**THE EFFECTIVENESS OF USING TOURISM BROCHURE AS MEDIA TO IMPROVE THE STUDENTS’ ABILITY IN WRITING DESCRIPTIVE TEXT AT THE TENTH GRADE STUDENTS OF SMA NEGERI 10 PURWOREJO IN THE ACADEMIC YEAR 2012/2013**

**By: Surati**

**english department, faculty of teacher training and educational sciences, muhammadiyah university of purworejo**

**E-mail : ratye\_cempluk@yahoo.co.id**

**Abstract**

The aim of this research is to know whether there is effectiveness of using tourism brochure as media in teaching writing ability of descriptive text at the tenth grade students of SMA N 10 Purworejo in the academic year 2012/2013.In this research, the reseacher took two classes as the sample. One class was experimental group and other as control group. Each class consists of 31 students. So, the number of sample was 62 students. While the instrument that was used in this thesis, was test. In collecting the data, the researcher used pre-test and post-test. Before conducting post-test, the reseacher give treatment for experimental group using tourism brochure as media and common way for control group. After getting enough data, the researcher calculated the data using t-test polled- variance. After collecting the data and analyzing them, the researcher presents the result of the research.The result of the mean score of post test of experimental group is higher than the mean score of post test of control group (68.06>64.00). In addition, the result of t-value is 2.04. then the researcher consults the critical value on the t-table using 5% (0.05) alpha level significance and the degree of freedom is 2.000. it shows that t-value is higher than t-table ( 2.04>2.000). It means that using tourism brochure as media in teaching writing of descriptive text at the tenth grade students of SMA N 10 Purworejo in the academic year 2012/2013 is effective.

**Keywords : Effectiveness, tourism brochure, writing ability, descriptive text**

1. **Introduction**

Language is a quite complicated. It can generate what is later called language skill such as speaking, writing, reading and listening. Studying English means studying new language, new vocabulary, and new structure of language. There are four skills in learning English must be acquired by students. Those are reading, speaking, writing and listening. Writing is one of the four language skills that are very important in learning English, so the students’ must learn it. Writing skill is the ability to express their ideas in English written.

Teaching writing in senior high school has not succeeded yet. Although students have learned the language for many years, they still have many difficulties to write especially descriptive text. One of the important factors which cause these difficulties is the teacher doesn’t use appropriate learning media. According to Davison and Dowson (2003:184), media as the plural term of “medium”, thus referring to diverse forms of communication.

Descriptive text is one of texts that must be understood by senior high school students. The descriptive text is often used in our daily life of communication. Descriptive text is dealing with telling the appearance of something. As a real condition, the media that is used by the English teachers in is still conventional. Finally, the students feel bored in learning English, especially in learning writing. The English teachers only read the material and do not use media during the teaching learning process.

To improve the writing ability of students in senior high school, descriptive text using tourism brochure as media can be used as the supplement for the writing materials. The tourism brochure belongs to authentic materials that allow the students to experience the real instances of language use.

1. **Research Methodology**

The design used in this research is control and experimental group pretest – posttest design. By using that statement, this research uses two groups which involve a group of students who belong to experimental group and students who belong to the control group. The difference between the experimental group and control group is in the treatment. The experimental group is given a material by using tourism brochure as a media, and then the control one is given a treatment without using tourism brochure as a media.

The research was conducted at SMA N 10 Purworejo. This research was carried out on 24, 30 April and 1 may 2013. This research took the tenth grade of SMA N 10 Purworejo in the academic year 2012/2013 as the subjects of the research. This research is divided into three sections. The first is pre-test, the second is treatment, and the last is post test. The population of this research is the tenth grade students of SMA N 10 Purworejo in the academic year 2012/2013. In this case, there are five classes X1, X2, X3, X4, and X5. The total number of population was 155 students. In this research, there are two classes chosen. One would be treated as the experimental group and one other as the control group. Class X2 (31 students) as a experimental group and X5 ( 31 students) as a control group. the researcher uses purposive sampling. The reason of the researcher in choosing this sampling is limitation of the time, energy and funds. The writer cannot hold a longer time to do the research in the school and the writer has a very limit funds to do the research.

