

MILIK PERPUSTAKAAN
STAIN ZAWIYAH COT KALA LANGSA

**THE USING OF TOURISM BROCHURES IN TEACHING DESCRIPTIVE
TEXT (A CLASSROOM ACTION RESEARCH AT THE FIRST YEAR
STUDENTS OF SMKN 3 LANGSA)**

THESIS

Submitted By :

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**The Student of English Department
Tarbiyah Faculty
Student No : 140800154**



**STATE COLLEGE OF ISLAMIC STUDIES
ZAWIYAH COT KALA LANGSA
2013 M / 1434 H**

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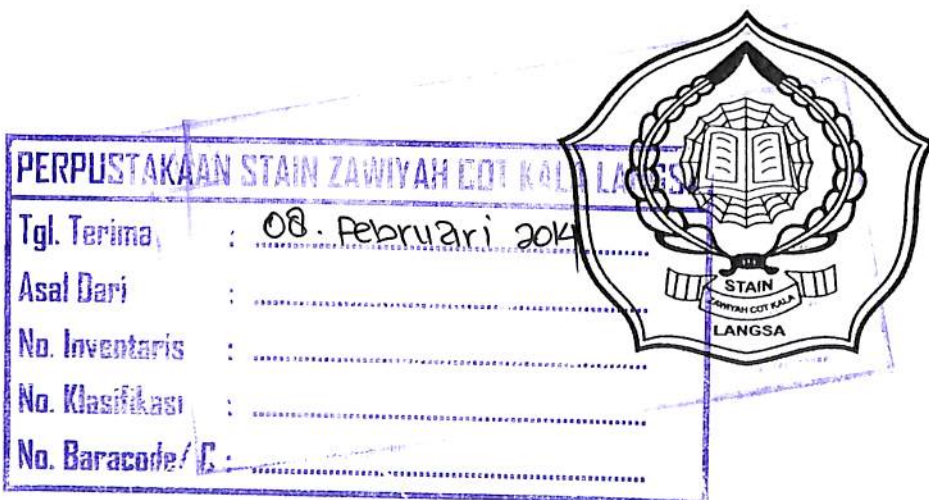
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THESIS

**Submitted to Tarbiyah Faculty of STAIN Zawiyah Cot Kala Langsa
As a Partial Fulfillment of the Requirements for S-1 Degree
In Teacher of Education**

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Finally, the writer expects this thesis will be one of the big contributions in teaching learning English especially in writing. Amin.

The Writer

MUAMARSYAH

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ABSTRACT

Tourism brochures are more or less like other brochures but they contain visuals of higher quality, considering that they need to give the right feel and impact of the places they advertise and campaign for. In other hand, descriptive text stretch out many informations about certain people, things, and place clearly and detail. The use of tourism brochure as aids is concerned to make students feel comfort and enjoy in the studying descriptive text. This research is to find out how well is the implementation and contribution of tourism brochures in teaching descriptive text toward the first year students of SMKN 3 Langsa. Based on their major as HP students, this is necessary since they will need those materials for their future in advance.

Key word: *Tourism brochures, Teaching Writing, Descriptive Text,*

CHAPTER I

INTRODUCTION

A. Background of Study

In globalization era, English become a thing that must be mastered by everyone in this world. As we know, it becomes a connecting language for every country to communicate with the others. Because of the usefulness of it, the government gives more attention for their people in order to make them capable to speak English fluently. The government hopes that their citizen can get a good job to compete in this era. In learning English there are 4 skills that we have to master. There are listening, speaking, reading, and writing. Everyone who master the four skills, it means they master English perfectly. Certainly, we need a long time to go to master the four skills in English.

Actually, learning English is not difficult. In Indonesia, study of English started from the elementary school until to the university. They need a long time to study English, but only a few of them who can speak English fluently and interested on it. They do not know the useful of English and sometimes they hate this lesson. It becomes a homework for the government especially to the teacher who become an important role in teaching English. They have to more creative to transfer their skill to the students. It is needed in order to make them master the four skills of English.

Among of four skills, the writing has a very important role in learning English. The writing skill is a prime tool to noting speech and confirm the grammatical and lexical features of language.¹ It tells that its own feature (grammatical, vocabulary, organization and mechanism) more complex to teach and learn. Writing is one of language skills and productive skill and can be so hard for the students later. So, it can be understood in Indonesia, it taught since from Elementary School.

