

CHAPTER IV

FINDINGS AND DISCUSSION

A. Findings

1. Students' ability in writing advertisement text

Findings about the students' Ability in Writing Advertisement Text for The tenth Grade Students at MANPK MAN 4 Banjar. The researcher conducted a test at tenth classroom by asking the students to write an advertisement text for 1 hour and then ask the students about their difficulties in writing advertisement text. The writer took 24 of the tenth grade students that are in the tenth grade which has 44 students. The maximal score for the advertisement text written by them are 100 and 20 for each categories. then after they finished the test, the researcher conduct an interview for each students about advertisement, social media experience and difficulties in writing advertisement text.

Based on the research conducted on 19 November 2018 - 19 January 2019 at Madrasah Aliyah Negeri Program Keagamaan Madrasah Aliyah Negeri 4 Banjar. The researcher got the data needed to be analyzed in this chapter. The data for the first problem is according to students' ability in writing advertisement text by ask them to write down the advertisement text and for the second problem is the difficulties in writing advertisement text by conduct interview for each students.

The researcher took the result of the test from the tenth grade students' of MANPK MAN 4 Banjar. The test conducted by ask them to write down the

advertisement text. Before giving the test, the researcher conduct brain storming about what is advertisement, what they like, how to get many ideas in writing and other. The researcher also ask the students about how the students' lives in the dormitory, are they allowed to bring their smartphone and other. After that, the researcher give for each students a blank paper to write the advertisement text based on their interest. Based on their interest here means for it does not matter what the students choose about the goods for their advertisement text. On the day where the test conducted, they are still resting so the test is not disturb their learning process. After that, the researcher conduct research to several female students in the school to ask them to make advertisement text but using application in their smartphone to make it, since it makes easier they said. After that the researcher conduct an interview for each students about their diffulties in writing advertisement text.

Each aspects has 4 point, which are very good, good, fair and poor. Which very good has 20 point, good contain 15 point, fair has 10 point and poor has 5 point. And here the result of total point for each students for this research

No.	Students	Attractive	Fulfill wishes	Information	Vocabulary/ Communicative	Organized	Total Score
1	AK	15	15	15	10	15	70

2	AG	10	15	15	10	15	65
3	AH	15	15	10	10	15	65
4	AMT	20	15	20	15	15	85
5	AMZ	20	15	15	15	15	80
6	ASL	15	15	10	10	15	65
7	FAN	15	10	15	10	10	60
8	GN	10	15	15	10	15	65
9	MIF	15	15	10	10	15	65
10	MA	20	10	15	15	10	70
11	MAW	20	20	15	20	20	95
12	MAL	20	20	20	15	20	95
13	MAS	15	20	15	15	15	80
14	MASY	15	10	15	10	15	65
15	MIA	15	15	15	10	15	70
16	MNF	15	20	10	15	15	75
17	MRA	10	10	15	10	15	60
18	MSI	15	20	15	20	15	85

19	MUZ	15	15	15	20	15	80
20	MWF	10	15	10	10	10	55
21	ND	10	15	15	15	15	70
22	RN	10	15	10	10	10	55
23	SN	15	10	15	15	15	70
24	WH	10	10	10	15	10	55
	Total						1700

Based on the table 4.4, the researcher get scores by analyzing the students' text. The score calculated by 5 aspects, they are: Attractiveness, Fulfill wishes, Knowledge Gained, Vocabulary and Organization. For each aspects, it has 4 columns where for lowest score is 5 and highest score is 20. After scoring the students' text there is 2 student who can get 95 as the highest score and for the lowest score is 55 for 3 students.

No.	Score	Category	Number of students
1	81-100	Very good	4

2	71-80	Good	4
3	61-70	Average	12
4	51-60	Poor	4
5	0-50	Very Poor	0
		Total	24

Know students' ability in writing advertisement text, the researcher makes classify of students' score with some categories:

From table 4.5, it can see that students' score classified into several categories. There are 5 categories of students score percentage. First, for Very good category that contain students' ability in writing advertisement text who have score 81 until 100, there are 4 students who can get the Very good score, each of them has maximal point in each one categories but none of them has scored maximal score 100 point. But none of them can get score 100 point.

