

# CHAPTER I

## INTRODUCTION

### A. Background of The Research

Language plays important role on communication. Human can communicate their ideas, meanings and feelings to others using language. Therefore, language is a means for people to do communication in this world.

“Language is the system of sounds and words used by humans to express their thoughts and feelings”<sup>1</sup>. The mean language is an important thing in order to communicate in the society because through language people can express their wishes, feelings, and ideas. However, the problem will appear when people from different countries with different cultures and backgrounds meet and speak different languages. They do not languages used by most people in the world.

According to John B. Carrol, language is an arbitrary system of speech sounds and sequences of speech sound which is used or can be used in interpersonal communication by an aggregation of human being and which is rather than exhaustively catalogue thing process and event in the human environment.<sup>2</sup>

There are many languages in this world. Each country has its own language. English is being one of them. As an International language, English becomes the most important language. It is an essential tool for communication particularly in business world and acquiring knowledge from foreign country. By using English, everyone can talk each other even though they come from different country.

In our country, Indonesia, English has been taught as a first foreign since the proclamation of Indonesia on 17<sup>th</sup> of August 1945. During the Dutch colonial time, English was taught and used as a medium of instruction in the school.<sup>3</sup>

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<sup>1</sup> AS Hornby, *Oxford Advanced Learners Dictionary*, ( New York: oxford university press, 1995), p.662

<sup>2</sup> Ramelan, *Introduction to Linguistic Analysis*,(Semarang: IKIP Semarang Press, 1992), p.10.

<sup>3</sup> Ramelan, *Introduction to Linguistic Analysis*,(Semarang: IKIP Semarang Press, 1992), p.1



read or gathering some information and facts so it produce something which can be read its meant and information.

Iqro' in that verse above is mentioned twice because it has a special meaning. According to Al-Maraghi that command means that reading will go on the deep soul if it is done repeatedly.<sup>6</sup> By reading, people will get many information and knowledge. Quraish Shihab explains that the meaning is "read, and because you have read, because of Allah's majesty and glory so that you will be lofty."<sup>7</sup> The verses shows that islam gives high attention yo reading. It explains about how reading can be a first step of teaching learning process. Reading in Islamic perspective is not only dealing with the understanding but also interpreting and extracting. The information from the text then relate it to the real phenomenon readers have. Reading can be a first requirement in developing knowledge and technology.<sup>8</sup>

The verse above shows the command to read. Basically, human being is foolish, and Qur'an asks its ummah to think and read about God's sciences in this world. Reading is the window of knowledge and world. The verse above also explains about the excellence for the people who read and have knowledge.

Reading is about understanding written texts. Learning to read is an important educational goal. For both children and adults, the ability to read opens up new worlds and opportunities. It enables us to gain new knowledge, enjoy literature, and do everyday things that are part and parcel of modern life, such as, reading the newspapers, job listings, advertisements, instruction manuals, maps and so on.

Nowadays, there are many advertisements that using English. Many, but not all students of Junior High School cannot comprehend easily about it. Reading is

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<sup>6</sup> Al-Maraghi, Ahmad Musthafa, *Tafsir Al-Maraghi*,(Semarang: PT Karya Toha Putra, 1993),Juz XXX, terjemeh oleh Bahrin Abubakar, p.347

<sup>7</sup>[Http://mashurimas.blogspot.com/2011/01/makalah-tafsir-surat-al-alaq-ayat-1-5.html/downloaded](http://mashurimas.blogspot.com/2011/01/makalah-tafsir-surat-al-alaq-ayat-1-5.html/downloaded) on 27januari2012/13.58

<sup>8</sup> M. Quraish shihab, *Wawasan Al-Qur'an*, (Bandung: Mizan, 2003), p.6

a skill that deals with the comprehension. Comprehension is ability to understand something.<sup>9</sup>

In reading English text is not always easy for students, considering that English is their foreign language. Although English has been given since the elementary level, it seems that many students still find difficulties in understanding reading materials in their textbooks as well as in their work sheets. To help students comprehend the text that they read, there are many ways and media that can be used, such as graphic, picture, video, etc. In this case the writer chooses a video as a medium to teach reading of advertisement text.

The writer chooses video as a media in teaching advertisement text because student easily to get the information after learning process. Video is one of the audio visual media that can be used in teaching and learning process. It is box containing a type magnetic tape used for recording moving pictures and sound.<sup>10</sup> So, video is a media that containing of sound and picture. Video allows students to look at situations for beyond their classroom. This is especially useful if students want to see. It is a good media to give students a chance to see something new, like what kinds of news in other countries, what they wear and others.

Because of the reasons above the writer wants to run a classroom action research in MTs NU Al-Hikmah Mijen Semarang using video to teach advertisement text.

## **B. Question of The Research**

How is the effectiveness of using video to improve students' reading comprehension at eighth grade students of MTs NU Al-Hikmah Mijen Semarang in the Academic Year of 2011/2012?"

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<sup>9</sup> AS. Hornby, *Oxford Learner's Pocket Dictionary*, (New York: Oxford University Press, 2003), p. 357

<sup>10</sup> Oxford English, *Oxford Learner's Pocket Dictionary*, (New York: Oxford University Press, 2003), p.480

### **C. Objective of The Research**

According to the research problem above, the objective of the study is to find out the effectiveness of using video to improve students' comprehension in reading advertisement text at eighth grade students of MTs NU Al-Hikmah Mijen Semarang in the Academic Year of 2011/2012.

### **D. Pedagogical Significant**

This study is expected to give some positive outcomes. These positive conclude of theoretical and practical outcomes. The theoretical outcome based on contextual and conceptual consideration. The practical outcome is used to make a better change in the school. They are:

#### 1. Theoretical

This research is hoped can increase the concept of knowledge, actually in English language learning. Besides that, the result of this research can be used as contribution of thought for the writer that relevant with English language learning actually in reading teaching process.

#### 2. Practical

##### a. For Students

By using video, the students will be able to memorize the lesson easily. So, they can comprehend content of the text. Students not only can hear the conversation, but also can see the expression when some words or sentences are expressed.

##### b. For Teachers

Teacher can use the result of this study as a reference when they want to improve their ability in teaching reading. As teachers, they are asked to be able to manage the class effectively. By using video, teachers can make an atmosphere so that the students can focus their mind during the lesson process.

c. For the school

It can be a supported way to improve teaching and learning process. The school that has many media or strategies in learning process will interest the students to be more active.

d. For the readers

It is hoped can give more information and contribution to the knowledge. Hopefully it can be an inspiration for the readers to use video or another media to improve their reading comprehension.

e. For the writer itself

The writer can use this medium to improve her skill in mastery reading. The writer can learn how to use medium correctly.