This research needs a data analysis. To analyze the data, the researcher applies an appropriate technique to find out whether teaching writing using tourism brochure as media is effective to improve students’ writing ability or not.

In inferential analysis, hypothesis testing is done. The technique of the data analysis, the researcher uses descriptive analysis (mean, mode, median, standard deviation) and inferential analysis (test of normality, test of homogeneity, and test of hypothesis).

1. **Finding and Discussion**

The table below is the summarized scores of students’ writing ability of the control group and experimental group.

**Table 1**

**Descriptive statistic result of the control group**

**and experimental group on writing ability**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Group** | **H** | **L** | **R** | **Me** | **Mo** | **T** | **M** | **SD** |
| **Control** | 80 | 45 | 35 | 65 | 66 | 1984 | 64.00 | 8.49 |
| **Experimental** | 81 | 52 | 29 | 66 | 66 | 2110 | 68.06 | 7.23 |

The highest score of the students of experimental group at the tenth grade students of SMA N 10 Purworejo is 81 and the lowest one is 52. The mean of experimental group is 68.06, the median is 66, the modus is 66, the range is 29 and the standard deviation of it is 7.23. The mean is included in the interval of 67 to 71**.** It means that the students of experimental group of the tenth grade students at SMA N 10 Purworejo have sufficent result on their writing ability.

The highest score of the students of control group at the tenth grade students of SMA N 10 Purworejo is 80 and the lowest one is 45. The mean of control group is 64.00, the median is 65.00, the modus is 66, the range is 35 and the standard deviation of it is 8.49. The mean exist in the interval of 63 to 68. It means that the students of control group at the tenth grade students of SMA N 10 Purworejo had sufficient result on their writing ability.

From the previous analysis, it shows that with the number of samples (N1 = 31 and N2 = 31) and the level of significance is 5%, the result of the computation of t-value is 2.04. Based on the value in the t-table for N1 =31 and N2 = 31 and the significance level is 5%, the value of t-table is 2.00. The computation shows that t-value is higher than t-table that is 2.04>2.00. After computing t-test polled variance, and after knowing that the hypothesis is accepted, the theory meets the fact in this case. Then, from the computation in the previous section; the researcher concludes that using tourism brochure as a media in teaching writing was more effective than without using tourism brochure as media to the students’ English writing ability.

1. **Conclusion and Suggestion**

Based on the data analysis, it can be concluded that there is effectiveness of using using tourism brochure as media in teaching writing of descriptive text at the tenth grade students of SMA N 10 Purworejo in the academic year 2012/2013. In this final section, the researcher would like to present some suggestion for other researchers.It is hoped that other researchers will complete it in order to contribute better improvement of the study and English teaching-learning using tourism brochure as media in writing ability , as well.

**Bibliography**

Arikunto, Suharsimi. 2010. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.

Brown, H. Douglas.2007.*Principles of language Learning and Teaching Fifth Edition* New York : Addison Wesley Longman Inc.

Chambers, Ellie and Marshall, Gregory. 2006. *Teaching and Learning English Literature*. London : Sage publications.

Davison, J and Dawson, A. 2003. *Leaning to Teach English in the secondary school*. London: Roudlgefarmer.

Gerot, L and Wignel, P. 1995. *Making Sense of Functional Grammar*. Sydney: Antipodeon Educational Enterprises.

Hadfield, Jill, and Charles. 2008. *Introduction to Teaching English.* New York: Oxford University Press.

Harmer, Jeremy. 2004. *How to Teach Writing.* England: Addison Wesley Longman Limited.

Sugiyono. 2010. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta: Bandung.

<http://teachingenglishonline.net/definition-of-writing-ability> accessed on April 5th 2013.

<http://www.univsource.com/words/brochure-noun.htm> accessed on April 5th 2013.

<http://karya-ilmiah.um.ac.id/index.php/sastra-inggris/article/view/7419> accessed on April 5th 2013.