

THE ANALYSIS OF STUDENTS ABILITY' IN WRITING ADVERTISEMENT TEXT AT PRIVATE SCHOOL

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Abstract

The purpose of the research was to analyze the students' ability in writing advertisement text using the format of Product and Service Advertisement. This research was qualitative research and the instrument was a written text. The research subject of this research were the ninth grade students at class IX SMP Swasta Bintan Tanjungpinang in the academic year of 2019/2020 which had been chosen using judgement sampling. The researcher adopted the technique of Bogdan and Biklen to conclude the students' ability in writing the generic structure of the advertisement text. The result was all the students showed the ability in writing the generic structure and most of them got pretty decent outcome. Therefore, the students have to improve more their ability in writing the advertisement.

Keywords: Analysis, writing, advertisement text.

I. Introduction

English as one of the subject in schools has an important role because English is an international language which is widely used in communication by people in most countries in the world. Furthermore, english is often used in writing science books, journals, or articles about knowledge and technology. Therefore, in order to be able to develop science, knowledge, and technology, and to communicate with people, English is taught in Indonesia as a foreign language from junior high schools until universities.

Writing is a skill that is required in written communication, which also one of skills in English. In writing process, it is required to pay attention to the structure relating to the elements of writing so that the reader can understand the message conveyed by the writer. According to Hoed (2002),” that the notion of structure is structure (theoretical) consisting of elements that relate to each other in a single unit”. Therefore, the writer must use the structure of a text such as the choices of words and sentences, descriptions.

Writing is the most difficult language skills. It requires complex thinking. Furthermore, as the researcher experienced during the teaching learning processes at SMPS Bintan Tanjungpinang, he found that it was hard for the students to write a good text. The students lacked of grammar, structures, vocabulary, ideas.They felt the writing process as a boring activity. Thus, the analysis of students' ability in writing is important.

This research is aimed to analyze the students' ability in writing advertisement text. According to Kasali (1992),” Advertising is simply a message that offers a product that is addressed to the public through the media. Advertisement text is divided into two types which are called product advertisement and service advertisement. Based on the competency standard and basic competency (SKKD), students must be able to understand the generic structures of advertisement

text. Thus, this research will be an equipment to understand whether the students' ability in writing advertisement text (short functional text) fulfilled the points of the SKKD or not.

This research is supported by a previous research study which focused on the formal invitation letters by Daniel Logika (2018), descriptive text by Liliana Harahap (2018), narrative text by Putri Mega (2017) and relevant with this research. Those relevancies are shown by the purpose of the research; investigate the students' ability in writing. However, there are some differences between those with this research. The differences are divided into two parts: focus, and the subjects. First, the focus of this research is to investigate the students' ability in writing an advertisement text. Second, the subjects of this research study are the ninth grade students of SMPS Bintan Tanjungpinang.

II. Method

Research Design

This research was a kind of qualitative research, a case study. Starman (2013) quoted Sturman (1997), a case study is a term for the exploration of a phenomenon, individual, or groups. It described the relationship between an intervention or treatment and its effects on the population of the interest. In addition, Jalil (2013) said that the research of the case study did not compare a group with others. Thus, this researcher chose a class of the ninth grade students of SMPS Bintan Tanjungpinang as the group of participants.

Research Subject

Research subject was the important thing that the researcher had to pay his attention to. Bull (2011) on an Oxford learner's pocket dictionary wrote that subject was thing or person being discussed. It means that without subject of a research, especially a qualitative research, the research would not be success.

The researcher used the judgement sampling technique to determine the research subject of this research. It was a technique which is used to choose the participants based on judgement from the researcher. The subject of this research was ninth grade student of SMP Swasta Bintan Tanjungpinang. There were thirteen students at this class. Ten students were male and three students were female.

Research Instrument

Instrument was a part of a research. It is used as the tool to get data in order to solve the problem of a study (Agustina, 2015). The instrument of this research was written test. The researcher used the written test of advertisement text to collect information.

Technique of Collecting Data

Technique of collecting data was a technique which the research used to collect the data of this research. The technique was document analysis. It was a technique where the researcher instructed students to write a text, advertisement text. Then, collected and worked by a researcher. Thus, sources of the data was advertisement text written by students.

Technique of Analyzing Data

In this research, the researcher adapted the technique which was quoted by Hartono (2017) to analyze the data. It was known as Bogdan and Biklen's technique which involved the acts of organizing the data, breaking it, synthesizing it, searching for patterns, discovering what is important and what had been learned, and deciding what you told others.

