

# CHAPTER I

## INTRODUCTION

### A. The Background of the Problem

Language is used whenever and wherever because language is a tool of communication. Insup Taylor and M. Martin Taylor (1999 : 5) state that the language is a system of signs (e.g speech sounds, hand gestures, letters) use to communicate messages, therefore by language our messages will be delivered and our mean can be proved.

When the human speak and they communicate with the other that is called the language event. Certainly, they take and give their messages. If they want to speak to the other and they do not know about vocabulary or they lack of lexis so that, they can not speak clearly even they can not speak the sentences in English and their messages can not be delivered.

Lexis is the most important component part of English. Because by the vocabulary or rich of vocabulary we can speak any thing in English easily, For example if we want to say the sentense like this “Kucing itu kelihatan haus” (In Indonesia) and we want to speak this sentence in English “That cat looks thirsty”. If we do not know “haus” in English so we cannot speak the sentence.

Nowadays English is used in many parts of departments, because English is international language. Such as in mass media, electronic, or written media. Electronics media like television, radio, Internet etc and written media like magazine, newspaper, pamphlet, liflet etc.

International television and radio use English to broadcast their programmes, even in national television such as television channel in our country (SCTV, RCTI, An TV, Metro TV, TPI, Trans TV, etc), and radios (RRI Pro 1 and Pro 2, Cirebon FM, Sella FM, Salma FM, Sindangkasih FM, Radio Leo etc), particularly for their advertising.

Geoffrey Broughton (1978 : 17) states besides being a major vehicle of debate at United Nations, and the language of command for NATO, it is the official language of international aviation, and unofficially is the first language of international sport and the pop scene. Russians' propaganda to the Far East is broadcast in English, as are Chinese Radio programmes designed to win friends among listeners in East Africa. Indeed more than 60 percent of the world's radio programmes are broadcast in English and it is also the language of 70 percent of the world mail.

Bouee and Arens (1986 : 5) in contemporary advertising said that advertising is the non-personal communication of information usually paid

for and usually persuasive in nature about products, services, or ideas by identified sponsors through the various media.

The Indonesian Dictionary (1996 : 9), 'iklan adalah pesan yang disampaikan untuk membujuk masyarakat / publik sehingga konsumen tertarik akan barang yang ditawarkan'. 'Advertisement is the message to urge and to persuade the public so that the consumer will be interest in goods are offered'.

Any person, particularly a student, who wants to possess a good English has to rich many lexis. Therefore, it can be said that the mastery of English is not optimal but compulsory for whoever wishes to procure a good possession of English.

A good student who wants to understand a target language must have a good vocabulary, though learning a language does not merely mean learning words.

In *SMP Al-Washliyah* particularly in the seventh class, almost of the students lack of the vocabulary so they have problem with English for speaking because they do not use the vocabulary in their everyday life. Sometimes they forget what the vocabulary has been taught.

Wallce (1982 : 9) states that there are some symptoms of bad vocabulary learning and or teaching as follows :

1. Inability to retrieve vocabulary that has been thought
2. The use of vocabulary inappropriately to the given situation

3. The use of vocabulary at the wrong level of formality
4. Possessing the wrong kind of vocabulary
5. Using vocabulary in an unidiomatic way
6. Using vocabulary in a meaningless way
7. Incorrect use dictionary
8. Using incorrect from spelling, pronunciation or stress

In order to the students of *SMP Al-Washliyah* interest for studying vocabulary the writer suggest for studying vocabulary through the TV slogan language advertisement. So the writer chooses the title for this thesis is *The Influence of TV Slogan Language Advertisement Toward The Student Vocabulary Achievement at The Seventh Class of SMP Al Washliyah Cirebon.*

## **B. The Formulation of The Problem**

To formulate the problem of the research, the writer has divided it in to three parts as follows:

1. The identification of the problem which consists of:

- a. The field of the research

The field of the research of this thesis is vocabulary

- b. The approach of the research

The approach of this research is using quantitative approach

c. The problem of the research

The kinds of the problem in this thesis use the TV slogan language advertisement for increasing the students' vocabulary achievement.

The writer takes examples the TV slogan language advertisement like:

Product's Name	Product's Slogan	Vocabularies	Meaning
Honda	"The power of dream"	Power Dream	Kekuatan Mimpi
Batavia Air	"Trust us to fly"	Trust To fly	Percaya Terbang
Entrasol Gold milk	"Never say old"	Never Say Old	Tak pernah Berkata Tua

2. The Limitation of the problem

To avoid from misunderstanding and misinterpretation towards the problems in this thesis, the writer has to divide it into three kinds of problem as follow:

- a. The students' attention to the TV slogan language advertisement
- b. The students' vocabulary achievement
- c. The influences of the TV slogan language advertisement toward the students' vocabulary achievement

### 3. The research questions

Based on the statement above, the writer formulates some problems as follows:

- a. How far is the students' attention to the TV slogan language advertisement?
- b. How far is the students' vocabulary achievement toward the TV slogan language advertisement?
- c. How far is the influence of the TV slogan language advertisement toward the students' vocabulary achievement?

