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THE USE OF ADVERTISEMENT BILLBOARD AS A MEDIA TO IMPROV THE STUDENTS TRANSLATION ABILITY AT SMK TRITECH INFORMATIKA MEDAN

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ABSTRACT

This research was conducted to know and proving that The Advertisement Billboard can improve students' translation mastery in learning English for a month researching. The subjects of this research were seventh grade students of SMK Trittech Informatika Medan in academic year of 2020/2021 that consisted of 20 students. This research was conducted by using classroom action research. This research was used pre-test and post-test data, interview sheet, observation sheet, diary notes, and documentation. The result of this research showed that there was an improvement of students' vocabulary mastery. It could be seen by the mean of the pre-test was 56, the mean of the first cycle was 69.4, and the mean of second cycle was 83.6, these results mean showed that the mean in second cycle were better than the first cycle. The percentage of students who got point ≥ 70 up also grew up. In the pre-test, there was nobody got point 70 up (0%). In the post-test I of cycle I, the result is good enough because the students who got point ≥ 70 up there were 8 students (40%). It means that there was a good improvement about 23.92%. In the post-test II of cycle II, students who got point 70 up were 20 students (100%) and the improving was about 25.36%. For the total score of students' improvement from pre-test to post-test of cycle II was 49.28%. In other words, the students' vocabulary mastery has improved from the first meeting to the next one. For the hypothesis testing, it was used t-test formula from the computation, it could be seen that coefficient of t-table (2.09) with fact level $\alpha = 0.05$ was 8.04 in the coefficient of t- observation ($8.04 \geq t\text{-table } (2.09)$). Thus, alternative hypothesis (H_a) stating that The Advertisement Billboard as a media improved students' translation mastery can be accepted and could make the class become alive, active and fun properly.

Keyword: Advertisement Billboard, Students' Translation Mastery

INTRODUCTION

As a teacher, also required to be more creative in making teaching methods to students, to get a class feeling that is not monotonous and tends to be boring, that causes more students to be lazy and ignore lessons, especially English itself. The use of appropriate teaching media and the various teaching methods used by the teacher, may make it easier for students to learn this language, such as using picture media, television, radio, or Billboard advertisements as a learning tool. Nurhadi (1995: 382) states that the use of visual aids is an effort to make it easier to understand the language being studied. In this case the author takes the discussion of learning with advertising media on Billboard along the way.

Some of students are not interested in writing and they do not give the attention to the process of teaching writing. From those problems above, it is assume that the students' achievement can be increase if the teacher apply a new model or activities to make the lesson interesting. One of method that can be used in teaching and learning procedure text writing is using advertisement products on billboard as an alternative to make process of teaching procedure text writing more effective.

Often we find terms in advertising which use short, meaningful sentences, which we find in Billboard, Plank, TV where some of the products use English to convey advertising messages, such as "talk less do more". Advertisement products on billboard shows the students the real object that make them active to think and interactive in learning process. It can be easily used as the model by the teacher to the students' achievement in writing. Therefore the purpose of this study is to improve students' ability to translate, and so that the teacher can provide a fun method to hone student translations in advertising language. so that the author is interested in making a study The Use of Advertisement Billboard as a Media to Improv The Students' Translation Ability at SMK Tritech Informatika Medan. With the consideration that the level of translating students is still low. By utilizing billboards as a media to make it easier for students to interpret sentences.

LITERATURE REVIEW

1. Billboard

Billboard is one of the media that is placed outside the room which has now become part of people's life, which has the aim of conveying an informational message, promoting a product or service.¹

2. Advertisement

Advertising as a form of non-personal communication using mass media. These advertisements can build brand identity, build customer relationships, increase sales, and convey information. Visualization advertisement strengthens the brand image and reaches a broad target market.

3. Media

Media comes from Latin and is the plural form of the word medium which literally means intermediary or introduction. medoe is an intermediary or messenger from the sender to the recipient of the message.²

4. Translation

According to Newmark (1988:5), "Translation is rendering the meaning of a text into another language in the way that the author intended the text". Then Weber (1984:3) states that "translation is the transposition of a text written in a source language into target language". He also states also that the translation have to be accurate in meaning, contain all nuance of the original, and must be written in clear an elegant language so that the reader can easily understand it.

5. Ability

Ability is the capacity of being able to perform a quality that permit or facilities achievement or accomplishment.³

RESEARCH METHOD

In this research the researcher use participants Classroom Action Research (CAR), one study participant said as CAR is when the person who will carry out the study presented should be directly involved in the research process from the beginning until the results of research in the form of a report, and will be conducted at SMK Tritech Informatika Medan at Jl. Bhayangkara No.484, Indra kasih, kec. Medan Tembung, Kota Medan, North Sumatra in the 2020-2021 school year. It will be in the second grade of high school. Samples was the persons who give the data about the research. In this research, author will take samples from class XI MR 3.

