

**THE EFFECTIVENESS OF USING ADVERTISEMENT IN TEACHING
VOCABULARY SIZE AT THE SEVENTH YEAR STUDENTS OF MTs
AN- NUR PALANGKA RAYA**

THESIS

Presented to the Language Education Department of the Faculty of Teacher
Training and Education of the State Islamic Institute of Palangka Raya in Partial
Fulfillment of the Requirements for the Degree of *Sarjana Pendidikan Islam*



By

RAHMAWATI

SRN 100 112 0613

**STATE ISLAMIC INSTITUTE OF PALANGKA RAYA
FACULTY OF TEACHER TRAINING AND EDUCATION
LANGUAGE EDUCATION DEPARTMENT
STUDY PROGRAM OF ENGLISH EDUCATION
1437 H / 2015 M**

APPROVAL OF THE THESIS ADVISORY COMMITTEE

Title of the thesis : **THE EFFECTIVENESS OF USING ADVERTISEMENT IN TEACHING VOCABULARY SIZE AT THE SEVENTH YEAR STUDENTS OF MTs AN- NUR PALANGKA RAYA**

Name : **RAHMAWATI**

SRN : **1001120613**

Faculty : **Teacher Training and Education**


Department : **Language Education**

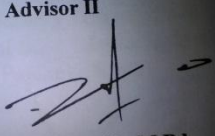
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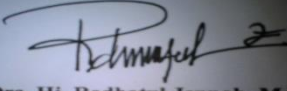
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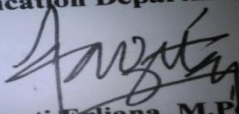
Palangka Raya, 15th October 2015

Approved by :

Advisor I

M.Zaini Miftah, M.Pd
ORN. 19750915 200912 1 002

Advisor II
Advisor II

Zulida Arifa, M.Pd
ORN.-

The Vice Dean I of Academic Affairs

Dra. Hj. Rodhatul Jennah, M.Pd
ORN. 19671003 199303 2 001

The Secretary of Language Education Department

Santi Erliana, M.Pd
ORN.198012052006042 003

NOTA DINAS

Hal : **Mohon Diuji Skripsi**
Saudari Rahmawati

Palangka Raya, 15 Oktober 2015

Kepada
Yth. Ketua Panitia Ujian Skripsi
Fakultas Tarbiyah dan Ilmu Keguruan
IAIN Palangka Raya
di-
Palangka Raya

Assalamu'alaikum Wr. Wb.

Setelah membaca, memeriksa dan mengadakan perbaikan seperlunya, maka kami berpendapat bahwa skripsi saudara:

Nama : **Rahmawati**

NIM : **1001120613**

Judul : **THE EFFECTIVENESS OF USING ADVERTISEMENT
IN TEACHING VOCABULARY SIZE AT THE
SEVENTH YEAR STUDENTS OF MTs AN- NUR
PALANGKA RAYA**

Sudah dapat diujikan untuk memperoleh gelar Sarjana Pendidikan Islam.

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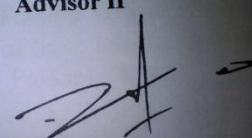
Advisor I



M.Zaini Miftah, M.Pd

ORN. 19750915 200912 1 002

Advisor II



Zulida Arifa, M.Pd

ORN.-

LEGALIZATION OF THESIS EXAMINATION

This thesis entitled: **THE EFFECTIVENESS OF USING ADVERTISEMENT IN TEACHING VOCABULARY SIZE AT THE SEVENTH-YEAR STUDENTS OF MTs AN-NUR PALANGKARAYA** in the name of RAHMAWATI, and her student registration number is 1001120613. It has been examined in the board of examiners of the State Islamic Institute of Palangka Raya on:

