

AN ANALYSIS ON THE ABILITY OF THE SECOND YEAR STUDENTS OF SMPN 1 BATANG ANAI PADANG PARIAMAN IN COMPREHENDING ADVERTISEMENT TEXT

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Abstract

The objective of this research was to describe the ability of the second year students' ability of SMPN 1 Batang Anai Padang Pariaman in comprehending advertisement text. The design of this research was descriptive in nature. The population of this research was 145 students, and the researcher took 29 students as sample by using cluster random sampling technique. For collecting data, she used reading test as instrument. There were some steps that researcher used in analyzing the data: presenting the raw score of each sample, calculating mean and standard deviation, calculating and categorizing the percentages of the students who had high, moderate, and low ability. The result of data analysis showed that the students' ability to comprehend advertisement text was moderate. It was proved by the fact that most students (79.31%) had moderate ability. Specifically, their ability in comprehending the product of advertisement text on sales was moderate (96.55%), their ability in comprehending the price of advertisement text on sales was moderate (86.21), their ability in comprehending the purpose of advertisement text on sale was moderate (100%), their ability in comprehending the qualification of advertisement text on job vacancies was moderate (44.83%), their ability in comprehending the schedule of advertisement text on job vacancies was moderate (93.10%), and their ability in comprehending the purpose of advertisement text on job vacancies was moderate (95.55%). Based on the findings, it can be concluded that the ability of the second year students of SMPN 1 Batang Anai Padang Pariaman was moderate. In relation to this conclusion, the teacher are suggested to employ teaching techniques that can drive students to be able to comprehend component of advertisement text in reading comprehension. The students are suggested to learn more about advertisement text and to do more exercises about advertisement text.

Key words: Comprehending, advertisement text.

Introduction

Reading is one of the language skills taught at junior high schools. Based on Competency – Based Curriculum 2006 (KTSP), the junior high school students are expected to be able to communicate their ideas and feelings in English and to extract messages communicated both in written and oral language. Since the implementation of new curriculum which is called Curriculum 2013, according to Sakhyyah (2013 : 1-2), the teaching and learning process at schools is aimed to shape students' character and to achieve a goal where there is no child left behind.

In curriculum 2013 the students should be more active and are expected to be able to understand what they read without having much explanation from the teacher. Seyler (2004:3) says that reading is a process of obtaining or constructing meaning from a word or cluster of words. Reading involves getting meaning from the words. It means that reading is a process to understand the text. Liu (2010:152) states that reading has not been clearly defined up to date. Reading usually means dealing with language messages, hence knowledge of language. According to Kang in Shaul (2010:02), reading is a process in order to understand

the main idea of a text. Therefore, the readers need to employ skills which can lead them to comprehend the text.

In junior high school syllabus, it had been stated how the importance of improving reading skills. For instance, in competency standard and basic competency (SKKD) for reading, the syllabus states that students should be able to comprehend the short functional text such as advertisement, announcement, short messages, notices, cautions, invitation cards, postcards, shopping lists, food labels etc. Advertisement can be a picture , set of words, or short film, which is intended to persuade people to buy a product or use a service. A text which gives information about job that is available, an event that is going to happen. Advertisement text has some components; structure of text, language feature and social function.

Nevertheless, based on the informal interview that researcher did toward Mrs. Enda Lusia, one of the English teachers at SMPN 1 Batang Anai Padang Pariaman, she found out that there were many students that could not answer questions of advertisement text. They could not identify some

information and social function in advertisement text, they could not respond the information and express the meaning in advertisement text.

Advertisement text is a kind of functional text taught to junior high school students. They have learned advertisement text since they were in first year. Yet, they are still seemed confused to comprehend this text, especially in comprehending components of advertisement text. There are three kinds of advertisement text; sales, education and job vacancies. Sales advertisement is an advertisement text in which the message is delivered by someone or organization which produce and sell the products to the consumer, it consists of product, price and purpose. Education advertisement text is an advertisement that the message is delivered to someone or organization produce a twinning program or courses. The last, job vacancy advertisement is an advertisement text in which the message is delivered by someone or organization which offers a job, it contains of qualification, schedule and purpose.