The second category is Good Score, there are 4 students who have good score from 24 students. The good categories has score 71-80.

The third category is Average score, the score for the average point is 61-70 and the students who get the average score are 12 students, the largest number of students score.

The fourth category is Poor Score, there are 4 students who get this score and the average score for this category is 51-60

And the last for the fourth and fifth category are Poor Score and Very Poor score. In this score categories there are none of students who get this score. The score for the poor score category is 0-50.

2. Students difficulties in writing advertisement text

After conducting test writing advertisement text, the researcher conduct an interview for each students about how they are feeling in writing advertisement text. Most of them states that they have difficulties in writing advertisement, and each students has different problems.

The most problem they occur when writing advertisement text is lack of good sentence and unique word for their advertisement text. There are 11 students who thinks they have this problem and still need an improvement in writing a good sentence and unique word to catch readers' attention. One of the students state to catch readers' attention, unique word and good sentence is very important, as you can see in any billboard or anywhere, the producer of the product always introduce their product in unique way. For example, they offer their product with jingle, song, and more".

The second problem they occur when writing advertisement text is Unconfident. There are 7 students who has this problem. They states about the advertisement text which they write is not good enough to catch readers' attention. One of them states "I am not really sure can get public attention, more so if there are another same product, it will be more hard to get attention's public for our product"

Next is the third problem they occur in writing advertisement text is lack of creativity. There are 3 students who have this problem. One of them states “in writing advertisement text, the most important thing is creative. Deciding words, sentences, and pictures which are appropriate to the product, if there is a little mistake, the product will be easily forgotten by public”.

Last problem they occur in writing advertisement text is lack of ideas. There are 3 students who get this problem. One of them states “Ideas is important in writing, especially writing advertisement text really need many ideas to make the advertisement get the public attention, and I think that is my difficulty”.

B. Discussion

After presenting the data, the researcher analyses all the obtained data to give some considerations of the research

1. The Students' Ability in Writing Advertisement text

The presented data on the previous subchapter shows there are 4 students who got the score between 81-100 category and they are classified into Very good category, 12 students who got the score between 71-80 and they are classified into Good category, 4 students who got Average score, 4 students who got Poor score and none of them got very poor score. And with the total score 1700 from 24 students, the mean score is 70.84 and it means the students' ability in writing advertisement text for tenth grade students at MANPK-MAN 4 Banjar academic year 2018/2019 is 70.84. Based on Haris categories, their ability can be considered as Good category. This is answering the first research question which

asking about how are students ability in writing advertisement for the tenth grade students in MANPK-MAN 4 Banjar.

From the researcher perspective about how are the result of the students's advertisement text are they are averagely good. But they are probably lack of using unique words and sentences, sometimes they using the word they know than the word appropriate for the sentence, such as refresh than fresh.. The subject of short functional writing was learned mostly in junior high school class so as the fresh graduate from junior high school in senior high school they should remember what is advertisement text and how to create it. but in the reality they still had several problem in writing advertisement text. For example they use same pattern in writing advertisement text where like name product, the use and price then how to get. Rarely students which mixing the pattern like using some words to attract attention like attention, special offer, sale and discount to be placed in first sentence. But afterall they did scores in mean score is 70.84 which is mean they have good category and the probability of the increading score is high since they are young.

For attractiveness, many students can get score very good which has range 100- 81 point are 5 students. It shown only 5 students can get the very good attractiveness point since they put an attractive fromat like add picture in it and well organized-information. Those 5 students understand the basic indicator of an attractive advertisement especially in writing or manual advertisement where usually used in newspaper, tabloid, magazine or other written media. Since the main purpose of this research is to find student's ability to write an advertisement

text where the mainly focus is writing skill. Adding picture in advertisement is also help to increase attractive value in people's perception where usually people are looking for the product which has visual in it. comparing the product with picture and description to the product with only description will result people will choose the product with picture and description than only the description.

Next in attractiveness aspect in good category have 12 students. Which is the biggest population in this aspect. The criteria of this aspects is The text is failrly attractive and well-organized information. Same as before but in this aspect they only put the the text without add picture, then they got good point since their text is good but it can be better if they add some pictures relaated to the product.

