

CHAPTER III

RESEARCH METHOD

A. Research Design

This research conducted by using quantitative descriptive method. According to Sugiyono (2013:13) quantitative is a research method where the data is in form of numbers and analyzed using statistics. According to Nazir (1988:52), descriptive method is a method of examining the status of a group of people, an object, and a set of conditions, a system of thought or a class of events in the present. The purpose of this descriptive research is to make a systematic, factual and accurate description, description, or painting of the facts, traits and relationships between the phenomena investigated. Whereas according to Sugiyono (2005) states that descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. According to Whitney (1960), descriptive method is fact finding with the right interpretation. Descriptive research is a research that tries to give solutions for current problems or condition based on the data, presents the data, analyses the data, and interprets them. In this research, the researcher used writing comprehension test to measure the students' ability in writing advertisement. Then, the researcher analyzed the students' answer sheets to find out their problems in writing advertisement text. The researcher also used interview to know the students difficulties in writing advertisement text.

In this research, the researcher using descriptive quantitative because the researcher try to describe students ability and difficulties in writing advertisement text. Researcher collect complete information using various data collection procedures based on the agreement with teachers from the school itself.

B. Place of Research

This research conducted at Madrasah Aliyah Negeri Program Khusus Martapura. Located at Jl. Pendidikan, Sekumpul, Martapura, South Kalimantan. Same location with MAN 4 Banjar since MANPK and MAN Banjar are in one school are, since MANPK do not have school area by himself then the ministry of religion martapura instruct to combine MANPK and MAN 4 in one area, they have same area and facilities but the students are different, students from MANPK and students from MAN 4 Banjar.

The research will be conducted inside classroom to collect advertisement text which created by them to get actual data and outside classroom for interview to get students difficulties. This research can also be conducted by Whatsapp Messenger to collecting the data if it there are several problem occurred while conducting research such as inability to go to the school because the time and place far from the researcher home and other.

C. Population and Sample of research

1. Population of research

According to Sugiyono (2013, 117) population is the generalization region that consists of the object/subject that has certain qualities and characteristics that

defined by the researcher to study and to draw the conclusion. The population of this research is all of the tenth grade students at MANPK-MAN 4 Banjar.

MANPK itself has less students than students from MAN 4 Banjar where total students from X class to XII class are 114 students and MAN 4 Banjar has more students than MANPK since MANPK itself has more qualifies to apply and MANPK mainly focused on developing religion aspects. Here is the table about total students from X class to XII class from MANPK-MAN 4 Banjar since the researcher took sample only from students from MANPK.

No.	Class	Number of Students
1.	X Class A	19
2.	X Class B	25
3.	XI Class A	20
4.	XI Class B	25
5.	XII Class	25
	Total	114

From the table above, the total students from tenth class are 44 students, where tenth class divided into two classes: A class and B class. Where class A are

male students and class B are female students. Same as tenth grade, where tenth class A are for male students and tenth class B for female students. Different with twelfth which only one class because male and female are in one since twelfth class has less students than other grade where only 8 male students and 17 female students.

2. Sample of research

The researcher decide to use Incidental Sampling. Sample is part of representative of the population that studied according to Arikunto (2010, 174). Technique sampling of this research is Incidental Sampling. Sugiyono (2013, 124) naming incidental because the researcher choosing the sample based on the students' attendance on the day the researcher conduct the research as long that students the meet the requirements of the sample The requirements sample of this research are: already know English words at least 100 vocabularies and already seen some advertisements, no matter is it English advertisements or Indonesian advertisements. Incidentant sampling here used since the researcher can only get limited time for research since the school will held Midterm Examination and after that the students get holiday for around 2 weeks. so the researcher use incidental sampling than use other method. Thus, the total sample reached for the research are 24 students from tenth grade MANPK-MAN 4 Banjar academic year 2018/2019

D. Research Instrument

In this research, the researcher used written test and interview. Written test that used in this research is written text about advertisement text. This written text are aim to find out students' ability in writing advertisement text, including their ability to make the advertisement text fulfill 5 aspects they are attractive, fulfill wishes, choosing good and appropriate vocabulary, well organized, and persuasive. See the table 3.2 for specific aspects and caetgory. The objective test is used because it is more objective and representative. The maximum score is 100.

Each item has scored 5 point for every aspects. If students can write an advertisement text based on the criteria, they will get score 100 that is the highest score. The score are taken from total 24 students and then analyzed to find the students' ability in writing advertisement text. Interview hold by the researcher to know students' difficulties in writing advertisement text.

E. Design Measurement

According to EndangPurwanti (2008: 4) measurement can be interpreted as an activity or effort made to give numbers to a symptom or event, or an object, so that the measurement results will always be in the form of numbers. Design measurement is intended to know the tenth grade students' ability in writing advertisement text at MANPK-MAN 4 Banjar. In this research, students will write an advertisement text based on their interest or free writing. This instructions are aimed to know the students' ability in writing advertisement text.