The general purpose of this research was to describe the ability of the second year students of SMPN 1 Batang Anai Padang Pariaman in comprehending advertisement

text. Furthermore, the specific purposes of this study was as follows;

1. To describe the second year students' ability of SMPN 1 Batang Anai Padang Pariaman in comprehending the product of advertisement text on sales.
2. To describe the second year students' ability of SMPN 1 Batang Anai Padang Pariaman in comprehending the price of advertisement text on sales.
3. To describe the second year students' ability of SMPN 1 Batang Anai Padang Pariaman in comprehending the purpose of advertisement text on sales.
4. To describe the second year students' ability of SMPN 1 Batang Anai Padang Pariaman in comprehending the qualification of advertisement text on job vacancies.
5. To describe the second year students' ability of SMPN 1 Batang Anai Padang Pariaman in comprehending the schedule of advertisement text on job vacancies.
6. To describe the second year students' ability of SMPN 1 Batang Anai Padang Pariaman in comprehending the purpose of advertisement text on job vacancies.

Research Method

The design of the research was descriptive research. According to Gay

(1987) descriptive research involves collecting data in order to answer questions concerning the current status of the subject of the study. This research was aimed to describe the ability of second year students of SMPN 1 Batang Anai Padang Pariaman in understanding advertisement text. According to Gay (1987:102), population is the group of interest to the researcher; the group to which she or he would like the result of the study to be generalized. The population of this research was the second year students of SMPN 1 Batang Anai Padang Pariaman. The members of population were distributed into five classes: class A, class B, class C, class D, class E. The number of members of the population was 145 students. Because the number of population was quite large, so the researcher took sample. The sample is a part of population. Sampling is the process of selecting a number of populations for a study in such a way that the individuals represent the larger group from which they were selected (Gay, 1987: 101). She also argues that minimum size for descriptive research is 10% of population. Thus, the size of the sample was 20% of population. Therefore, the size of population member was accepted.

In this study, the researcher used cluster random sampling technique to select the sample of this study. Gay, *et al*

(2009:129) state that cluster random sampling maybe the only feasible method of selecting a sample when the researcher is unable to obtain a list of all members of the population. In addition, it was used because the members of populations were distributed in groups or classes. The researcher used random sampling technique because the population was homogenous. The members of population had the same curriculum, syllabus and material.

To choose the sample, researcher followed a procedure as follows. First, she wrote the name of each class in five pieces of paper and put them into a box. After shaking them, she chose two of them by closing her eyes. One of two selected class would be classes sample (class E), and another one would be the sample for try out test (class A). The members of class sample (class E) would be the sample of this research (29 students).

In this research, the researcher collected the data through reading test. The test was constructed in multiple choice form. Before giving the test to the students, the researcher tried it out. The kinds were sales and job vacancies. The try out test consisted of 5 items on the product, 8 items on the price, 7

items on the purpose, 6 items on the qualification, 4 items on the schedule.

The researcher tried out the test to the students out of the sample to find out whether the students understood the instruction and the time allocation was sufficient or not. The result of try out was used to find out the reliability of the test, the difficulty index, and discrimination index.

