

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of The Research**

Human is the greatest invention by God. Unlike any other creations which are created before or after human, human has many potential aspects that will help them to adapt with their society. And one of the greatest human invention is language. According to Brown (2010:10),“Language is a system of arbitrary conventionalized vocal, written, or gestural symbols that enable members of given community to communicate intelligibly with one another” or in the simple way, language is a communication tool which is help human to share their ideas, feeling and aspiration. In language, there are 4 aspects which helps human to communicate, there are: Listening, Speaking, Reading and Writing.

Writing is one of four skills which is must be learned by Students in learning English. Not only in English language but also writing is important aspects in every language. Writing is also part of human communication because human can share their idea and feeling towards each other using message. And nowadays, writing is a part of communication in millennial era which are used in sending messages such as short messages, Whatsapp messages, direct messages and more.

In al-Quran surah al-Alaq 1- 5, Allah states:

أَقْرَأْ بِأَسْمِ رَبِّكَ الَّذِي خَلَقَ ۝ ۱ خَلَقَ الْإِنْسَانَ مِنْ عَلَقٍ ۝ ۲ اقْرَأْ وَرَبُّكَ الْأَكْرَمُ ۝ ۳ الَّذِي عَلَّمَ بِالْقَلَمِ  
 ۴ عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ ۝

In the first verse, “Read in the name of your Lord Who created”, this is the first instruction from Allah to Muhammad. The first instruction in Islam is to read. Because reading can improve human ability especially to interact with other things, even though in the history Muhammad cannot read. Ibrahim in the history also applying “reading”, reading here not to mention reading word by word, but by reading surrounding environment, he did this to find out who created him and world. In conclusion, reading is one of part in human development. Allah also state He created man from a clot, from just a clot without any knowledge and power to a human with knowledge, power and friends. Next, he reinstruct to read again in verse 3 and praise the God, Then after finish reading, human need to teach other people by speaking or writing. Teaching by writing has relation with this verse, where in the next verse he mention learning and writing by pen. Pen mostly used learning, where by writing al-Quran and al-Hadiths can be read nowadays, many books created in the past so the next generations can take their product to develop for better use. Last verse was about taught man what he knew not. Same the researcher mentioned before, by pen or writing someone will know what he does not know. The last verse also can defined as praise the god who make everything settled like a pen, He made Mountains, seas, and everything so humans can learn. From the verses above, the conclusion which the researcher get are writing and reading are part of basic learning process. Writing and reading are two things which has strong connection. If there is nothing written then there is no

reading. in the history, writing helps islam during Khalifah Utsman. If there was no one write al-Qur'an then moslems nowadays can not read al-Qur'an. Many hadits can not be learned if Imam Bukhari and Imam Muslim did not decide to write a book of hadits. In the end. Writing helps humanity to progress to further level on each era.

Language is a part of human communication and each are has it own language, islam identic with arab, arab has arabic language, then Islam mostly known using arabic as their language. Then islam grows fastly and widely for each era and now known as the second largest religion in the world. Islam spread and began to be accepted in almost all parts of Europe, and one of the obstacles in Islamic learning was language. English was once considered the language of bad people where in the past people really hated infidels and some even said that learning English was haram. But nowadays, people are starting to change their minds and start learning English. Because nowadayswar is not all about weapon, but with intelligence. The more knowledge, the more advanced the civilization of a society. This is also based on al-Qur'an the fourth verset of surah Ibrahim

وَمَا أَرْسَلْنَا مِنْ رَّسُولٍ إِلَّا بِلِسَانٍ قَوْمِهِ لِيُبَيِّنَ لَهُمْ فَيُضِلُّ اللَّهُ مَنْ يَشَاءُ وَيَهْدِي مَنْ يَشَاءُ

وَهُوَ الْعَزِيزُ الْحَكِيمُ [٤]

The meaning of the verse is And We did not send any messenger except [speaking] in the language of his people to state clearly for them, and Allah sends astray [thereby] whom He wills and guides whom He wills. And He is the Exalted in Might, the Wise. Therefore, learning other language is important to teach islam

to other people which has different language. In the history of Prophet Muhamad, there is a time when Zain bin Tsabit, one of the best writer in islamic history instructed by Prophet Mohammad to learn jewish language. Then he learn it until undersatnd every aspects in jewish language and become prophet Muhammad's writer for jewish people. In conclusion, learning other language especially english are needed to teach people and avoid any dangerous situations.

