEACHING WRITING AT  
TENTH GRADE STUDENTS OF SMAN1 BENDAHARA  
KABUPATEN ACEH TAMIANG**

**THESIS**

**Submitted by:**

**RIKA FAUZI**

**The Student of English Department  
Tarbiyah Faculty  
Student's No : 141000570**



**INSTITUT AGAMA ISLAM NEGERI (IAIN)  
ZAWIYAH COT KALA LANGSA  
1436 H / 2015 M**

## **FINAL PROJECT STATEMENT**

I am the students with the following identify:

Name : **Rika Fauzi**  
Student Number : 141000570  
Faculty : Tarbiyah  
Department : English Education Department ( PBI )

This Certify states that thesis entitled “**Using Advertisement in Teaching Writing at Tenth Grade Students of SMAN1 Bendahara Kabupaten Aceh Tamiang**” is definitely my own work. I am completely responsible for the content of this final project. Other writer’s opinion or findings included in this final project are quoted or cited in accordance with ethical standard.

Thus, I made this statement seriously.

Langsa, March 26, 2015  
The Writer,

**RIKA FAUZI**  
NIM: 141000570

**USING ADVERTISEMENT IN TEACHING WRITING  
AT TENTH GRADE STUDENTS OF SMAN1  
BENDAHARA KABUPATEN ACEH TAMIANG**

**THESIS**

Submitted to the Tarbiyah Faculty IAIN Zawiyah Cot Kala Langsa as a Partial  
Fullfiment of the Requirements for *Sarjana* Degree S-1 in Teacher Education

**Submitted by:**

**RIKA FAUZI**

**The Student of English Department  
Tarbiyah Faculty  
Student No. : 141000570**

**Approved by**

**Main supervisor**

**Co Supervisor**

**(RULY ADHA, MS)**

**(MUSLEM, S.Pd., M.Pd., M.TESOL)**

**It has been defended in Sidang Munaqasyah in front of the Council  
of Examiners for Working Paper and has been accepted  
as a partial fulfillment of the requirement for  
Sarjana Degree (S-1) in Teacher Education  
of Tarbiyah Faculty**

**on**

**Thursday, June, 04<sup>th</sup> 2015 M  
Sya'ban, 17<sup>th</sup> 1436 H**

**in**

**Langsa**

**Council of Examiners**

**Chairman,**

**Secretary,**

**Ruly Adha, MS**

**Muslem, S. Pd., M. Pd., M.  
TESOL**

**Member,**

**Member,**

**Cut Intan Meutia, MA**

**Rita Mahriza, MS**

**Certified by:**

**The Head of State Institute for Islamic Studies (IAIN)  
Zawiyah Cot Kala Langsa**

**DR. H. ZULKARNAINI, MA  
NIP. 19670511 199002 1 001**

## ACKNOWLEDGEMENT

*Alhamdulillah rabbil'alamin*, in the name of Allah SWT the most beneficent and the most merciful. Peace and salutation be upon His most beloved messenger, Muhammad SAW who has brought us from the darkness to the lightness, the best figure in this universe. Due to this, the writer could complete this research paper entitled: "Using Advertisement in Teaching Writing at Tenth Grade Students of SMAN1 Bendahara Kabupaten Aceh Tamiang", a classroom action research, as one of the requirements to achieve a *sarjana* degree of English Department in IAIN Zawiyah Cot Kala Langsa.

Indeed, there are many obstacles as long as the process of the accomplishment. The writer realizes that without the other people's help, it is impossible to finish this research paper. Here, the writer gives her immeasurable gratitude to Ruly Adha, MS, as the main supervisor for his great help, who patiently gives valuable guidance, encouragement and criticism. The deepest appreciation is also presented to Muslem, S.Pd., M.Pd., M.TESOL as the second supervisor who has patiently helped her in guiding and completing the research. Her high appreciation is addressed to all lectures in Tarbiyah Department of IAIN Zawiyah Cot Kala Langsa, who have provided invaluable knowledge especially the lecturers of English Department.

From the bottom of her heart, the writer would like to express her sincere appreciation to her beloved mother Sugiyem for her love, guidance, support, prayer and for encouraging her to be all that she is and never short of her dreams.