1. Item Difficulties

To analyze item difficulties in order to know whether the items were easy or difficult, the researcher used the following formula (Arikunto, 2012:219):

$$P = \frac{B}{JS}$$

Where :

P = Item difficulties

B = The number of students who answer correctly

JS = The number of total students

The result of difficulty index is classified into the followings (Arikunto, 2012:225)

$$P = 0.00 - 0.30 = \text{Difficult}$$

$$P = 0.31 - 0.70 = \text{Moderate}$$

$$P = 0.71 - 1.00 = \text{Easy}$$

Among the range above, the researcher used the items that had D.21 – 1.00 as test items for real test because the items with lower discrimination index are not a powerful indicators in determining between the high ability students and low ability students (Brown, 2010:71)

2. Item Discrimination

Item discrimination is the ability of the item to differentiate between students who have high ability and students who have low ability. To do item discrimination analysis the researcher divides the students into two groups (low and high group) by decoding the half top as high group and half bottom as the low group because the total of sample was less than 100. Arikunto (2012:228) suggested the following formula to determine item discrimination:

$$D = \frac{BA}{JA} - \frac{BB}{JB}$$

Where :

D = Item discrimination

JA = Number of the students in the high group

JB = Number of the students in the low group

BA = Number of students in the high group who answer correctly

BB = Number of the students in the low group who answer correctly

In the evaluation term, item discrimination is symbolized as “D” that refers to “Discrimination”. The result of the item discrimination is classified into following:

D = 0.00 – 0.20 = Poor

D = 0.21 – 0.40 = Satisfactory

D = 0.41 – 0.70 = Good

D = 0.71 – 1.00 = Excellent

Among the range above, the researcher used the items that had D.21 – 1.00 as test items for real test because the items with lower discrimination index are not a powerful indicators in determining between the high ability students and low ability students (Brown, 2010:71)

One of the criteria of good test is valid. The test is valid if it measures what is supposed to measure. Gay (1987:129) states that one of the types of validity is content validity. It means that the test is valid if it fixes with the materials that have been given to the students and it is based on the curriculum and syllabus. To validate the test the researcher chose the content validity in which the test was constructed based on the curriculum and syllabus on second year. Furtherly, she discussed it with the teachers who taught English subject.

Reliability is the degree of the test that consistently measures whatever to be measured (Gay, 1987:135). To know the reliability of the test, the researcher used split half method. It is a kind of method, which divides the items of the test into odd group and even group. To find out the reliability index of the test, the researcher used Pearson Product Moment formula (Arikunto 2013:87) as follows:

$$r_{xy} = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Where

r_{xy} = the coefficient correlation between x and y variable

n = the number of students

$\sum X$ = total score of odd items

$\sum Y$ = total score of even items

After that, to know the reliability coefficient for total test, the researcher used Spearman Brown Formula (Arikunto 2010:75):

$$r_{ii} = \frac{2r_{xy}}{1 + r_{xy}}$$

Where:

$$r_{ii} =$$

the coefficient reliability for total test

r_{xy} = the coefficient correlation of two halves of the test

According to Arikunto (2007:75) general coefficient correlation is as follows:

0.00 – 0.20 = very low correlation

0.21 – 0.40 = low correlation

0.41 – 0.60 = moderate correlation

0.61 – 0.80 = high correlation

0.81 – 1.00 = very high correlation

The researcher got the degree of coefficient correlation of the test was .83 and reliability coefficient for total test was .90 which means that the test was reliable.

In gathering data, the writer used the following procedures:

1. Giving the test to the students
2. Collecting the students' answer sheets
3. Checking the students' answer
4. Giving score 1 for correct answer and 0 for wrong answer
5. Counting the total score of each student

After getting the data the researcher analyzed the data by using the following steps:

1. Presenting the raw score
2. Calculating Mean (M) and Standard Deviation (SD) by using the formula that suggested by Arikunto (2012:299):

$$M = \frac{\sum X}{N}$$

Where :

M = Mean

$\sum x$ = Total score of the students

N = Number of students

$$SD = \sqrt{\frac{\sum X^2}{N} - \left[\frac{\sum X}{N}\right]^2}$$

Where :

SD = Standard deviation

$\sum x$ = The total of x

$\sum x^2$ = The total of x^2

3. Classifying the students' ability into high, moderate, and low ability based on the criteria below (Arikunto, 2012:299)

$> M + 1SD = \text{High}$

$(M - 1SD) \rightarrow (M + 1SD) =$

Moderate

$< M - 1SD = \text{Low}$

4. Calculating the percentage of the students who get high, moderate, and low ability by using the formula:

$$P = \frac{F}{N} \times 100\%$$

P =

Percentage of the students' score

F = The sum of the students who have high, moderate, or low ability

N = The sum of the students.

