

CHAPTER I

INTRODUCTION

A. Background of Study

Language is not possible without word. It clearly word needed by people to form of a language. When the people speak, write, read, and listen, it will need words or will receive from various words. There are many languages in this world with the different words. It means word is basic foundation to form of a language.

Students have to master the vocabulary because it is one of a part of language component; vocabulary plays an important role in communication in both spoken and written forms. When a student has mastered the fundamental grammatical patterns of a language, the first task is to master its vocabulary or at least part of vocabulary that he needs. Vocabulary is all about words. Like Prophet Adam learnt language by saying the name of things as adjusted to one of the Holy Koran has stated in the Al-Baqarah verse 31 and 32:

وَعَلَّمَ آدَمَ الْأَسْمَاءَ كُلَّهَا ثُمَّ عَرَضَهُمْ عَلَى الْمَلَائِكَةِ فَقَالَ أَنْبِئُونِي بِأَسْمَاءِ هَؤُلَاءِ إِنْ كُنْتُمْ صَادِقِينَ: ٣١

قَالُوا سُبْحَانَكَ لَا عِلْمَ لَنَا إِلَّا مَا عَلَّمْتَنَا ۗ إِنَّكَ أَنْتَ الْعَلِيمُ الْحَكِيمُ: ٣٢

Learning vocabulary is one of the first steps of learning a second language, yet a learner never finishes vocabulary acquisition. Whether in one's native language or a second language, the acquisition of new vocabulary is a continual process.

There are many ways to improve students' vocabulary in English one of them is by using advertisement in their learning activity. Learning English by using advertisement is one of the activities or strategies to improve students' vocabulary in English. Advertisement will make them interested and easy to improve their vocabulary unconsciously.

Newspaper often carry advertisement that explore the meanings of words and phrases, they present a unique opportunity for building vocabulary. Expanding new vocabulary is essential for the effective communication and so helpful are newspaper advertisements. These advertisements often emphasize peculiar words that won't find themselves into anyone's working vocabulary, but they can still make learning a fun. Learning one new word leads to other new words, little constellation of meaning that keep the brain cells active and hungry for more. Students generally don't retain words after one listening and need multiple exposures and experiences with new vocabulary.

Different types of advertisements can be used effectively to develop vocabulary of learners. All the above information tells us about the need of enriching the vocabulary of students. For the enrichment of vocabulary, different strategies can be used: Using pictures (look and say),

synonyms and antonyms, conversation, daily puzzle, (meaning versus word), fill in the blank, etc.

MA Irtiqaiyah Banjarmasin is a private school in Banjarmasin. The writer looks the school does not have many needed facilities. Based on a pre-observation the writer has been done at MA Irtiqaiyah Banjarmasin, this school has many students who are graduated from various junior high schools. Actually many of them are poor in English or lack of vocabulary exactly. The writer concluded the students are poor in mastery of vocabulary. The writer stated that because the writer has ever studied in that school from eleventh grade till graduated. From the experiences, the writer know how the condition of the students over there.

In this case, the writer tried to observe and test students' achievement in vocabulary by using advertisement at the eleventh grade of MA Irtiqaiyah Banjarmasin, exactly in XI IPA and XI IPS grader. The writer chooses the eleventh grade because advertisement related with their subject, and also the students in the eleventh grade will be easy to increase their vocabulary through the technique or strategy which the writer will implement in teaching and learning process later.

Based on the explanation above the writer wants to conduct the research entitle: **THE USE OF ADVERTISEMENT TO IMPROVE STUDENTS' VOCABULARY (AN EXPERIMENTAL STUDY) AT THE ELEVENTH GRADE OF MA IRTIQAIYAH BANJARMASIN ACADEMIC YEAR 2015/2016.**

B. Statement of Problems

Based on the background above, the writer will investigated these following questions:

1. How is students' achievement in improving of vocabulary by using advertisement in experimental class at the eleventh grade of MA Irtiqaiyah Banjarmasin 2015/2016?
2. How is students' achievement in improving of vocabulary without using advertisement in control class at the eleventh grade of MA Irtiqaiyah Banjarmasin 2015/2016?
3. Is there any significant difference in students' achievement in improving vocabulary by using advertisement in experimental class and without advertisement in control class?

C. Limitation of the Research

In this research, the writer limits the problem only about using advertisements to improve the students' vocabulary (An Experimental Study) at the Eleventh Grade of MA Irtiqaiyah Banjarmasin Academic year 2015/2016.

D. The objectives of Study

The purpose of this research investigation as follows:

1. To find out the students' achievement in improving of vocabulary by using advertisement in experimental class at the eleventh grade of MA Irtiqaiyah Banjarmasin 2015/2016
2. To find out the students' achievement in improving of vocabulary without using advertisement in experimental class at the eleventh grade of MA Irtiqaiyah Banjarmasin 2015/2016
3. To gain the information about significant difference in students' achievement in improving vocabulary by using advertisement in experimental class and without advertisement in control class.

E. Assumption

There are many ways to improve students' achievement in vocabulary, learning English by using advertisement is one media to improve their achievement. The writer assumes that students who learning English using advertisement can improve their vocabulary. And there is the difference students' achievement in vocabulary between control class and experimental class.

F. Hypothesis

Hypothesis is assumption as to the problems of the research to prove the data collected based on assumption above composed hypothesis as follows:

1. Null hypothesis (Ho)

There is no significance difference in students' achievement in vocabulary by using advertisement in experimental class and control class.

2. Alternative Hypothesis (Ha)

There is significance difference in student's achievement in vocabulary by using advertisement in experimental class and control class.

G. Significance of Research

The results of this research are:

1. For the students, it can help them to be motivated in learning English lesson, especially for the vocabulary by using advertisement.
2. For the teacher, it can be a reference for their teaching and learning process to make students enjoy in their study to improve the success fullness of teaching and learning process and evaluation.
3. To enrich the teacher's and writer knowledge, to know how important the use of advertisement in teaching.

H. Definition of Key Terms

To avoid misinterpretation toward the title, the writer needs necessary to explain some terms in the title as follows:

1. Advertisement

Advertisement is usually very persuasive in terms of attracting the viewers or readers to buy their products or use their services.

2. Vocabulary

Vocabulary is a list of words and terms, sometimes accompanied by definitions or translations. Vocabulary is all about words — the words in a language or a special set of words you are trying to learn.