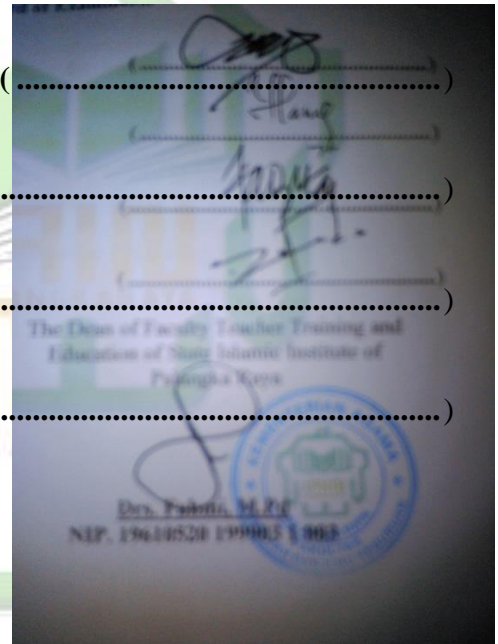
Day : Thursday

Date : Muharam 16th 1437 H /29th October 2015

Palangka Raya, 29th October 2015

Board of Examiners:

1. **Dr. H. Abdul Qodir, M.Pd** (.....)
The Head Examiner
2. **Dra. Halimah, M.Pd** (.....)
Examiner 1
3. **M. Zaini Miftah M.Pd** (.....)
Examiner 2
4. **Zulida Arifa, M.Pd** (.....)
Secretary / member



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*“ Our Future is Our
unknown Paradise ”*

DECLARATION OF AUTHENTICATION

In the name of Allah

I myself make declaration that this thesis entitles **THE EFFECTIVENESS OF USING ADVERTISEMENT IN TEACHING VOCABULARY SIZE AT SEVEN YEAR STUDENTS IN THE MTs AN-NUR PALANGKA RAYA** is truly my own writing. If it is not my own writing so, it is given a citation and shown in the list of references.

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THE EFFECTIVENESS OF USING ADVERTISEMENT IN TEACHING VOCABULARY SIZE AT THE SEVENTH-YEAR STUDENTS OF MTs

AN-NUR OF PALANGKA ARAYA

ABSTRACT

In communication through language, vocabulary is an important component. Vocabulary consists of the words in the use of oral and written language.

This study aims to measure the effect of advertisement on vocabulary size gained by the seventh-year students of MTs An-Nur of Palangka Raya. The population of the study was 67 students which are divided into 2 classes. There was one class of study namely VII-b as pre-experiment the total students are 30 students. The writer used nonprobability technique in taking sample. The type of study was pre-experimental especially pre-test post-test design and the writer used quantitative approach in finding out the answer of the problem of the study. The vocabulary test is used for data collecting technique. In collecting the data, the writer conducted pre-test and post-test by vocabulary test which consist of 70 multiple choice items for each test. In analyzing the data, the writer used t-test and SPSS 18.0 to calculate the data.

The result of the study shows that: minimum score of pre-test was 27.1, minimum score of post-test was 64.2, maximum score of pre-test was 68.5 and maximum score of post-test was 88.5. the result of hypothesis was found the calculated value ($t_{observed}$) was greater than t_{table} at 1% and 5% significance level or $2.04 < 9.751 > 2.76$. It was interpreted than alternative hypothesis (H_a) stated that the students taught vocabulary advertisement have better vocabulary was accepted. The null hypothesis (H_0) The students taught vocabulary by advertisement do not have better vocabulary size was rejected. It means that the students taught by advertisement have better vocabulary size .

Key words: *The Effect, Advertisement, Vocabulary Size*

PENGARUH MEDIA IKLAN DALAM PEMBELAJARAN KOSAKATA PADA SISWA KELAS VII MTs AN-NUR PALANGKA ARAYA

ABSTRAK

Dalam komunikasi bahasa, kosa kata adalah komponen yang penting. Kosakata susunan kata-kata penggunaan bahasa lisan dan tertulis.