Findings

1. Students' Ability in Comprehending Advertisement Text

The result of data analysis showed that the highest score was 18 and the lowest

score was 8. She also got that mean was 15.21 and standard deviation was 2.55. The result of data analysis revealed that 3 students (10.34%) had high ability, 23 students (79.31%) had moderate ability, and 3 students (10.34%) had low ability. To make it clear, it was shown in Table 1

Table 1 : Students' Ability in Comprehending Advertisement Text.

The Categories of Ability	Students	Percentage (%)
High	3	10.34
Moderate	23	79.31
Low	3	10.34

2. Students' Ability in Comprehending the Product of Advertisement Text on Sales

The result of data analysis showed that the highest score was 3 and the lowest score was 0. The mean was 2.34 and standard deviation was 0.77. The result of the data analysis also demonstrated that 0 students (0%) had high ability, 28 students (96.55%) had moderate ability, and 1 student (3.45%) had low ability. To make it clear, it shown in Table 2 below:

Table 2 : Students' ability in comprehending the product of advertisement text on sales

The Categories of Ability	Students	Percentage (%)
High	0	0
Moderate	28	96.55
Low	1	3.45

3. Students' ability in Comprehending the Price of Advertisement Text on Sales

The result of the data analysis showed that the highest score was 4 and the lowest score was 2. The mean was 2.90 and standard deviation was 0.59. Then, the result of the data analysis revealed that 4 students (13.79%) had high ability, 25 students (86.21%) had moderate ability, and 0 students (0%) had low ability. To make it clear, it shown in Table 3 below :

Table 3: Students Ability in Comprehending the Price of Advertisement Text on Sales

The Categories of Ability	Students	Percentage (%)
High	4	13.79
Moderate	25	86.21
Low	0	0

4. Students' Ability in Comprehending the Purpose of Advertisement Text on Sales

The result of the data analysis showed that the highest score was 2 and the lowest score was 0. The mean was 1.62 and standard deviation was 2.48. Then, the result of the data analysis also demonstrated that 0 students (0%) had high ability, 29 students (100%) had moderate ability, and 0 students (0%) had low ability. To make it clear, it shown in table 4 below :

Table 4: Students Ability in Comprehending the Purpose of Advertisement Text on Sales

The Categories of Ability	Students	Percentage (%)
High	0	0
Moderate	29	100
Low	0	0

5. Students' Ability in Comprehending the Qualification of Advertisement Text on Job Vacancies

The result of the data analysis showed that the highest score was 4 and the lowest score was 2. The mean was 3.28 and standard deviation was 0.17. In addition, the result of the data analysis showed that 12 students (41.38%) had high ability, 13 students (44.83%) had moderate ability, and 4 students (13.79%) had low ability. To make it clear, it shown in table 5 below :

Table 5: Students Ability in Comprehending the Qualification of Advertisement Text on Job Vacancies

The Categories of Ability	Students	Percentage (%)
High	12	41.38
Moderate	13	44.83
Low	4	13.79

6. Students' Ability in Comprehending the Schedule of Advertisement Text on Job Vacancies

The result of data analysis showed that the highest score was 4 and the lowest score was 1. The mean was 3.55 and standard deviation was 0.57. The result of the data analysis also demonstrated that 0 students (0%) had high ability, 27 students (93.10%) had moderate ability, and 2 students (6.90%) had low ability. Table 6 below shows it clearly.

