

CHAPTER IV

FINDINGS AND DISCUSSION

A. General Description of Research Location

The research has been done at MTsN Banjar Selatan 2 Banjarmasin. It is located at Laksana Intan Street No. 21, South Banjarmasin District, South Kalimantan.

MTsN Banjar Selatan 2 Banjarmasin has already existed in 1967 as affiliation with MTsN Kelayan Banjarmasin that located in Setuju Alley in Kelayan A Street, South Banjarmasin District. In March 6, 2009 according to Minister of Religion decree No. 48 Year 2009, affiliated status MTsN Kelayan that located in Laksana Intan Street change become independent with state MTs status and now the name of school is MTsN Banjar Selatan 2. The first headmaster of the school is Abdul Hadi, M.Pkim.

MTsN Banjar Selatan 2 has 25 teachers including 1 headmaster, 14 teachers that include 3 English teachers. The school has ten classes that consist of four classes for seventh class, three classes for eighth class, and three class for ninth class. Total of the students is 362. Learning time at MTsN Banjar Selatan 2 is begun at 07.30 – 13.30.

B. Data Presentation

On the data presentation, the writer described about the students mastery in reading advertisement texts and the things that help students in

comprehending the text. Data collected by technique of data collection are written test and questionnaire. Written test conduct to know students' mastery in reading advertisement texts and questionnaire conduct to know the things that help students in comprehending the texts.

1. Description about Students' Mastery in Reading Advertisement Texts of the Ninth Year Students of MTsN Banjar Selatan 2 Banjarmasin Academic Year 2011/2012

On the data presentation, the writer described about students' mastery in reading advertisements texts of the ninth year students of MTsN Banjar Selatan 2 Banjarmasin academic year 2011/2012.

To know the students' mastery in reading advertisement texts, the writer carried out a written test. The test in multiple choice form consists of 30 questions and scored 2 for every question and true-false form consists of 10 questions and scored 4 for every question. Total of the score is 100. There are 31 students of the ninth year and time provided for answering is 60 minutes. Based on the calculation, it is known that the highest score is 74 and the lowest score is 52.

The performance of the students' score of the ability in reading advertisement texts can be seen on following table.

Table 4.1 Students' score of mastery in reading advertisement texts

No	Students	Students' score of mastery
1	1	62
2	2	60
3	3	74
4	4	58

5	5	56
6	6	74
7	7	60
8	8	64
9	9	72
10	10	70
11	11	64
12	12	72
13	13	56
14	14	58
15	15	74
16	16	68
17	17	66
18	18	52
19	19	60
20	20	64
21	21	56
22	22	60
23	23	60
24	24	68
25	25	70
26	26	62
27	27	62
28	28	62
29	29	56
30	30	60
31	31	62

Table 4.2 Classification of Students' Mastery in Reading Advertisement Texts

No	Score	Category	Frequency
1	90 – 100	Excellent	0
2	80 - < 90	Very Good	0
3	70 - < 80	Good	7
4	60 - < 70	Fair	17
5	50 - < 60	Poor	7
6	0 - < 50	Very Poor	0
Total			31

Table 4.3 Percentage of Students' Score in Reading Advertisement Texts

No	Category	Frequency	Percentage
1	Excellent	0	0 %
2	Very Good	0	0 %
3	Good	7	22.5 %
4	Fair	17	55 %
5	Poor	7	22.5 %
6	Very Poor	0	0 %
Total		31	100%

Table 4.4 Frequency Distribution of Students' Mastery in Reading Advertisement Texts

Score Interval	Midpoint (X)	Frequency (f)	fX
52-56	54	5	270
57-61	59	8	472
62-66	64	9	576
67-71	69	4	276
72-76	74	5	370
Total		N = 31	∑ fX = 1964

$$M = \frac{\sum fX}{N} = \frac{1964}{31} = 63,35$$

Based on the classification shows that none of the students (0 % from the total subject) got the score between 90 – 100 are classified into excellent category, none of the students (0 % from the total subject) got the score between 80 - < 90 are classified into very good category, 7 students (22,5 % from the total subjects) got the score between 70 – < 80 are classified into good category, 17 students (55 % from the total subjects) got score between 60 - < 70 are classified into fair category, 7 students (22,5 % from the total subjects) got score between 50 - < 60 are classified into poor category, and none of the students (0 % from the total subjects) got score between 0 - < 50 are classified into very poor category. From the calculation is got that mean of students' mastery in reading advertisement texts is 63,35.