The writer would like also to extend her deepest thanks to her beloved sisters; Lindawati, A.md, Supriyani and Pipit Yunita; thanks to her beloved brothers; Rudi Satriya and Tatang Enda; and thanks to her beloved sons; Haikal Hidayat and Muhammad Dhafin Azka, for their love, support, and for everything that they have given to her. In addition for her beloved bestfriend; Muhammad Salem, SHi, Filayati, Amd. Keb, Lukman Hakim, Januarsyah, S.Pdi, and Ilyas for their hopes and supports when the writer gives up and wants to stop this thesis.

The writer also thanks to English Teacher at SMA Negeri 1 Bendahara, Erliani, S.Pd and the Headmaster, co-the Headmaster and the X MIA<sup>1</sup> students academic year 2014-2015 who help the writer at SMA Negeri 1 Bendahara to do research in that school until the writer can prepare her thesis. After that the writer does not forget to thank her closest friends in unit 4 academic year 2010 at IAIN Zawiyah Cot Kala for their friendship, support and togetherness.

Finally, the writer wants to thank for all people that the writer could not possibly mention for their unforgotten contributions during the research paper writing process.

Langsa, March 10, 2015

The Writer

RIKA FAUZI  
NIM: 141000570

## TABLE OF CONTENTS

<b>ACKNOWLEDMENT .....</b>	<b>i</b>
<b>TABLE OF CONTENT .....</b>	<b>iii</b>
<b>LIST OF TABLE .....</b>	<b>v</b>
<b>LIST OF APPENDICES .....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
A. The Background of the Study .....	1
B. Research Question.....	5
C. The Purpose of the Study .....	6
D. The Significance of the Study .....	6
<b>CHAPTER II: LITERATURE REVIEW .....</b>	<b>8</b>
1. Definition of Writing .....	8
2. The Components of Writing.....	10
3. The Purpose of Writing .....	10
4. The Qualities of Good Writing .....	13
5. Teaching Writing Approach .....	14
6. Technique of Teacing Writing.....	17
7. The Process of Writing .....	19
8. Type of Text .....	21
9. Definition of Persuasive .....	23
10. Step and Technique of Writing Persuasive Text .....	24
11. Definition Media of Teaching .....	28
12. Kind of Media of Teaching .....	29
13. The Function of Media of Teaching .....	29
14. Meaning of Advertisement .....	31
15. Kind of Advertisement .....	32
16. Previous Research of Using Advertisement in Teaching Writing Persuasive Text.....	33
17. How Advertisement Improve Students' Ability and Motivation in Writing Persuasive Text .....	34
<b>CHAPTER III: RESEARCH METHODOLOGY .....</b>	<b>36</b>
A. Research Design .....	36

B. Place and Time of Research .....	39
C. Research Participants .....	39
D. Instrument of Research .....	32
E. Procedure of Research .....	33
F. Technique of Collecting Data.....	43
G. Technique of Data Analysis .....	44
H. Validity ang Reliability Data.....	46
<b>CHAPTER IV: DATA ANALYSIS .....</b>	<b>48</b>
A. First Information of Students' Ability and Experience in Writing Persuasive Text (Pre Test) .....	49
B. Result of First Cycle .....	52
C. Result of Second Cycle .....	57
D. Result of Third Cycle .....	62
E. Questionnaire of Post Test .....	67
<b>CHAPTER V: CONCLUSION AND SUGGESTION .....</b>	<b>68</b>
A. Conclusion .....	68
B. Suggestion .....	69
<b>BIBLIOGRAPHY .....</b>	<b>71</b>
<b>TABLE</b>	
<b>APPENDICES</b>	



## LIST OF TABLE

Table. 2.1	: Combination Step and Technique of Writing Persuasive Text	27
Table. 4.1	: Students' Score of X MIA <sup>1</sup> in Pre Test	49
Table. 4.2	: Questionnaire of Pre Test	51
Table. 4.3	: Students' Score of X MIA <sup>1</sup> in First Cycle	55
Table. 4.4	: Students' Score of X MIA <sup>1</sup> in Second Cycle	60
Table. 4.5	: Students' Score of X MIA <sup>1</sup> in Third Cycle	64
Table 4.6	: Questionnaire of Post Test	67