Aftar that for students who can get fair score in attractive aspect are 7 students. Bigger than very good score since they only write the advertisement but in this case they use bahasa Indonesia, since the researcher which was told by reseracher to use full english but if the students did not know the word they can use bahasa Indonesia. Then those 7 students use bahasa some of them use it for full text. Moreover they did not put any pictures realted to the title. That is why the researcher decided to pu them in fair category. And lastly no one of them get poor points where in the poor category the text formatting and organization of material are confusing to the reader.

The Second aspect is fullfil wishes and accurate, fullfil wishes and accurate here means the explanation of the product is perfectly fit with the title. For example the title of advertisement text is selling a car but the expalanation in the text do not put any information about the car.

The first aspect is very good where it have 5 students. They write the advertisement text with the title, purpose and user has connection each other. Based on the criteria where 75-90% of content in the text are fit with title and customer needs it means each aspect in the advertisement text has connection to the title so the customer do not confuse for the product. Next aspect is good where they have 14 students. This is not mean they did not have connection but it have but less than 91% where about 90-75% the text has connection to the title. Next is fair aspect where 60-74% of content in the text are fit with title and customer needs. Is shown 5 students can get this score since less than 74-60% the text has relation to the title and fit customer needs. And no body get poor point since they already know how advertisement is.

The third aspect is information. Information can be used to increase the value on a product and giving information related to the product to the customers. More information about the product will increase buyer interest in buying the product. Information can also make an emphaty where empathy giving valuable information about the interesting part of the products. So the customer excited to knowing the product. As the result, it shown only 2 students can get very good score where both of them clearly explain the use of the product, product made off, plus point of the product, and how to get the product . While in good category have 15 students. They only miss one of these three criteria such as did not put how to get the product, plus point of the product and use of the product. Next is fair score where it have 7 students, customers can get information about the product and the product desripton is not really clear. And last is poor category where All

customers can not get informatio about the product and the desription of the product is not clear. none of them can get this.

The fourth aspect is vocabulary adn communicative. It means the advertisement text must contain vocabulary which is easy to understand and can be a way of communication between seller and buyer. As usually known in advertising, mostly the advertisement maker uses common vocabulary which is know by many people. Several of them also have their slogan or jingle in the advertisement text even tough for first it is not really understandable but then almost everyone know the product. As a communication tool. Advertisement help the seller and advertisement maker to approach customer needs and mindset. They can use emotional approach where they describe the product like describing the product can solve the problems, showing the product can bring happiness and used by famous people. Or they can use rational approach, where they put as many fact in the advertisement text and placed the product as their needs persuasively. For example it shows the daily activity of people then he have a problem during the activity and then the product come to solve the problem. That is commonly way in using advertisement text as a communication tool.

As the result if advertisement text. There are 3 students who can get very good aspects where The authors correctly useswords and easily understand by customer and they did put the product as their problem solving in the daily life, they also correctly useswords and easily understand by customer . In good score whereThe authors put some words which is familiar with many customer have 9 students. In the poor category where The authors put some words which is familiar

with a bit customer it have 12 students. In this case, when the research conducted, many students state can not write it on time and they asked to write it in indonesia instead english. Then the researcher allow them but in one condition, write it as english as they can but if they do not know the word they can use indonesia but in they use it it will reduce their point by 5 and they all agreed. But the result shown some of them can use english fully, half english half indo and those 5 of them uses fully indonesia even tough they can use english. So the researcher put them in poor category even they are should be in good aspect.

Last is organized and persuasion. Organized here has different meaning than attractive before. Organized here mean the text are good to read and good looking, not just attractive where attractive oly help to cought customer attention. From organized advertisememnt text which will make the advertisement text have a good impression, then it will persuasively make custemor to wnat to know about he product. Persuasion also can be determined as an action to persuade the customer by giving any information related to the product until the customer can know well about the product. The characteristic of this are: building the customer decision, changing the customer perception and action from the customer to buy the product.

As the result, it show only 2 students can get the very good category where very good category has meaning Have a very good impression just by looking and reading at . next is good category where the text Have a good impression just by looking and reading at. It show 15 students can get this aspect and 7 of them can get fair score where Have a fair impression just by looking and reading at and none of them get poor aspect.