Based on this result, it can be said that the students mastery in reading advertisement texts is 63,35 and included in fair category. It means that students' mastery in reading advertisement texts of the ninth year students of MTsN Banjar Selatan 2 Banjarmasin academic year 2011/2012 is fair.

2. Description about the Factors that Help Students in Comprehending Advertisement Texts of the Ninth Year Students of MTsN Banjar Selatan 2 Banjarmasin Academic Year 2011/2012

To know about the factors that help students in comprehending of the advertisement texts of the ninth year students of MTsN Banjar Selatan 2 Banjarmasin, the writer carried out a questionnaire. In questionnaire, students are asked to answer the questions related to their experience in

reading advertisement text. There are 31 students of the ninth year and time provided for answering the questionnaire is 20 minutes.

a. Students factor

1) Students' interest

The students' answer of questionnaire can be seen on following table.

Table 4.5 Students' Interest in Reading Advertisement Texts

No	Alternative	Frequency	%
1.	Like	25	81
2.	Dislike	6	19
	Total	31	100

To know about students' interest in reading advertisement texts, it can be seen from their likeness in reading advertisement texts. There are 25 students or about 81 % stated that they like to read advertisement texts when they read newspaper or magazine and 6 students or about 19% stated they don't like to read advertisement texts when they read newspaper or magazine.

Students' interest also related to their frequency in reading English advertisement texts.

Table 4.6 Students' Frequency in Reading English Advertisement Texts

No	Alternative	Frequency	%
1.	Often	1	3
2.	Seldom	30	97
	Total	31	100

To know about students' frequency in reading English advertisement texts, it can be seen from their frequency in reading English advertisement texts. There are only 1 student or about 3 % stated that he or she often reading English advertisement texts and 30 students or about 97 % stated that they seldom reading English advertisement texts.

Besides that students' interest also related to where they find or see English advertisement texts.

Table 4.7 Students Find or See of English Advertisement Texts

No	Alternative	Frequency	%
1.	In Newspaper	19	61
2.	In Magazine	7	23
3.	In Novel	1	3
4.	In Television	4	13
	Total	31	100

To know about where students find or see English advertisement texts, it can be seen from students' answer. There are 19 students or about 61 % stated that they find English advertisement texts in newspaper, 7 students or about 23 % stated that they find English advertisement texts in magazine, 1 students or about 3 % stated he / she find English advertisement text in novel, and 4 students or about 13 % stated they find English advertisement text on television.

2) Students' Perception

The students' answer of their perception can be seen on following table.

Table 4.8 Students' Opinion If Level of Difficulty in Comprehending English Advertisement Texts is same with Indonesian Advertisement Texts

No	Alternative	Frequency	%
1.	Yes. Both of them are same	1	3
2.	No. Comprehending English Advertisement Texts is more difficult	30	97
	Total	31	100

To know about level of difficulty in comprehending English advertisement texts is same with comprehending Indonesian Advertisement texts, it can be seen from students' opinion. There is only 1 student or about 3 % stated that difficulty in comprehending English advertisement texts is same with difficulty in comprehending Indonesian Advertisement texts and 30 students or about 97 % stated that comprehending English advertisement texts is more difficult than Indonesian advertisement texts.

Students' perception about advertisement texts is also related to their opinions about kind of advertisement texts that is easy to understand for them.

Table 4.9 Students' Opinion about Kind of the Advertisement Texts that is More Easy to Understand

No	Alternative	Frequency	%
1.	Job Vacancy Advertisement	4	13
2.	Product and Service Offering Advertisement	27	87
	Total	31	100

To know about kind of advertisement texts that is easier to understand for students, it can be seen from students' opinion.