III. Findings and Discussion

Findings

Figures 4.1- 4.13 (Data Description)

<p>Come and See the Biggest School's Event of the Year The School's Performing Arts Saturday, June 15, 2020 From 09.00 a.m. until you drop Presenting drama, dance and music performances by the students Guest Star: Rizky Febian, a young talented singer It's FREE! Don't miss it!</p> <p style="text-align: right;">Figure 4.1 Student 1 Advertisement Text</p>
<p>Milka M-joy Deliciously full of ingredients, with an innovative table format, easy to using and reclosable packaging. Milka M-joy is the ideal chocolate to be consumed when you are moving, at break times or during a trip to the mountains.</p> <p style="text-align: right;">Figure 4.2 Student 2 Advertisement Text</p>
<p>Clorox Disinfecting Wipes Trusted by Moms Makes clean up and disinfecting a breeze Buy Now</p> <p style="text-align: right;">Figure 4.3 Student 3 Advertisement Text</p>
<p>Cassanova's Annual Sale (This week only) Discount 25% Shoes,coats and sweaters,swimmers Jeans,watches,rings,earrings and necklaces Discount 40% Furniture,leather sofas,dining tables and chairs Luggage,bags and briefcases</p> <p style="text-align: right;">Figure 4.4 Student 4 Advertisement Text</p>
<p>Vacancy:Native Speaker English Speaker Required Exp/C TEFL preferred Ph.Louis 8526788-92 8a.m-8.p.m Monday to Saturday</p> <p style="text-align: right;">Figure 4.5 Student 5 Advertisement Text</p>
<p>Antibacterial and antiseptic soap Dettol is a natural alcohol-free instant hand sanitizer. It's unique, non-greasy, formula kills 99,99% of known bacteria instantly It's formulated with a moisturizing blend of aloe vera and mint extract. Dettol's gentle foaming formula supplis twice as many applications as alcohol-based gels Available in bottles and wall dispensers. Guaranted not to dry skin-pure and gentle enough for frequent cleansing When soap and water are not available.</p> <p style="text-align: right;">Figure 4.6 Student 6 Advertisement Text</p>
<p>Maria's cleaning services Apartment-Home-Office Services Offered : Kitchen Bathrooms Offices Dusting Mopping Vacuuming One Time weekly We'll do all dirty work for you!</p>

<p>Coverage area 10 miles around Tanjungpinang Figure 4.7 Student 7 Advertisement Text</p>
<p>We are hiring 2019 Job vacancy Open position Designer,Programmer,Videographer Start August 2019, Interview December 7(8am-4pm) Let's go to yourself Join our team At Jln Pramuka no 29,Tanjungpinang 0895654222890 Figure 4.8 Student 8 Advertisement Text</p>
<p>Need a professional residential electrician? You will find our services enlightening 25km coverage around Batam Call Now 1800-323-1616 Our services –Electrical inspections -outdoor lighting -Service upgrades -circuit breaker - old house wiring -pool/spa wiring Figure 4.9 Student 9 Advertisement Text</p>
<p>C&T smartphone repair We will take care of your phone We can repair : broken lass and LCD, Battery replacement Water damage, phone unlock Data Backup Quick Repair Faster Service Android/OS Address: Jln.D.I.Pandjaitan no 13 km9 Near Yamaha Music School Email: c&twebsite.com 123-456-789-000 Figure 4.10 Student 10 Advertisement Text</p>
<p>Indomie, Flavor loved by the world Indomie Shrimp Flavor Indomie BBQ Indomie Mie Goreng Indomie Chicken Curry Flavor Indomie Satay Figure 4.11 Student 11 Advertisement Text</p>
<p>Make your own Slime and glitter bottles! Friday 10/6/2019 Ramayana Mall 14.00-16.00 pm Figure 4.12 Student 12 Advertisement Text</p>
<p>Work/play/eat Conference/swimming/Hippopotamus Facilities, pool, restaurant Bintan Plaza Hotel Tanjungpinang,M.T haryono street Figure 4.13 Student 13 Advertisement Text</p>

Discussion

The researcher had explained on the previous chapter that writing was important to the student. The result was most of the student grasp the instructions well and showed there were different types of ad text written such as job vacancy and event advertisement. The researcher gave a perception of what was the ability of students to write advertisement text through the data contained. Although the students got satisfactory result, but it still needs improvement.

The researcher understood that ability was an assessment or measure of what is done by the person. It could be said that students have the ability to write advertisement text, whether it was a product advertisement or a service advertisement, seen from how students recognized instructions, then conformity to a generic structure consisted of purpose, name of product, user. We could see from the result of student 1, this student created an event advertisement. From the generic structure side, he explained in detail. The purpose and name of this advertising product was to advertise the biggest school event of the year, the school's performing arts. Users in this advertisement are aimed at students.

Both student 2 and 3 made product advertisement text. The name of the product was clearly displayed, namely Milka M-Joy and Clorox disinfecting wipes. The researcher understood what the objective is directly, namely to promote the product that is expected to be purchased because it was very relevant.

Advertisement made by student 4 and 5 were examples of advertisement that outside of the specified instruction. The difference could be seen from the kind of advertisement text. Student 4 made an ad about cassanova's annual sale, where there was a discount and limited this week only. The goods sold are clothes, accessories, furniture bags and others. Student 5 created job vacancy advertisement. The purpose of this advertisement was to advertise available job. The researcher could not judge the name of product. The intended users are job seekers.

IV. Conclusion

The researcher had analyzed the data and got the results of the written test which was used as the instrument to collect the data from participants that consisted of thirteen students at class IX SMP Swasta Bintan Tanjungpinang. In short, the researcher concluded that there was good reaction showed by students and followed the instruction given, although some students have different thought in advertisement text. Therefore, the students have to improve more their ability in writing the advertisement.

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