



**THE USE OF NEWSPAPERS AS MEDIA IN
TEACHING WRITTEN ADVERTISEMENT TEXT**
(A Case of the Third Year Students of SMP N 1 Adiwerna Tegal in the
Academic Year of 2010/2011)

a final project
submitted in partial fulfillment of the requirements
for the degree of *Sarjana Pendidikan*
in English

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2010

ABSTRACT

Amalia, Eva. 2010. *The Use of Newspapers as Media in Teaching Written Advertisement Text (A Case of the Third Year Students of SMP N 1 Adiwerna, Tegal in the Academic Year of 2010/2011)*. Final Project. English Education Program. English Department, Semarang State University. First Advisor: Dr. Djoko Sutopo M. Si and Second Advisor: Sri Wuli Fitriati S. Pd, M. Pd.

Keywords: advertisement text, newspapers as media, students' writing skill.

The topic of this study was The Use of Newspapers as Media in Teaching Written Advertisement Text (A Case of the Third Year Students of SMP N 1 Adiwerna, Tegal in the Academic Year of 2010/2011). The objective of this study was to investigate whether or not newspapers effective to improve the students' writing skill on advertisement text. Experimental method was adopted by conducting five meetings in this study.

The population of the study was the third year students of SMP N 1 Adiwerna, Tegal in the Academic Year of 2010/2011. There were 9 classes with the total number of the students was 351 students. Then, class IXF and IXG which consist of 35 students were taken as the subject of the study.

The methods used for obtaining the study were collecting data from the students' pre-test and post-test. First, pre test was conducted at beginning of the research. It continued with the treatments in the second, third, and fourth meeting. Experimental group given the treatment using newspapers. While control group taught using conventional method (the students taught using students' exercise book/LKS). Finally, the students got a post-test in the fifth meeting.

The result of the students' progress during the teaching and learning process by newspaper was better than without newspaper. It could be seen from the average score of the experimental and that of control groups. In the experimental group, the mean score of pre-test was 63.31 and the mean score of post-test was 74.28. While in the control group, the mean score of pre-test was 63.4 and the mean score of post-test was 68.81. T-test was also employed to test whether or not the result improvement from pre-test to post-test was significant. From the analysis using t-test, it was obtained that the t-value was 5.57 and the critical value for 68 degree of freedom at 5 % alpha level of significance was 1.67.

Since the obtained t-value (5.57) was higher than the critical value at 5 % alpha level of significance (1.67), it could be concluded that the difference between the means of both groups was statistically significant. From the analysis above, this study showed that newspaper was effective to improve students' writing skill on advertisement text. Therefore, I suggested that newspapers could be used as alternative media in teaching written advertisement text.