**THE USE OF ADVERTISEMENT LANGUAGE TO IMPROVE STUDENTS’ VOCABULARY MASTERY**

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**Abstract**

The objectives of study is to find out whether there is an improvement in students’ vocabulary mastery after using advertisement language to the eighth grade student of SMP N 34 Purworejo in academic year 2012/2013. The design research was experimental research by giving pre-test, treatment, and post-test. The population of this research are the student of eighth grade of SMP N 34 Purworejo in academic year 2012/2013. The sample of this research are class eighth D and E. The result of the test showed that the mean score of experimental group was 74.5. Meanwhile, the t-test or t-value obtained is 5.653. Since t-value is higher than t-table (5,653>2.00), the hypothesis is accepted. It means that there is significant effect of using advertisement language to improve students vocabulary for the eighth grade students of SMP N 34 Purworejo.

**Key Words: advertisement language, vocabulary mastery**

1. **Background**

English is international language which is important to learn. It is to communicate with other people to discuss about something in many countries around the world especially in the globalization era when technology grow rapidly. They can exchange information or knowledge about the culture, science, technology, etc. In addition, there are many information and news that are written and broadcasted in English. This fact demands everyone have to master English.

In Indonesia, English is the first foreign language and compulsory subject to learn. So, the students are expected to master English. Before the student master it, they have to know that language has own function to express the meaning of word. English is also the second language if they has mother tongue before.

In Indonesia, most of the students are not capable to express their ideas and understanding about the subject in writing and conversation in English. To master a foreign language, it’s mean we have to master vocabularies. We can not understand and speak English well if we are not mastering vocabulary. Therefore, we must consider vocabulary mastery as an important part of learning English. Due to the fact that vocabulary is one of language components and that no language exist without word. The more words we learn, the more ideas we should have. So we can communicate the ideas more effectively. Without vocabulary, it’s impossible for us to answer what many people ask. Vocabulary is given emphasize since it is important to help us to support the four language skills such as listening, reading, speaking, and reading.

1. **Research design**

In this research, the researcher uses experimental research. Experimental research is a research that is meant to know the existence or non-existence of the effect of “something” which is given to the subject of research. Experimental research tries to research whether there is existence or non-existence or cause effect relation. The way of doing experimental research as that doing comparison one or more experimental group which are given treatment with one or more control without given treatment (Arikunto, 2005:207).

In this research, the researcher chooses SMP N 34 Purworejo which is located on Ketawang Village as the population sampling.the object is th eighth grade students of SMP N 34 Purworejo especially VIII D and VIII E class. This research is conducted to know whether using advertisement language as a teaching media is effective or not improve students’ vocabulary mastery. This research was held 6 May 2013 – 13 May 2013.

Based on Arikunto (2006:130) population is defined as a set (or collection) of all elements processing one or more attributes of interest. The population of this research are the students of eighth grade of SMP N 34 Purworejo in the academic year 2012/2013. The total number of population is 214 students.

The researcher uses Cluster Sampling because participants have similar chance to be chosen. the research method is quasi experimental which has experiment and control group, the writer used two classes as sample. That way the writer just chooses two classes from six classes, they are class eighth D and E that consists of 30 students of each group.

In this research, the researcher uses two variables, namely: Independent variable (the use of advertisement language) and Dependent variable (without using advertisement language).

The instrument of the study was written test. Test is a technique of measuring a person’s ability in area. Given an instrument is needed in order to get the data in research. The written test was used to know students’ improvement that was taught by using advertisement. The writer tested the students’ vocabulary mastery by giving pre-test and post-test. the test was made by the writer herself based on material on the textbook and other references. In using a test as the instrument, the researcher gives the same test to the both classes. Those are class VIII D as the control class and VIII E as the experimental class.

In technique of collecting the data, the researcher focused on written. The researcher gave the treatment in the experimental group used advertisement language to improve students’ vocabulary mastery. Meanwhile, in the control group, the researcher used commonly way of teaching without using advertisement language. The researcher gave post-test for both classes. The researcher focused on written test.

In Technique of the data analysis, there are two kinds of analysis that used in this research project. They are descriptive analysis and inferential analysis.

1. **Finding and discussion**

The data of this study is collected in the form of test score before conducting treatment/pre-test and test score after conducting treatment/post-test. By using the written test, the researcher collected the data which was organized in the form of test result.

**Table 1**

**The Result of Experimental Group and Control Group**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Experimental | Group | Control | Group |
|  | Pre-test | Post-test | Pre-test | Post-test |
| Mean () | 55.5 | 74.5 | 53 | 60.33 |
| Median (Me) | 57.5 | 70 | 55 | 60 |
| Modus (Mo) | 65 | 70 | 55 | 65 |
| SD | 9.59 | 9.85 | 9.96 | 9.55 |
| Range | 30 | 40 | 35 | 45 |
| Min | 40 | 55 | 40 | 40 |
| Max | 70 | 95 | 75 | 85 |

The highest score of pre test was 70 and the lowest one was 40. While the highest score of post test was 95 and the lowest one was 55. From the data computation of the pre-test of the experimental group, it was found that Median was 57.5 and the modus was 65. Beside, form the post-test of the experimental group, it was found that median was 70, and the modes was 70. Then, The highest score of the students of control group of the eighth grade for SMP N 34 Purworejo is described that the highest score of pre-test was 75 and the lowest was 40. While, the highest score of one was 40. From the data computation of pre-test, it was found that Median was 55 and the Modus was 55. Beside, the post test of control group, it was found that the Median was 60 and the Modus was 65.

From the previous analysis, it shows that with the number of samples (N1 = 30 and N2 = 30) and the level of significance is 5%, the result of the computation of t-value is 5.653. based on the value in the t-teable for N1 = 30 and N2 = 30 and the significance level is 5%, the value of t-table is 2.00. the computation shows that t-value is higher that t-table that is 5.653>2.00. After computing t-test separated variance, and after knowing that the hypothesis is accepted, the theory meets the fact in this case.

1. **Conclusion and suggestion**

Based on the result and discussion of the data analysis, the conclusion of the research is teaching English vocabulary by using Advertisement Language as an alternative media can improve of the eighth grade students of SMP N 34 Purworejo. We can know from the descriptive analysis and inferential analysis on previous description. It shows that the total score of the post-test higher than the total score of pre-test. The Mean of pre-test is 55.5 and the Mean of post-test is74.5. In addition, the result of t-test is 5.653. The writer consulted the critical value on the t-table using 5% (0.05) alpha level significance and 60 degree of freedom was 2.00. It shows that t-value is higher than t-table (5.653>2.00). So, the alternative hypothesis is accepted and the null hypothesis is rejected.

The suggestion for other researchers is to carry out studies related to English teaching particularly in Junior High Schools. However, the teaching learning process will be ,ore successful, or at least the result and the management of English learning in Junior High School are better than before.

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