

**THE STUDENTS' ABILITY IN WRITING ADVERTISEMENT  
TEXT FOR THE TENTH GRADE STUDENTS AT MANPK-  
MAN 4 BANJAR ACADEMIC YEAR 2018/2019**

**By**

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BANJARMASIN  
2019**

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MAN 4 BANJAR ACADEMIC YEAR 2018/2019**

THESIS

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by

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2019

## APPROVAL

This is to that the *sarjana*'s thesis of Muhammad Zainie Abrar with title "The Students' Ability in Writing Advertisement Text for the Tenth Grade Students at MANPK-MAN 4 Banjar Academic Year 2018/2019" has been approved by the thesis advisors for further approval by the board examiners

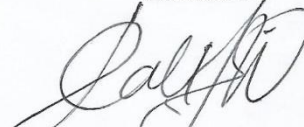
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STATEMENT OF AUTHENTICITY

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Certify that the work in this thesis is, to the best of my knowledge and belief, original, except as acknowledged in the text, and has not been submitted, either in whole or in part, for a degree at this university or any other university. If someday, it is proven as duplication, imitation, plagiarism or made by others partly or entirely, I understand that my thesis and academic title will be canceled due to the law

Banjarmasin, May 19, 2019

Thesis writer,



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## ABSTRACT

**Muhammad ZainieAbrar**, 2018. *The Students' Ability in Writing Advertisement Text for Tenth Grade Students atMANPK-MAN 4 BanjarAcademic Year 2018/2019*. Thesis, English Education Department, Faculty of Tarbiyah and Teachers Training.

Advisor I : Drs. Saadillah, M.P.d

Advisor II: Nur Alfa Rahmah, S.S, M.Pd

**Keyword:** Writing, Advertisement Text, Problem

This research describe students' ability in writing advertisement text at MANPK-MAN 4 Banjar. The problems of this research are: How are Students ability in writing advertisement for the tenth grade students in MANPK-MAN 4 Banjar? And what are the difficulties in writing advertisement for the tenth grade students in MANPK-MAN 4 Banjar?

The sample for this research are several tenth grade students at MANPK-MAN 4 Banjar. The total of the sample is 24 students which cosost of 18 male and 6 female students. The objective of this research are: To know the tenth grade students ability in writing advertisement text in MANPK-MAN 4 Banjar and to know the common difficulties in writing advertisement text for the tenth grade students' ability in MANPK-MAN 4 Banjar.

To collect the data, the researcher use the following techniques like conducting a test and interview. Data processing in this research divided into two phases: testing students' ability by asking the students to write an advertisement text individually and then conducting interview to each students and asking them several questions related to the advertisement text and creating it.

The result of this research shows that the tenth grade students' ability in writing advertisement text at MANPK-MAN 4 Banjar can be categorized as Good category with average score 70.84 and the researcher also find several problems and difficulties which influence the students in writing advertisement text. The most difficulties they had is lack of good sentence and unique word for their advertisement text.one of their statement is to catch readers' attention, unique word and good sentence is very important to catch public's attention

## ABSTRAK

**Muhammad Zainie Abrar**, 2018. *Kemampuan Menulis Teks Iklan Untuk Siswa Kelas Sepuluh Di MANPK-MAN 4 Banjar Tahun Akademik 2018/2019*. Tesis, Jurusan Pendidikan Bahasa Inggris, Fakultas Tarbiyah dan Pelatihan Guru.

Penasihat I: Drs. Saadillah, MPd

Pembimbing II: Nur Alfa Rahmah, S.S, M.Pd

**Kata kunci:** Menulis, Teks Iklan, Masalah

*Penelitian ini menjelaskan tentang bagaimana kemampuan siswa dalam menulis teks iklan di MANPK-MAN 4 Banjar. Permasalahan dalam penelitian ini adalah: Bagaimana kemampuan siswa dalam menulis iklan untuk siswa kelas sepuluh di MANPK-MAN 4 Banjar? Dan apakah sulit dalam menulis iklan untuk siswa kelas sepuluh di MANPK-MAN 4 Banjar?*

*Sampel untuk penelitian ini adalah beberapa siswa kelas sepuluh di MANPK-MAN 4 Banjar. Total sampel adalah 24 siswa yang terdiri dari 18 murid laki-laki dan 6 murid perempuan. Dimana tujuan dari penelitian ini adalah: Untuk mengetahui kemampuan siswa kelas sepuluh dalam menulis teks iklan di MANPK-MAN 4 Banjar dan untuk mengetahui kesulitan umum dalam menulis teks iklan untuk kemampuan siswa kelas sepuluh di MANPK-MAN 4 Banjar.*

*Untuk mengumpulkan data, peneliti menggunakan beberapa teknik seperti melakukan tes dan wawancara. Pemrosesan data dalam penelitian ini dibagi menjadi dua fase: menguji kemampuan siswa melalui mementas siswa untuk membuat teks iklan secara individual dan kemudian melakukan wawancara untuk setiap siswa dan mengajukan beberapa pertanyaan kepada mereka terkait dengan teks iklan dan membuatnya.*

*Hasil penelitian ini menunjukkan bahwa kemampuan siswa kelas sepuluh dalam menulis iklan di MANPK-MAN 4 Banjar dapat dikategorikan sebagai kategori Baik dengan skor rata-rata 70.84 dan peneliti juga menemukan beberapa masalah dan kesulitan yang mempengaruhi siswa dalam menulis iklan. Kesulitan yang paling mereka miliki adalah kurangnya kalimat yang baik dan kata yang unik untuk iklan mereka. Salah satu dari mereka menyatakan untuk menarik perhatian pembaca, kata yang unik dan kalimat yang baik sangat penting dalam membuat teks iklan.*

MOTTO

.....إِنَّ اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّىٰ يُغَيِّرُوا مَا بِأَنفُسِهِمْ.....

**...Indeed, Allah will not change the condition of a people until they change  
what is in themselves.....**

**( Ar-Ra'ad: 11 )**



## DEDICATION

I dedicate this thesis for:.

My beloved parents, H. Khairuddin and Hj. Arbaiah who always support me whenever and wherever I am, even in the deepest part of my life, and give me countless love, courage, money and everything in study especially in making  
this thesis

For all my teachers and lecturers, who have taught and given me knowledge and assignments to make me better than before.

For all my friends especially from Class A, Majlis ta'lim al-Ma'asy and Corner Society where they are sometimes help me sometimes not.



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الحمد لله رب العالمين و الصلاة و السلام على اشرف الانبياء والمرسلين سيدنا و مولانا

محمد و علي اله و صحبه أجمعين

Praises be to Allah the almighty who has been giving me guidance till the researcher finished this thesis entitled “THE STUDENTS’ ABILITY IN WRITING ADVERTISEMENT TEXT FOR THE TENTH GRADE STUDENTS AT MANPK-MAN 4 BANJAR ACADEMIC YEAR 2018/2019”. Peace and salutation always be upon Prophet to Muhammad P.B.U.H and his companions who struggle for Allah, as well as his followers until the end of the day.

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Finally, the researcher hopes that this research paper will be useful for the next researcher. The researcher admits that this research paper is not perfect yet. Therefore, suggestion will be expected to make it better.

Banjarmasin, May 15, 2018

The researcher

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