This research using qualitative (experience-based) and quantitative data (number-based). The qualitative data consists of entering the class with SOP (standard Operating Procedure) of Covid 19 with mask and hand sanitizer during observation. On the other side,

¹ FandiTjiptono, *StrategiPemasaran* (Yogyakarta : PenerbitAndi, 2008), p. 243

² Sadirman, Arif S, *Media Pendidikan : Pengertian, PengembangandanPemanfaatannya*, (Jakarta : RajawaliPers, 2014), p. 6

³ Wasry, Soemanto, *Psikologi Pendidikan*, (Malang: Rieneka Cipta, 1983).p.256

the quantitative data uses pre-test and post-test. And the completely explanation as follows, Observation, Interview, and Test.

The qualitative data analysis used in this study was the observation of student activities during the teaching and learning process, and interviews before and after the Classroom Action Research (CAR). First, to calculate the average student in this research test the researcher used the following formula by finding mean of pre test scores, Second, the researcher tries to get the percentage of classes that meet the minimum level of mastery (KKM) criteria given the acquisition value of 70 (seventy) English subjects which were adapted from the school agreement at SMK Tritech Informatika Medan, third, for the last step after getting mean and percentage of students' score per action, the researcher identifies whether there might have and improvement or not. To calculation the percentages of students' improvement score from pre-test to post-test I, in analyzing that, the researcher uses the formula then to calculate the percentages of students' improvement score from pre-test to post-test II, then to calculate the percentages of students' improvement score from pre-test to post-test II. Also Hypothesis test for finding the validity of data.

RESULT AND DISCUSSION

The research data was analyzed in two forms they were qualitative and quantitative data. The qualitative data were taken from interview, observation sheet, diary note and supported by documentation. The quantitative data were taken from the mean of the students' score. This research was conducted in XI MR 3 class which consisted of 20 students. This research was accomplished in two cycles. Each cycle consisted of four steps of action research (planning, acting, observing, and reflecting). The first cycle was done in two meeting that also conducted pre-test and post-test I. The second cycle was conducted in two meeting that included post-test II. It can be concluded that totally there were six meeting in this research.

	Pre-Test	Post-Test I	Post-Test II
Total ($\sum x$)	1120	1388	1672
Mean (\bar{X})	56	69,4	83,6
Passing Grade of Students (>70)	-	8	20
Percentage (%)	0%	40%	100%

The result showed the improvement of the students' score from pre-test to post-test II (in cycle I and II). In the pre-test the students who got score 70 up was nobody (0%). In the post-test I students who got score 70 up were 8 from 20 students (40%). In the post-test II students who got score 70 up were 20 from 20 students (100%). And the improving of the pre-test to post-test I was about 23,92% besides the improving of the pre-test to post-test II was about 49.28%. The last was the gape percentages between post-test I and post- test II was 25.36%. And for the testing hypothesis can be seen in the next discussion.

That the coefficient of tobservation = 8.04, N-1= 20-1= 19, with level $\alpha = 5\%$ (0.05). in the coefficient of an ttable to df =2.09. tobservation (8.04) \geq ttable (2.09). Thus, alternative hypothesis (H_a) could be excepted. Based on the finding, the alternative hypothesis (H_a) start the using of advertisement billboard as a media could improve the students translation mastery.

The result indicated that there was an improving on the students' translation mastery by using Advertisement Billboard. The mean of the first cycle was 69.4, it was not bad. The mean of second cycle was 83.6 it was the best score ever, it indicated that the scores and the mean in second cycle were better than the first cycle. The percentage of students who got point ≥ 70 also grew up. In the pre-test, the students who got point ≥ 70 up were nobody (0%). In the post-test of cycle I students who got point 70 up were 8 students (40%). It means that there was an improving about 20.90 %. The post-test of cycle II, students who got point

70 to up there were 20 students (100%) and the improving was about 24.74%. For the total improving of the students' score from pre-test to post-test of cycle II was 45.64 %. In other words, the students' vocabulary mastery had improved better and better again starting from the first meeting to the next one.

CONCLUTION

1. Qualitative Data

From the result of qualitative data showed that students' responded much better after using the advertisement billboard. It can be represented by their spirit and enthusiastic when they were learning English Translation in the class. Using advertisement billboard as a media had changed students' ideas, thinking, motivation and their behavior to be more active in learning English especially in translation. Forward, the class has been more enjoyable when the researcher using the advertisement billboard as a media.

2. Quantitative Data

From the result of quantitative data showed that the improvement of the students' score from pre- test to post- test I and post- test II. The mean of students' scores in pre- test were 56, in the post- test I were 69.4, and the post- test were 83.6. In the pre- test, there were 0 % (no students) who got score ≥ 70 . In the post- test I, there were 40 % (8 of 20 students) who got score ≥ 70 ; the improvement from pre- test to post- test I were 23.92%. In post- test II, there were 100 % (20 of 20 students) who got score ≥ 70 . Forward, The increasing percentage from post test I to post test II was 25.36%. this improvement continued to the post-test I and post test II, as we can see that The increasing percentage from pre-test to post- test II was 49.28 %. Based on the data, it was concluded the students' ability in translation has been improved by advertisement billboard as a media.

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