Penelitian ini bertujuan: untuk mengukur pengaruh media iklan dalam pengukuran kosakata yang di capai oleh siswa kelas VII MTs AN-NUR Palangka Raya. Populasi siswa kelas VII ada 67 murid dibagi dalam 2 kelas. Penelitian menggunakan satu kelas yaitu kelas VII-b dengan sample penelitian 30 siswa. Peneliti menggunakan teknik nonprobabliti dalam mengambil sampel. Jenis penelitian adalah pre-ekperiment especially terutama pre-tes dan post-tes desain dan peneliti menggunakan pendekatan kuantitatif dalam mencari tahu jawaban dari masalah penelitian. Tes digunakan untuk mengumpulkan data, hal ini menggunakan tes kosa kata menggunakan pilihan ganda yang terdiri dari 70 item untuk setiap tes. Dalam menganalisis data, peneliti menggunakan t-tset dan SPSS 18.0 untuk menghitung data.

Hasil penelitian menunjukkan bahwa: nilai terendah pre-test adalah 27.1, nilai terendah post-tset adalah 64.2, nilai tertinggi pre-test adalah 68.5 dan nilai tertinggi post-test adalah 88.5 Hasil hipotesis menunjukkan hasil (t_o) lebih besar dari (t_{table}) pada taraf signifikan 1% dan 5% atau $2.04 < 9.571 > 2.76$. hal ini telah menunjukkan bahwa hipotesis alternatif (h_a) mengatakan menggunakan iklan member efek dalam pembelajaran kosakata di kelas VII di MTs An-Nur Palangka Raya telah diterima. Hipotesis nol (h_o) mengatakan menggunakan iklan tidak memberi efek dalam pembelajaran kosakata di kelas VII di MTs An-Nur Palangka Raya Hal ini menunjukkan bahwa siswa yang belajar kosakata menggunakan media iklan mempunyai pengukuran kosakata yang baik .

Kata kunci: *Pengaruh, Iklan, Pengukuran Kosaka*

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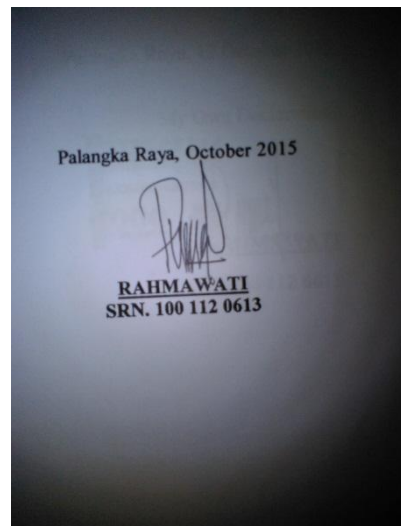
The writer likes to show the best gratitude to our almighty, Allah who has given her a drop of knowledge with a million powers and patience. Peace and salutation be upon the greatest reformer in Islam, he is Muhammad SAW. Through his endless mediation that the writer recognized as a true exist Moslem. Because of that divine gift of grace from Allah, the writer finally able to finish this thesis entitled **The Effectiveness of Using Advertisement in Teaching Vocabulary Size at Seventh Years Students of MTs An-Nur Palangka Raya**, as the requirement for the degree of S1 in English program of IAIN Palangka Raya. In addition, along in process of finishing this thesis the writer would like to dedicate her best thank to:

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RAHMAWATI
SRN. 100 112 0613

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CURRICULUM VITAE



RAHMAWATI (NurRahmaMutalib) was born in Palangka Raya on April 24th , 1992. She is the first child of Mr.AbdulMutalib andMrs.Wahdah. She has a younger brother. Her brother name is Muhammad Rahman.

She began her study in the Islamic kindergartens NurulHikamah of Palangka Raya in 1997, she graduated of elementary school in 2004 at the Islamic Elementary School Islamiyah of Palangka Raya, she continue her study to MTsN 1 Model of Palangka Raya and she finished her study in 2007, and then she graduated of MAN Model of Palangka Raya in 2010.

In 2010 she start studied in English Department of IAINPalangka Raya. In addition, beside she was as a student of collage, at that time she also active in giving private course in her spare time.

Finally, she graduated from IAIN Palangka Raya in 2015.