Table 6 : Students' Ability in Comprehending the Schedule of Advertisement Text on Job Vacancies

The Categories of Ability	Students	Percentage (%)
High	0	0
Moderate	27	93.10
Low	2	6.90

7. Students' Ability in Comprehending the Purpose of Advertisement Text on Job Vacancies

The result of the data analysis showed that the highest score was 3 and the lowest score was 0. The mean was 1.52 and standard deviation was 0.67. In addition, the result of the data analysis showed that 1 students (3.45%) had high ability, 28 students (96.55%) had moderate ability, and 0 students (0%) had low ability. To make it clear, it shown in table 7 below:

Table 7: Students Ability in Comprehending the Purpose of Advertisement Text on Job Vacancies

The Categories of Ability	Students	Percentage (%)
High	1	3.45
Moderate	28	96.55
Low	0	0

Discussions

1. Students' Ability in Comprehending of Advertisement Text

As discussed above, 79.31% students had moderate ability in comprehending advertisement text. It indicates that some of students still had problems in comprehending the product, price and

purpose of advertisement text on sales. In addition, the students also still did not comprehend well about the qualification, schedule and purpose of advertisement text on job vacancies.

2. Students' Ability in Comprehending the Product of Advertisement Text on Sales

Another finding of this study was that the ability of the students at SMPN 1 Batang Anai Padang Pariaman in comprehending the product of advertisement text on sales was moderate 96.55%. For example the question: *What is being advertised?*. They answered with *"Alexandra cafe"*, while the correct answer for this question is *"Food and beverage"*.

3. Students' Ability in Comprehending the Price of Advertisement Text on Sales

As already discussed before, this study also found that the ability of the students at SMPN 1 Batang Anai Padang Pariaman in comprehending the price of advertisement text on sales was moderate 86.21%. There were 6 students who could not answer the question correctly : *It costs....dollar for each van to be washed at ABC Car service*. They answered with *"Ten"*. While the correct answer is *"six"*.

4. Students' Ability in Comprehending the Purpose of Advertisement Text on Sales

The next finding of this study was that the ability of the students at SMPN 1 Batang Anai Padang Pariaman was moderate 100%. There were 5 students could not answer the question: *"What is the purpose of the text?"*. They answered with *"To invite a friend to attend"*, while the correct answer for this question is *"To persuade people to coming and buy Alexandra's product"*.

5. Students' Ability in Comprehending the Qualification of Advertisement Text on Job Vacancies

As already discussed previously, this study was that the ability of the students at SMPN 1 Batang Anai Padang Pariaman was moderate 44.83% students had moderate ability. There were 11 students could not answer the question: *"Which one of followings does not belong to the qualification of the candidate?"*. They answered with *"Experienced"*, while the correct answer for this question is *"Able to drive"*.

6. Students' Ability in Comprehending the Schedule of Advertisement Text on Job Vacancies

As already discussed before, this study was that the ability of the students at SMPN 1 Batang Anai Padang Pariaman was moderate 93.10% . There were five students who could not answer the question correctly. For example the question: “*When should the candidate send the application letter?. They answered with “ after april 18th 2009”*”, while the correct answer is “ *before april 18th 2009”*”.

7. Students’ Ability in Comprehending the Purpose of Advertisement Text on Job Vacancies

The last finding of this study was that the ability of studetns at SMPN 1 Batang Anai Padang Pariaman was moderate 96.55%. There were 16 students could not answer question correctly. For example the question: “the writer wrote the text to?. They answered with “*to let the readers know about job*”, while the correct answer is “it attract the public who looking for a job”.

Conclusions

After interpreting the result of data analysis, it can be concluded as follows:

In general, the ability of the second year students of SMPN 1 Batang Anai Padang Pariaman in comprehending advertisement text (the component of

advertisement text) was modertae 79.31% of students possessed moderate ability. Their ability in comprehending the purpose, the price, the purpose of advertisement text on sales was moderate 96.55%, 86.21% , 100%, and their ability of in comprehending the quaification, the schedule, the purpose of advertisement text on job vacancies was moderate 44.83% , 93.10%, 96.55%

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