There are 4 students or about 13 % stated that job vacancy advertisement is easier to understand than product and service offering advertisement, and 27 students or about 87 % stated that product and service offering advertisement is more easy to understand than job vacancy advertisement.

3) Students' difficulty

Students' difficulty here related to their opinion whether they got difficulties in finding information that asked when reading the advertisement texts.

Table 4.10 Students' Opinion If They Find Difficulties in Finding Information that asked When Reading the Advertisements Texts

No	Alternative	Frequency	%
1.	Yes, they find difficulties	23	74
2.	No, they didn't find difficulties	8	26
	Total	31	100

To know about students got difficulties or not in finding information in advertisement texts, it can be seen from their opinion. There are 23 students or about 74 % stated that they got difficulties in finding information that asked and 8 students or about 26 % stated they didn't get difficulties in finding information that asked.

b. Text factor

Text factor, including font size, words, sentences, and pictures

1) Font Size

Table 4.11 Students' Opinion If the Font Size Influence in Comprehending Advertisement Texts

No	Alternative	Frequency	%
1.	Yes, it influence	13	42
2.	No, it doesn't influence	18	58
	Total	31	100

To know about font size influence students in comprehending advertisement texts, it can be seen from their opinion. There are 13 students or about 42 % stated that the font size in advertisement texts influence them in comprehending the text and 18 students or about 58 % stated that the font size in advertisement texts didn't influence them in comprehending the texts.

2) Words

Table 4.12 Students' Opinion If the Words that Used in the Advertisement Texts is easy to understand or not

No	Alternative	Frequency	%
1.	The word is easy to understand	11	35
2.	The word is hard to understand	20	65
	Total	31	100

To know about the words that used in the advertisement texts influence students in comprehending advertisement texts, it can be seen from their opinion. There are 11 students or about 35 % stated that the words that used in the advertisement texts is easy to understand and 20 students or about 65 % stated that the words that used in the advertisement texts is hard to understand.

3) Sentence

Table 4.13 Students' Opinion about the Sentences that used in Advertisement Texts

No	Alternative	Frequency	%
1.	The sentence is brief, easy to understand	15	48
2.	The sentence is brief, hard to understand	16	52
	Total	31	100

To know about the sentences that used in the advertisement texts influence students in comprehending advertisement texts, it can be seen from their opinion. There are 15 students or about 48 % stated that the sentence that used in advertisement texts is brief and easy to understand, and 16 students or about 52 % stated that the sentence that used in advertisement texts is brief and hard to understand.

4) Picture

Table 4.14 Students' Opinion If Pictures Help Them in Comprehending the Advertisement Texts

No	Alternative	Frequency	%
1.	Yes, It help	30	97
2.	No, it didn't help	1	3
	Total	31	100

To know about pictures influence students in comprehending advertisement texts, it can be seen from their opinion. There are 30 students or about 97 % stated that pictures help them in comprehending the texts and only 1 students or about 3 % stated that pictures didn't help him/her in comprehending the texts.

C. Data Analysis

After all the obtained the data are presented in data presentation as result of this research, then the data is analyzed and reported systematically based on the statements of problem that is about the students' mastery in reading advertisement texts and about the things that help students in comprehending of the advertisement texts. For further description, it is known from analysis below:

1. The Students' Mastery in Reading Advertisement Texts of the Ninth Year Students of MTsN Banjar Selatan 2 Banjarmasin academic year 2011/2012

After the writer carried out the written test to the ninth year students, it is obtained that mean of the students' ability in reading advertisement texts of the ninth year students of MTsN Banjar Selatan 2 Banjarmasin academic year 2011/2012 is 63,35. It means that the students' mastery in reading advertisement texts of the ninth year students of MTsN Banjar Selatan 2 Banjarmasin academic year 2011/2012 is in fair category. It can be seen on table 4.3, that is provided that none of students (0 % from the total subject) got score between 90 – 100 (excellent category), none of students (0 % from the total subject) got score between 80 - < 90 (very good category), 7 students (22,5 % from the total subjects) got the score between 70 – < 80 (good category), 17 students (55 % from the total subjects) got score between 60 - < 70 (fair category), 7 students (22,5 % from the total subjects) got score between 50 - < 60 (poor category), and none of students (0 % from the total subjects) got score between 0 - < 50 (very poor category).