Nowadays, students usually are thought learning English in school normally was started from junior high school and equal but for several school it was started from elementary school grade fourth and next to senior high school. English is an international language that is used in all aspect of life in the world. According to Goodwyn (2005:1) English is vitally important and typically described as the most important of all school subjects, principally because reading, writing, speaking and listening are needed to a greater or lesser degree in every other school subject, and for adult life. So, Indonesian students has learning English more than six years and are expected to at least can speak or write English fluently. And English learning not only thought at normal school but also they can learn it from any course besides learning English at grade with more deeply explanation from experts.

The twenty first century has been an era of increasing globalization and expansion. Advances in science, technology, transportation and communication have been the main driving forces of globalization. These advancements have resulted in the spread of business ideas, knowledge and information amongst heterogeneous and scattered people located round the globe. New media

technologies have perhaps been the most powerful tools in creating linkage among people. Mobile telephony, the internet, social networks, tablets and other new media devices have greatly contributed in creating a seamless globalized society unlimited by physical distance; significantly altering the concepts of space, time and location. In other hand, it is easier to connect people from around the world without going to the specific place to communicate.

As well internet grows from just a net into a thing which is very important to many people nowadays. Not only for meeting with other people or sharing something, but also offer something and buy something. Internet grows become a virtual world which very similar with real world. Proved by many industries such as online market, online jobs, and other using internet. Caused by that, advertisement also has improvement and development based on the era. In the past, people often advertise their product through banner, magazines, newspaper and brochure. And nowadays, advertisement are everywhere. In real life or internet such as video ads, banner ads or more.

As the researcher mentioned before, advertisements are usually found in magazines, newspapers, television, radio, billboards, and even now on the Internet. In creating advertisement, one of the important ability is writing because it will help the buyer to decide neither they will bought it or no. Nowadays, in social media there are several people called as “Influencer”, Influencer here means a user on social media who has established credibility in a specific industry. A social media influencer has access to large audience and can persuade others by virtue of their authenticity and reach.it is new job where people can

easily have money just using smartphone. In several cases. The influencer in social media must have ability in creating something such as memes, funny videos or more. This kind of job can be used by students in high school, because most of them already have their own smartphone. So they can offer their service to promote or advertise someone product through his account in social media.

There has been some researcher about students ability in writing text. One of the was written by AkhmadMujahid (2010) entitled “The students ability in post card text of eighth grade at SMP DarulHijrah for boys Academic year 2012/2013”. In this previous research, Akhmad told us about how students of eighth grade ability in writing post card by the mean of the students score is average. He also told us about the student’s difficulties in understanding news post card text. But, the weakness of his research is he did not tell us about the solution of the student’s difficulties in understanding post card text. The differences between his research and this research are focus research, sample and location. Where his research focus on how are students ability in post card text where in this research, the researcher focus on students ability in writing advertisement text and of course the location and sample are also different.

Another previous study of this research was written by RabiyatunNi’mah (2017) entitled “The Ninth Grade Students’ Ability in Understanding Short Functional Texts at SMPN 1 Batumandi Academic Year 2016/2017”. She told us about how ninth grade students ability in understanding Short Functional text. Her research describes the ninth grade students’ ability in understanding short functional texts at SMPN 1 Batumandi Academic Year 2016/2017. Short

functional text is a short written text contains of useful information that help people to do or to finish their daily routine. The objectives of this research are: to identify the ninth grade students' ability and problems in understanding short functional texts and also to know the teacher' effort to increase students' ability in understanding short functional texts at SMPN 1 Batumandi academic year 2016/2017. The population of this research is all of ninth grade students and a ninth grade English teacher at SMPN 1 Batumandi academic year 2016/2017. The sample of this research is 86 students and an English teacher. The data are collected through test, interview and documentary. All the data are analyzed quantitatively and descriptively. The result of this research shows that the ninth grade students' ability in understanding short functional text at SMPN 1 Batumandi academic year 2016/2017 is in very poor category with the average score of the students is 44,14. Students' problems in understanding short functional texts are short message (72.97%), letter/e-mail (54.46%), announcement (54.2%), notice/warning/caution (52.97%), and advertisement (44.62%).the weakness of her research is she did not give any proposed solution for the student's difficulties in understanding short functional text.

