

**THE USE OF VIDEO TO IMPROVE STUDENTS' READING COMPREHENSION  
ON ADVERTISEMENT TEXT**

(A Classroom Action Research with the Eighth Grade Students' of  
MTs NU Al-Hikmah Mijen Semarang in the Academic Year of 2011/2012)

**FINAL PROJECT**

**Submitted in Partial Fulfillment of  
The Requirement for the Degree of Bachelor  
of Education in English Language Education**



**BY:  
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2012**

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Dear Sir,

Dean of Faculty of Tarbiyah  
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*Assalamualaikum Wr. Wb.*

I inform that I have given guidance, briefing and correction to whatever extent necessary of the following thesis identification:

Title : THE USE OF VIDEO TO IMPROVE STUDENTS' READING  
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(A Classroom Action Research at Eighth Grade Students of MTs Nu Al-  
Hikmah Mijen Semarang in the Academic Year 2011/2012)

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Field of Study : English Language Education

I state that the thesis is ready to be submitted to Education Faculty Walisongo State Institute for Islamic Studies to be examined at Munaqosyah session.

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**RATIFICATION**

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Had been ratified by the board of examiners of Education Faculty of Walisongo State Institute for Islamic Studies and can be received as one of any requirement for gaining the Bachelor Degree in English Language Education.

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## ABSTRACT

**ARINAWATI. (083411026).** *The Use of Video to Improve Students' Reading Comprehension on Advertisement text (A Classroom Action Research with the Eighth Grade Students of MTs NU Al-Hikmah Mijen Semarang in The Academic Year of 2011 – 2012).* Thesis, Semarang: Bachelor Program of English Language Education of Walisongo State Institute for Studies (IAIN Walisongo), 2012

*Keywords: improve, students' reading comprehension, advertisement, video, classroom action research*

The background of the study in this research is based on the phenomenon that students have difficulties in comprehending advertisement text because the teacher just explains the material orally without being supported by teaching aids. The result is the students' reading comprehension is low. To improve students' reading comprehension on advertisement text, the teacher needs strategy through using an aid that facilitates on reading advertisement text. Video is one of aid that can be used in teaching reading advertisement text. By using video, students are able to comprehend advertisement text easily.

The objectives of this study are to find out the effectiveness of using video to improve students' reading comprehension in advertisement text of the Eighth grade students of MTs NU Al-Hikmah Mijen Semarang in the academic year of 2011/2012 and to identify the effectiveness of using video to improve the students' activeness during teaching and learning process of the Eighth grade students of MTs NU Al-Hikmah Mijen Semarang in the academic year 2011/2012.

This research is a classroom action research. It was done through two cycles with different content of video. Data collection was done using test and observation.

The research finding shows a difference in achievement of students' reading comprehension before and after being treated by using video. The average of the students' result in pre-cycle was 58.75, in the first cycle test was 64.38, and in second cycle test was 73.44. The students were more attracted, more active, and more interested in studying when they used video compared to when they did not use media. They responded the lesson well and enjoyed the whole of the lesson.

Finally the result of this research shows that students' comprehension was improved in each cycle after they were taught using video. They were better in their advertisement text's reading. It was signed by their improvements in the result of each test. It means that video can be used as a medium that can help the students to understand the material. The school can make an innovation by using video as media in every lesson.

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Shalawat and Salam for the Prophet Muhammad who brings us from the darkness to the brightness.

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Finally, the writer realizes that this thesis is still far from being perfect; therefore, the writer will happily accept constructive criticism in order to make it better. The writer hopes that this thesis would be beneficial to everyone. Amin

Semarang, 5 December 2012

The Writer,

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