### **C. The Aims of The Research**

The aims that the writer writes is to fulfill the requirement for Sarjana Degree, but besides that the writer would like:

1. To know the students' attention to the TV slogan language advertisement
2. To know the students' vocabulary achievement toward the TV slogan language advertisement
3. To know the influences of the TV slogan language advertisement toward the student's vocabulary achievement

#### **D. The Frame of Thinking**

English vocabulary is very different with Indonesia vocabulary. It makes the students difficult to improve their vocabularies. In this case, the English teacher still plays the important role and it is impossible without the presence of the teacher. Furthermore, the writer would like to choose increasing students' vocabularies enrichment through the TV slogan language advertisement and its effect to students' achievement.

The mastery of English vocabulary is very important in learning English, in particular for students who are studying a foreign language and for people who are uses English as a second language. Because to express ideas or to communicate with the other people, we can not be part from words or vocabulary. Increasing and remembering some words of vocabulary are better that others; the nature of the words themselves.

The human brain also influences the students' memorizing in increasing their vocabulary that has differences between the left and the right brain. The brain is the messenger of the understanding (and the organ whereby) in an especial manner we acquire wisdom and knowledge (Victoria Fromkin, 1999 : 18).

According to Penny V.R. (2000 : 60) vocabulary is a new item maybe more than a single words. But according to Longman Dictionary of

Contemporary English writes the definition of vocabulary as a list of words usually in alphabetical order and with explanations of their meaning, less complete than that dictionary.

Oxford Learner's dictionary writes the definition of vocabulary as a total number of words in language, list of words with their meanings, especially at the back of a book used for teaching a foreign language. And vocabulary is also called lexicon, glossary or vocabulary.

According to Chris Gough (2001 : 3) vocabulary is not just words, when we talk about our vocabulary, we mean the words we know and our ability to use them.

Using the vocabulary is very difficult for student who has lack the vocabulary. For increasing the vocabulary, the writer suggest to the reader for studying and memorizing vocabulary through the TV slogan language advertisement. One of the functions of advertisement is for education. Like Aniyah's statement in her thesis (2004 : 48) the function of advertisement is for education.

People learn from advertising, they learn about the products that are available to them and they learn how they can be better their lives. From advertisement slogan language also we can use that vocabulary for speaking in our everyday life.



Advertising, as an educator, speeds the adoption of the new and in tried and, in so doing, accelerates technological advances in industry and has tens the realization of a fuller life for all. It helps reduce accidents and waste of natural resources and contributes to building a better understanding and appreciations of American ideologies (Stunley M. 1977 : 27)

The writer hope through the TV slogan language advertisement, the student in *SMP Al-Washliyah* can improve their vocabulary, when they watch the TV. They do not only watch but they can study English, especially for increasing the vocabulary.

#### **E. The Steps of The Research**

The steps of the research which have been done by the writer are as follow:

##### **1. The Kinds of data**

There are two kinds of data, they are discreet data and continue data. According Suharsimi Arikunto (1992 : 100) states ; “Data dari variabel diskrit disebut data diskrit berupa frekuensi dan data dari variabel continue disebut data continue berupa tingkatan, angka berjarak, atau ukuran”. Data from discrete variable is called discreet data like frequency and data from continue variable is called continue data like degree, distance number or size.

According to the statement above so the data in this research is called continue data because the result of analyzing data is the students' vocabulary achievement degree.

## 2. The Resources of data

The resources of the data in this research, the writer takes from two resources; the theoretical data and the empirical data. The theoretical data are obtained from source books relate to the problem of thesis. The empirical data are obtained from research at school the get physical data such as infrastructure, and nonphysical data such as learning process. The writer takes those data from:

- a. The Head master of *SMP Al Washliyah Cirebon*
- b. The students of *SMP Al Washliyah Cirebon*

## 3. The Population and Sample

### a. Population

Population is all number of the group of people, event, or things to which generalization that are going to be involved in research (Borg and Gall in Suharto's Book, 1988 : 64).

Winarno Surakhmad (1980 : 93) says that a population is a number of subject either they are human being, symptoms, results of test or events/

The population of this research are :

- 1) The headmaster of *SMP Al Washliyah Cirebon*

2) The students of all the first class of *SMP Al Wasliyah Cirebon*; there are 100 students of that school who need three class rooms and consists of VII A is 33 students, VII B is 34 students and VII C is 33 students.

b. Sample

Since the population is too big in number, the researcher has tried to get the sample size as small but representative as possible. Therefore this research applies the stratified sampling technique. The stratified sampling means that the sample of population is taken from some levels. Each of the levels is determined by the mount of the minimal sample required (Suharto, 1988 : 70).

In this case, the writer uses Arikunto's theory about how to determine the sample size, which is if the population is less than 100, it is better to take all of them as the sample. But if the population is more than 100, the sample size can be taken between 10 – 15% or 20 – 25% or more from the population (Suharsimi Arikunto, 1986 : 107).