2. The students' difficulties in writing advertisement text

Before talking about the result, the researcher will talk about the questions which will be asked to the students, first is "Have you ever paid attention to an advertisement?" this question will help researcher to help researcher to explain the advertisement text since they have already have knowledge and experience dealing with advertisement, neither it online or offline. Next is "Do you have a product to sell?" which has relation to the first question. This question mean to aim his personal experience toward dealing with product and customer since they had already experience in advertising or offering the product so they can measure correctly between product's value and customer needs and also know how to advertise the product. Next is "do you have any difficulties in writing advertisement text?" this will help researcher to explore student's difficulties in writing especially in writing advertisement text, which is conducted after finishing the test. Then the researcher try to explore more deeply about their problem by asking "Do you have a problem in writing or applying your idea?" this is to explore their problem in applying their idea, since commonly something called writer's block happen during writing. Writer's block is a condition, primarily associated with writing, where author loses the ability in producing new work or experiences a creative slowdown. The condition ranges from difficulty in coming up with original ideas to being unable to produce a work for years. In other hand, writer's block is a condition where the writer can not produce any writing text,

neither it caused by lack of inspiration, perfectionism, unconfident and afraid of other people's opinion.

Another question is "Do you have a problem in finding appropriate or interesting vocabulary?" this question has connection with the question before but this question will aim students difficulties in finding appropriate or interesting vocabulary. Where as the researcher mentioned before writer's block is common problem in writing where the writer cannot produce any progress during the time. Finding appropriate and interesting words in writing is hard especially in writing in different language. It will be difficult to choose the right words in writing text due to the lack of attention-grabbing words that match the advertised item. besides, the arrangement of words to make an effective sentence is also a separate difficulty for advertisement writers.

Last question is "Have you consider to offer your advertisement text to seller?" this question will help researcher to find their problem in confidents issues. As the writer's block description where sometimes the blocker which is block writer in writing can be comes from themself such as perfectionism and unconfident. Perfectionism and unconfident makes writers afraid for showing their result to other and afraid his text will be ignored or rejected by other. Then, the researcher want to know their personalities and imagination. The researcher believe this will help students to stimulate their imagination, are they afraid or not to show their text to other and afraid of rejected or not.

Based on the data which the researcher conduct by interviewing the students. The result shows the most problem they occur when writing

advertisement text is lack of good sentence and unique word for their advertisement text. There are 11 students who think they have this problem and still need an improvement in writing a good sentence and unique word to catch readers' attention. One of the students state to catch readers' attention, unique word and good sentence is very important. This is appropriate with Rangkyu statement where in an advertisement text should take an action as Persuading, one of the meaning of persuading is changing opinion of the product. Unique word here supposed to a unique word or jingle to catch public attention and make the public remember the product just by hearing the word. It can make customers influenced by the product or a services which was advertised with a unique word.

The second problem they occur when writing advertisement text is Unconfident. There are 7 students who has this problem. They states about the advertisement text which they write is not good enough to catch readers' attention. This problem occur based on their personality, based on Jefkins explanation about what is advertisement. Advertisement is 'any form of non-personal presentation and promotion of ideas, goods and services usually paid for by an identified sponsor'. On researcher assumption, they problem occur because they are not sure their products acceptable by publics or reach the goal given by seller. in this era, making advertisement or introducing new product has many ways. Like writing in newspaper, radio, tabloid and website or creating a poster to post in billboard, outdoor advertising newspaper or other. They also state it really confusing in writing advertisement text sometimes they feel there is something missing in his advertisement text.

Next is the third problem they occur in writing advertisement text is lack of creativity. There are 3 students who have this problem. A bit different problem with unconfident. In this case, they state the problem they had are difficult in deciding appropriate item in his advertisement text. Such as appropriate word, images, picture and other.

Last problem they occur in writing advertisement text is lack of ideas. There are 3 students who get this problem. One of them state when they write, sometimes they does not what should they write next. In researcher opinion, third and fourth problem are a bit similar but different. In Indonesia Dictionary, ideas are designs that are arranged in mind whereas creative is an ability to apply, or ability to create. When writing advertisement, ideas is needed to design what should the advertisement text had, and creative is how well the writer can apply the design he had.