From the description above, it can be said that the students' mastery in reading advertisement texts of the ninth year students of MTsN Banjar Selatan 2 Banjarmasin academic year 2011/2012 is fair. There are no students that got score in excellent category. It means reading advertisement text is not common for them. They are not exercised in doing that. In spite of it, there are no students got score in very poor category. It means they actually have ability in reading advertisement text. From the test known that most of students have fair understanding in reading the texts. Students can answer the questions that asked. By this ability, they can explore the advertisement texts when they read newspaper or magazine and the like whether it is about product or service offering advertisement or job vacancy advertisement. They can take benefit from some advertisement texts according to their need.

2. The Factors that Help Students in Comprehending Advertisement Texts of the Ninth Year Students of MTsN Banjar Selatan 2 Banjarmasin Academic Year 2011/2012

After the writer carried out a questionnaire to know the factors that help students in comprehending advertisement text, it is obtained that there are some factors that will help students in comprehending the texts.

a. Students factor

1) Students' Interest

For students' interest based on table 4.5 25 students (81 % from the total subjects) stated that they like read advertisement texts (Indonesian advertisement texts) when they read newspaper or magazine but based on table 4.6 only 1 students (3 % from the total

subjects) stated that he / or she often reading English advertisement text. In interacting with English advertisement texts based on table 4.7 19 students (61 % from the total subjects) stated they find or see English advertisement texts in newspaper.

From the fact it was found that students actually have much interest with the advertisement texts. They like reading advertisement texts but they get less interaction with the English advertisement texts. Most of students find or see English advertisement text in newspaper. Therefore, students' interest help students in comprehending the texts. Students' big interest in reading advertisement text should be supported with students' interaction with the English advertisement texts. Getting less interaction with the text will effect in their ability in comprehending the texts because the students didn't exercised in comprehending it.

2) Students' perception

For students' perception about advertisement texts, based on table 4.8 30 students (97 % from the total subjects) stated that comprehending English advertisement texts is more difficult than comprehending Indonesian advertisement texts and based on table 4.9 27 students (87 % from the total subject) stated that product and service offering advertisement texts is easier to understand than job vacancy advertisement.

Students consider English advertisement text is difficult so that they are not interested to learn more about the texts. Students also consider job vacancy advertisement is difficult. In fact, product and service offering advertisement and job vacancy advertisement can be taken its benefit according to their needs. From the fact it was found that students' perception about advertisement texts will help them in comprehending the texts. Good perception will make them interest to comprehend the texts.

3) Students' difficulty

For students' difficulty to interpret the text, based on table 4.10 23 students (74 % from the total subjects) stated that they got difficulties in finding information that asked. From the fact it was found that students have low ability to connect the text with the questions that asked. Most of students got difficulty to answer the question because some of the question asked didn't direct write in the texts. Students should interpret the text before answer the question. In conclusion, less students' difficulty in interpreting the text helps them in comprehending the advertisement text.

b. Text factor

Based on table 4.11 18 students (58 % from the total subjects) stated that the font size in the advertisement texts didn't influence them in comprehending the texts. In question sheet, the advertisement texts vary in font size. Some of the texts have small font and some have

bigger font. From the fact it was found that the font size didn't much influence students in comprehending the texts.

Based on table 4.12 20 students (65 % from the total subjects) stated that the words that used in the advertisement texts is hard to understand, and based on table 4.13 16 students (52 % from the total subjects) stated that the sentence that used in the advertisement texts is brief and hard to understand. From the fact it was found that words and sentences that is hard to understand is influence students in comprehending the texts. In other words, to comprehend the texts the words or sentences that used should easy for students to understand. In conclusion, easy words or sentences that used in advertisement text help students in comprehending the texts.

Based on table 4.14 30 students (97 % from the total subjects) stated that pictures in the texts help them in comprehending the advertisement texts. From the fact it was found that pictures will influence students in comprehending the texts. Text with picture in it is easier for students to comprehend. They can connect the text with the pictures and it will make the students easier to comprehend the text.