Based on the Arikunto's theory above, the writer has decided to take 25% from the population that is  $33\% \times 100 = 33$  students and the sample had taken from VII C class. The technique is used in taking sample by using sampling frame.

#### 4. The Techniques of Collecting Data

The techniques for collecting the data, the writer has done are as follows:

##### a. Observation

Observation is a method in which the scientist tests the hypothesis by observing people as they engage in every day activities in their natural habitats (David R. Shaffer, 1985: 15). The writer observes the research location teaching and learning activity to get data about how far is the influence of TV Slogan language advertisement toward the student vocabulary achievement of the VII Class in *SMP Al Washliyah Cirebon*.

##### b. Interview

‘Interview yang sering juga disebut dengan wawancara atau kuesioner lisan, adalah sebuah dialog yang dilakukan oleh pewawancara (interviewee) untuk memperoleh informasi dari terwawancara (interviewer)’ (Suharsimi, 2002: 132). ‘Interview is also called oral questionnaire, is a dialogue is done by interviewee for getting the information from the interviewer’. In this research, this interview is used to get the school objective condition.

##### c. Questionnaire

The Suharsimi’s theory (2002: 128) said that ‘Kuisisioner adalah sejumlah pertanyaan tertulis yang digunakan untuk

memperoleh informasi dari responden dalam arti laporan tentang pribadinya atau hal-hal yang ia ketahui'. 'Questionnaire is a written total questions that is used for getting information from the respondent, it means the report about his / herself or something that has been known'. In this research, the questionnaire is used for getting the students interest about the TV slogan language advertisement data.

d. Test

A test (oral, written, short answer, essay, etc) and other measures such as observation and or questionnaire to certain result being achieved and progress being made toward objectives of learning (Mary Finocchiaro, 1973 : 278).

In this test the writer gives the student vocabulary test, which is suitable for student in the VII class of *SMP Al Washliyah Cirebon*. The test here is the way to collect data applied to get the data by using some formulation as more task to determine a standard evaluation.

e. Library Documentation

In library documentation, the writer uses some English and Indonesian textbooks, which are related in increasing English vocabulary such as techniques in teaching vocabulary especially.

## 5. The Technique of Analyzing Data

### a. Qualitative

To analyze the qualitative data, the writer analyzes the data based on the objective condition of the school.

### b. Quantities

To analyze the quantitative data, the writer uses “product moment” formula:

$$r_{\chi\gamma} = \frac{N\Sigma\chi\gamma - (\Sigma\chi)(\Sigma\gamma)}{\sqrt{N\Sigma\chi^2 - (\Sigma\chi)^2 [N\Sigma\gamma^2 - (\Sigma\gamma)^2]}}$$

dimana,

- $r_{XY}$  = Angka indeks corelasi “r” product moment
- $\Sigma X$  = Jumlah seluruh skor x
- $\Sigma Y$  = Jumlah seluruh skor Y
- $\Sigma XY$  = Jumlah hasil perkalian antara skor X dan skor Y
- N = Jumlah responden (Anas Sudijono, 2001 : 193)

Where :

- $r_{XY}$  = Index number of “r” product moment
- $\Sigma X$  = Total X score
- $\Sigma Y$  = Total Y score
- $\Sigma XY$  = Total multiple score between the total score x variable and y variable
- N = Number of cases

For interpreting the correlation above; the writer uses the standard from Anas Sudijono (2001 : 180) as follows;

“Data interpretasi besarnya korelasi “r” product moment. Besarnya ‘r’ product moment  $r_{XY}$ :

0,00 – 0,20	= antara variable X dan variable Y memang terdapat korelasi, akan tetapi korelasi itu sangat lemah atau sangat rendah sehingga korelasi itu diabaikan (dianggap tidak ada korelasi)
0,20 – 0,40	= antara variable X dan variable Y terdapat korelasi yang lemah atau rendah
0,40 – 0,70	= antara variable X dan variable Y terdapat korelasi yang sedang atau cukup
0,70 – 0,90	= antara variable X dan variable Y terdapat korelasi yang kuat atau tinggi
0,90 – 1,00	= antara variable X dan variable Y terdapat korelasi yang sangat kuat atau sangat tinggi'

Data interpretation of "r" value;

0,00 – 0,20	= There is a very low correlation between X variable and Y variable so it is a frequently neglectful
0,20 – 0,40	= There is a low or weak correlation between X variable and Y variable
0,40 – 0,70	= There is a sufficient or enough correlation between X variable and Y variable
0,70 – 0,90	= There is a strong or high correlation between X variable and Y variable
0,90 – 1,00	= There is a very strong or very high correlation between X variable and Y variable

In this research X variable is TV Slogan Language Advertisement and Y variable is the students' vocabulary achievement.

To look for the influence of the TV Slogan Language Advertisement and the students' vocabulary achievement, the writer uses the formula, as follows;

$$r^2 \times 100\%$$