## **LIST OF APPENDICES**

1. Appendix 1. Instrument of Research
2. Appendix 2. Advertisement
3. Appendix 3. Students' Score
4. Appendix 4. Lesson Plan
5. Appendix 5. SK Judul Skripsi
6. Appendix 6. SK Penelitian/Surat izin mohon penelitian
7. Appendix 7. Surat keterangan telah mengadakan penelitian
8. Appendix 8. Surat Pernyataan Keaslian Tulisan
9. Appendix 9. Kartu Bimbingan
10. Appendix 10. Sertifikat Lulus Baca al-Quran
11. Appendix 11. Sertifikat nilai TOEFL
12. Appendix 12. Autobiography

## **ABSTRACT**

Persuasive text is a text which the purpose is to persuade the reader to believe and do the writer suggestion. The writer chose this title because the students' ability in tenth grade students of SMAN1 Bendahara was very low. The writer offered the use of advertisement as the media. This research used classroom action research and mix method. This research consisted of two research questions and had two purposes of course. The instrument of this research were test and questionnaire. The writer made three cycles. Each cycle consisted of planning, action, observation and reflection. Before doing the cycle, the writer did a pre-test to know the students' ability before giving a treatment. First cycle done on Tuesday February 17, 2015 at 10.50 a.m to 12.20 p.m. However the students' improvement only 37%. Therefore, the writer did the second cycle on Tuesday February 24, 2015. In this cycle, there were a fantastic number of students' improvement score, 70%. However, this score were not enough yet, the writer did the third cycle on Tuesday March 03, 2015. In this cycle, all students were enthusiast and focus to the teacher's explanation, they were brave to ask the teacher about something that they do not understand yet. Their improvement score was 95%, this improvement was more than enough. Finally the writer gave a questionnaire about their feeling and experiences as post test, almost all of the students agree with the teacher's suggestion. Therefore, the writer completed this research on Tuesday March 10, 2015.

**Keyword: Writing, Persuasive Text, Media of Teaching, Advertisement.**

# CHAPTER I

## INTRODUCTION

### A. Background of Study

The progress of science and technology influence the teaching process in using all results of technology. All teachers are instructed to use all media which can be provided by the school and it may show that the media are suitable with globalization era. Teachers at least can use cheap and efficient media that available in the school as media of teaching. Besides using the media which are available in school, teachers are also required to prepare all media that can be used in teaching process.<sup>1</sup> Media of teaching have an important function in teaching process. Besides, it can make students interested, media of teaching can help teachers in conveying messages in all subjects. Because the use of media of teaching will help a teacher when teaching in the class. A teacher can make an interesting atmosphere in the class by using creative, inovative and variative media of teaching in order to make the teaching process can be conducted as planned.

In teaching English, media of teaching are needed to increase four aspects in English, those are speaking, listening, reading and writing. Between the four aspects, the difficult aspect is writing, meanwhile, reading and listening are learned to get information and ideas and make it in writing form.

Heaton states that writing is complex and difficult to teach and also to learn, requiring mastery not only of grammatical and rethorical devices but also

---

<sup>1</sup> Azhar Arsyad, *Media Pembelajaran*, (Raja Grafindo Persada, 1996), 2.

conceptual and judgemental elements.<sup>2</sup>The difficulties can be seen when a teacher asks students to write a text, they have no idea to start writing. When students hear the word “*writing*”, they think that writing is only to write something that they want to write in order to finish their exercise. However, according to Ivanic as cited in Rahmah “Writing is not just about conveying content but also about the representation of self who we are affects how we write, whatever we are writing”.<sup>3</sup>

Eventhough writing is the complex and difficult subject, however, writing is really important subject that must be mastered by the students. Writing is a qualification for someone who wants to master English language. Based on that problem, Silva states in Rahmah that “To be effective, English as a second language composition professionals need an understanding of what is involved in L2 writing”.<sup>4</sup> Therefore, writing is one of the skills that must be learnt. However, the study of writing is not success in the school yet because the teachers spend less time to teach writing. Besides, the teachers only want to look at the result of students’ writing without completely teaching about writing process. Consequently, students never feel comfortable in writing and they always feel that writing is a burden and often the subject matter tends to be written over and jump around, but it has less meaning.<sup>5</sup>

There are many types of English texts taught in Senior High School, such as narrative text, descriptive text, persuasive text, etc. However, in this thesis, the

---

<sup>2</sup> J.B, Heaton, *Writing English Language Tests*, (New York: Longman, 1995), 135.