And last previous study for this research was a research by RemziyeTerkan (2014) entitled "Importance of Creative Advertising and Marketing According to University Students' Perspective. In his journal, he briefly explain about Creative Advertising and Marketing Management. Creative Advertising and Marketing Management is necessary in order to have a complete understanding of how producers and sales companies work effectively. While

advertising performs the communicative function of informing consumers about a company's product or services, creative advertising is also attract people to the market, marketing management is a much more complex managerial process which encompasses activities such as; marketing research, product conception and design, pricing, distribution and even advertising.

Today, in current globalized and rapidly expanding business conscious world; creative advertising and marketing management are increasingly becoming more relevant to the businesses. Companies need to adopt creative strategies and innovations in their operations in order to survive the challenges of the ever expanding global market. In the study, creative advertising and its importance in marketing management are investigated and examined by sample group of university students. But the weakness of his research is he just explain about the effectiveness of creative advertising and he did not state how to create or writing it.

In this research, the researcher focuses on identifying how the tenth grade students in writing advertisement text are. The researcher identifies the mean of students' score to find out students' ability and then categorize it based on the standard. Then, the researcher analyzes the students' answer to identify their difficulties in writing advertisement text.

The researcher is interested in seeing how the students ability in writing advertisement text for the tenth grade students in MANPK-MAN 4 Banjar and their difficulties in writing advertisement. The researcher choose the tenth grade



students Because they are already learn English around more than four years and all of them already have their own smartphone, and also the researcher interest in making a research about this because it will help students increase their writing skill and help them to use smartphone effectively not only by playing games. The researcher decide to conduct this research in MANPK-MAN 4 Banjar because MANPK-MAN 4 Banjar is a special school which has dormitory where the students who lives there must use English and Arabic language instead using Indonesia or local language. Based on the finding above, the researcher is interested in doing research entitled “The students ability in writing advertisement text for the tenth grade students MANPK-MAN 4 Banjar academic year 2018/2019”. In this research, the researcher wants to know students’ ability and identify their problems in writing advertisement texts.

### **B. Research Questions**

1. How are Students ability in writing advertisement for the tenth grade students in MANPK-MAN 4 Banjar?
2. What are the difficulties in writing advertisement for the tenth grade students in MANPK-MAN 4 Banjar?

### **C. Research Objectives**

Based on questions of the research above the objectives of this research are:

1. To know the the tenth grade students ability in writing advertisement text in MANPK-MAN 4 Banjar

2. To know the common difficulties in writing advertisement text for the tenth grade students ability in MANPK-MAN 4 Banjar

#### **D. Research Significances**

Significance of the research is expected as a contribution for:

1. For the students

To give an information how is the ability of students and to know common students' difficulties in writing advertisement text.

2. For the teacher

As an additional information about students ability in writing advertisement text.

3. For the researcher

To increase his knowledge about the tenth grade students ability in writing advertisement text

4. For other researcher

To give an information or additional information about the tenth grade students ability and writing skill.

#### **E. Definition of Key Terms**

1. Ability

Heinle (2008: 02) said that ability is the quality or skill that people have which can makes it possible for people to do something.

2. Writing

Is Nation (2009:113) says that writing is an activity that can usefully be prepared for by work in the other skills of listening, speaking, and reading.

### 3. Advertisement

Is a notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy. Philip Kotler (2005: 254) “Advertising is all forms of non-personal presentation, promotional ideas, promotion of goods or services performed by the sponsor who paid”.

### 4. Text

A book or other written or printed work, regarded in terms of its content rather than its physical form. Also can be defined as the main body of a book or other piece of writing, as distinct from other material such as notes, appendices, and illustrations.

In other hand, the title of this has synergy to support each other in every aspects which is the researcher want to research where are ability is the quality to create something while writing is an activity which is very useful in work or creating product. Advertisement is an announcement or promoting a product and last is text where people put their idea while writing and text can be a media for promoting a product.