The total Maximum Expected Score (MES) of questions is 100 points. To find out the mean of the result of the students' score that is taken from the test, the researcher uses the following formula:

$$M = \frac{\sum x}{N}$$

The students score categorized into five levels based on Haris (1969: 9) as follow:

80 – 100: Very good

70 – <80: Good

60 – <70: Fair

50 – <60: Poor

0 – <50: Very poor

The students' ability in writing advertisement text will be analyzed from the students' written test. Based on the researcher above, it will be 5 aspects to analyze the advertisement text they are attractive, fullfil wishes and accurate, choosing good and appropriate vocabulary, well organized, and persuasive. Each aspect has 4 category which contain 5 points for each category, students can be categorized as very poor, poor, fair, good and very good based on criteria in table 3.2. All of them are calculated for each aspect then the result is the student' score. The lowest student' score is 25 which can be categorized as very poor and the highest is 100 which can be categorized as Very good.

F. Source of Data

The data investigated in this study are primary data and secondary data:

- The result of advertisement text made by the tenth grade students in writing advertisement text
- The result of interview from the tenth grade students about writing advertisement text

G. Technique of Data Collecting

There are some technique that are applied in this research, they are:

1. Written Test

According to Sugiyono (2015:329), documentary can be written text, picture or other creation from a people. It can be a diary, life histories, sketch, pictures and more. The result of interview and observation can be more credible if it supported by his story. In this study, the researcher uses a test as the instrument of collecting data. A test is a systematic procedure of observing one's behavior and describing it with the aid of numerical device and category system. Since this research about students ability, the researcher use test to calculate their ability in writing advertisement text since they already memorize more than 100 English word and has seen several advertisement neither it Indonesia advertisement or English advertisement, the test will take around 1 hour from greeting with students, the researcher try to make move to deepen relationship to students by introducing the researcher and knowing the names of the students, next is brainstorming about the advertisement, which is will help them in knowing and

writing advertisement text better. Next is conducting test for around 1 hour, after that the researcher will collect the text or the result and last is calculating the result to find out how students' ability in writing advertisement text.

Here is the aspects which will be evaluated, those aspects is collected according to Dharmamesta in chapter 2:

Aspects	Very good	Good	Fair	Poor
Attractiveness	The text has attractively formatting and well-written.	The text is attractive and well-written.	The text has well-written.	The text's formatting and text of material are confusing to the reader.
Fulfill wishes and Accurate	The text 91-100% fit with title and customer needs	75-90% of content in the text are fit with title and customer needs.	60-74% of content in the text are fit with title and customer needs.	Fewer than 60% of the facts in the text are fit with title and customer needs.
Information	All customers can easily get all information related to the product and the explanation of the product is	All customers cannot get information about the product but the description about the product is	All customers can get information about the product and the product description is not really clear.	All customers can not get information about the product and the description of the product is not clear

	Very good	good		
Vocabulary/ Communicative	The authors correctly uses words and easily understand by customer	The authors put some words which is familiar with many customer	The authors put some words which is familiar with a bit customers.	The authors put some words which is unfamiliar with many customers
Organized/ Persuasion	Have a very good impression just by looking and reading at	Have a good impression just by looking and reading at	Have a fair impression just by looking and reading at	Have a bad impression just by looking and reading at

2. Interview

In this technique, the researcher interviews some the tenth grade students in writing advertisement text at MANPK-MAN 4 Banjar. This technique is used to get some data about students' difficulties in writing advertisement text. According to Sugiyono (2015:317), Interviews are used as data collection techniques if the researcher wants to do a preliminary study to find the problems to be researched, and also if the researcher wants to know the things of the more in-depth respondents and the number of respondents is few. This data-gathering technique is based on self-reporting, or at least on personal knowledge and beliefs.

Interviews can be structured, unstructured and semistructure. Thus the researcher use semistructure interview in this research, the researcher decided to use semistructure interview since in conducting semistructure interview are more free than using structured interview to explore students problem. Interview in this research is aimed for the tenth grade students in MANPK-MAN 4 Banjar to find

out what problems they faced during write advertisement text. There are 8 questions,they are:

- a. Have you ever paid attention carefully about advertisement in social media?
- b. Do you have a product to sell in people social media?
- c. Do you have any difficulties in writing advertisement text?
- d. Do you have a problem in writing or applying your idea?
- e. Is your idea applied perfectly in your advertisement text?
- f. Do you have a problem in finding appropriate or interesting vocabulary?
- g. Have you ever consider create a new slogan or word?
- h. Have you consider to offer your advertisement text to seller?

Those question will be asked during the interview after they are finish writing advertisement text.

H. Data analysis

After collecting data by documentary and interview, then data will be analyze. Analysis of the data in simplified process by which data into a form that can be read and understood easily. As presented in the previous pages, the study is supposed to identify the students' ability in writing advertisement text. Based on the descriptive method applied in this study, in analyzing the data of this study, the researcher used the following procedure. First, the researcher collects the data

of student test, then scores the data to know student ability in writing advertisement text based on 5 aspects they are : attractiveness, fulfill wishes, communicative, informative and persuasive. After finish collecting the data. All the collected and processed data will be analyzed quantitatively and descriptively. The students' ability and their problems identify from the students score of the test. Then, the purpose solution of the problems got from the interview that researcher conduct from the tenth grade English students as the interviewee. The analysis of the problems help the researcher to highlight some important conclusion from this research and the data analysis is a process by which data simplified into a form that can be read and interpreted easily.