<sup>3</sup> Galuh Nur Rahmah, *Facing the Complexities of Writing*, (Malang: UIN Malang Press, 2008), 1.

<sup>4</sup> Galuh Nur Rahmah, 9.

<sup>5</sup> Peni, *30 menit Text writing, Writing is Easy*, (Yogyakarta: Penerbit Andi, 2006), 1.

writer only focuses in writing a persuasive text. When the writer was a Senior High School student, she felt that persuasive text was more interesting to learn than other kinds of texts because she could express her ideas on her writing in order to persuade the readers.

The successful of the study is refer to teachers' effort in teaching the students. Besides method, material, media and assessment, a teacher plays an important role in teaching writing. Based on the preliminary data in the field, teachers were not variative yet in preparing media and explained the material in the class, the teachers only came to the class and taught based on the schedule provided by the school. They mostly explained about the passages or texts without thinking how to make their students able to master their subjects.

Before conducting the research, the writer has made a preliminary observation at SMAN1 Bendahara on April 2014. This observation aims to identify the use of advertisement in teaching writing. Preliminary observation carried out in two stages, namely the stage of the interview and the results of students' text writing. Based on the result of interview with English teachers and tenth grade students of SMAN1 Bendahara, the writer found that there was no specific media used in teaching writing. Teachers only used the books and whiteboard without using other interesting media which can be used in teaching writing. The second stage was the results of students' text on students' notebook. In fact, students still made errors on components of language and spelling. Moreover, the teacher only corrected the results of students' text by using initial without providing score at all.

Based on the description above, the writer found several problems in teaching writing. Firstly, writing was still such difficult activities performed by students. When the students do writing activities, they require to make a scheme based on the ideas, experience and knowledge on writing. These activities require a willingness to cultivate, organize, critically consider ideas that will be made in the form of writing or text. Therefore, teacher do not be surprise if there are many students who are difficult to perform activities of writing because writing is not one of the skills that can be mastered suddenly, however it must go through a good training and practice, therefore it takes a long process to foster the writing habits.

Secondly the teacher did not use interesting media of teaching yet, such as advertisement, pictures, video, etc. Teacher only uses books and whiteboard to explain the material. Therefore, students were not interested in studying. The problems that the writer has explained above, absolutely make students feel tedious and uncomfortable in studying writing.

Therefore, teachers should work harder to improve students' ability in writing. One of the work that teachers can do to improve students' ability in writing is by using interesting media of teaching. Selecting media of teaching not only attractive, but also should be related to the material being taught. In this case, the writer tries to use advertisement as the media of teaching to improve the students' writing ability especially in writing a persuasive text. The writer believes that advertisement is the relevant and correct media in teaching writing

persuasive text to improve students' imagination and creative ideas for the first grade students at SMAN1 Bendahara.

Based on the description above, the writer is interested in conducting a classroom action research by using advertisement to increase students' ability in writing. The classroom action research is entitled *“Using Advertisement in Teaching Writing at Tenth Grade Students of SMAN1 Bendahara Kabupaten Aceh Tamiang”*. (A Classroom Action Research at SMAN1 Bendahara Kabupaten Aceh Tamiang )

## **B. Research Question**

Based on the description above, this study concentrates on the following questions :

1. Does the use of advertisement motivate students in writing persuasive text ?
2. Does the use of advertisement improve students' ability in writing persuasive text ?



### **C. Purpose of Study**

Purpose of study is the answer of research problem. Purpose of study must be answered in conclusion of the research.

According to the research problems, the purposes of this research are :

1. To explore the students' interest in writing persuasive text by using advertisement.
2. To describe the students' improvement in writing persuasive text by using advertisement.

### **D. Significance of Study**

Significance of study explain about the impact of the research purpose achievement. The significance of this study is divided into two parts, theoretical and practical significances. Theoretically, the results of this research is expected to support and enrich the existing theory of teaching writing.

Practically, the results of this research will help teachers make comparative material and alternative of using media in teaching writing at school. Besides, the results of this research will make students more interesting in developing their creative ideas in writing. This research is expected to be a reference for other researchers who have same type of the research. In addition, the result of this research is expected to be an evaluation material for the school about teachers' preparation to make an interesting atmosphere in teaching writing by using media of teaching. Finally, the result of this research can be applied by the writer herself when she becomes an English teacher.