Descriptive text is one of writing's model that will be learnt too by the students later. It is taught by teacher in order to make students know how to describe themselves and their surrounding although it is still in a simple way. However, many students have difficulties in writing descriptive text especially students at Vocational High School, because the teacher only explains what the generic structure and the method how to write the descriptive text. The teacher does not use any method or new ways to teach the students. Therefore, the students will be unmotivated, bored, and have difficulties in learning descriptive text. They also do not able to recall and to describe the things in a systematic order. Moreover, they cannot describe the parts, qualities, and characteristics of things completely. Many of them fail to graduate because their score of English at national exam does not fulfill the agreed requirement. That phenomenon tells why the government of Indonesia always change their

¹ H. Douglass Brown, *Language Assessment: Principles and Classroom Practices*, (New York: Longman, 2003), 218

curriculum to find out the solution of those problems. In fact, they should have to consider some factors such as quality of the teacher, the interests and motivation of students.

From that condition, the teacher as the actor in learning English have to give more attention to their student in teaching writing. The students will get a big problem when they write a paper or something like that and the teacher is the one who can supply them a cure. The technique of teaching is considered to play important role to achieve the objective at school. In this era, there are much of technology can be used to improve the students ability in process of learning English, especially writing skill. The process of learning is the communication between the teacher and students that need a visual aids can be used to support the process of learning in the class. There are some medias can be used to support the students get the material easily. They are pictures, animated movies, musics, and many others. Media of learning is a tool that give the function of learning in education especially give the information from the source to the students. It can become a facilitator and improve the students ability in learning English especially writing skill.

One of aid can be used is tourism brochures. Nurdian tells that tourism brochure is a bunch of papers that contains a lot of pictures, informations, and even the spots which presented by a map.² These brochures are usually richly

² Nurdian Sari, "Using Tourism Brochures in Teaching English at Vocational High School of Tourism," *Journal of English Language Teaching* Vol. 1 (2013): 99

illustrated, most of pictures are of hotels for people who like activity holiday and these might be of more interest to the language teacher as they contains pictures. As Wright statement, picture has role in making interest and motivating learning, giving sense and context of language and also giving specific reference point or stimulus.³ From those statements, this aid can give the effect for student's achievement in writing skill. This research tries to apply a new way in teaching this pattern. This technique applies the using of tourism brochures as a media to stimulate students' imagination and make writing an enjoyable activity for them. Finally, this research will be done to attempt the application of tourism brochures in teaching writing descriptive text.

B. Research Question

Considering the important of the identification problem, the writer is identified the problem as follows:

1. How can the implementation of tourism brochures in writing descriptive text at the 10th grade students of SMKN 3 Langsa?
2. How can tourism brochures contribute to the students' improvement in writing descriptive text at the 10th grade students of SMKN 3 Langsa?

³ Andrew Wright, *Picture for Language Learning* (New York: Cambridge University Press, 1989), 3

C. Purpose of the Study

The objectives of research are:

1. To find out the implementation of tourism brochures in writing descriptive text to the 10th grade students of SMKN 3 Langsa.
2. To find out how the use of tourism brochures contribute to the 10th grade students of SMKN 3 Langsa in improving their writing descriptive text.

D. Terminology

1. Using Tourism Brochure in Teaching Writing

Brochure is a booklet which consists informations and advertisements.⁴ Bainbridge defines travel brochures or tourism brochures are more or less like other brochures but they contain visuals of higher quality, considering that they need to give the right feel and impact of the places they advertise and campaign for.⁵ So, it can be summarized that tourism brochures provide the students with an opportunity to validate knowledge they acquire outside the school, such as knowledge of the tourist sights and activities in their own community or country. And the important thing is, it may make the students aware of the need to acquire the writing skill which will be required for their career purposes, perhaps a career in the tourism industry.

⁴ Anonym, *Oxford Learner's Pocket Dictionary*, (New York: Oxford University Press, 2004), 49

⁵ Ross Bainbridge, *Travel Brochures*, May 31, 2006, <http://ezinearticles.com/?Travel-Brochures&id+210050> (accessed on 4 September 2013)

3. For the Institutions

It can help the students in general to develop their English capabilities especially in writing aspect, so the school gets the achievements and prestige among the education institution. At second hand, the result of study gives contribution to it after all.

4. For the Public (The Reader in General)

It can makes the reader know usefulness of tourism brochures in teaching descriptive text to the student.