IMPROVING STUDENTS' VOCABULARY ACHIEVEMENT THROUGH ADVERTISEMENTS AT 8th GRADE OF SMP NEGERI 5 MENDO BARAT IN ACADEMIC YEAR OF 2023-2024



A THESIS

Submitted to the Undergraduate School in Partial Fulfilment of the

Requires for the Degree of

Sarjana Pendidikan (S.Pd) in English Education Study Program

By

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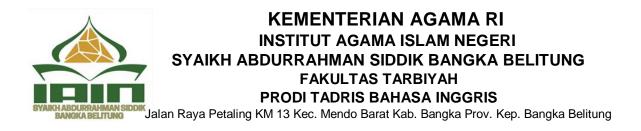
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Hereby declare the fact that my thesis entitled "Improving Students' Vocabulary Achievement Through Advertisements at 8th Grade of SMP Negeri 5 Mendo Barat in Academic Year of 2023-2024" is the original work or research of mine and not the works that have been proposed by other people to obtain a degree at college. To my knowledge, there is no works or others quotations except in writing as a reference in the thesis.

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ΜΟΤΤΟ

"Allah does not charge a soul except [with that within] its capacity" (Q.S. AL-BAQARAH [2:286])

"There is no need to explain yourself to anyone, because those who like you don't need it, and those who dislike you won't believe it" -Ali Bin Abi Thalib

"Because not everyone you love will love you back, and not everyone you treat well will return your kindness"

"Keep living even if you feel useless" -kurohasagi

DEDICATION

Bismillahirrahmanirrahmim...

In the name of Allah, the Most Gracious, the Most Merciful. First of all, praised be to Allah, Lord of the world, who has given the researcher opportunity to study and had favoured to finish this thesis. Therefore, I am as the researcher would like to dedicate this thesis to people who have contributed in helping me to complete this thesis:

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IMPROVING STUDENTS' VOCABULARY ACHIEVEMENT THROUGH

ADVERTISEMENTS AT 8th GRADE OF SMP NEGERI 5 MENDO BARAT

IN ACADEMIC YEAR OF 2023-2024

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Abstract

The purpose of this study was to improve the vocabulary achievement of eighthgrade students at SMP Negeri 5 Mendo Barat through the use of advertisements, and also to find out whether there was a significant influence by comparing samples that use advertisements as a learning platform and those that not use advertisements as a learning platform. This study used a quantitative approach, focusing on experimental research with a quasi-experimental design. The researcher used purposive sampling technique and two classes were taken as samples, totalling 41 students, with 21 students as the experimental group and 20 students as the control group. The scope of this study was restricted to two areas: parts of speech and understanding the meaning, especially nouns, verbs, and adjectives. The test results were analyzed using Paired sample t-test and Independent sample t-test statistical analysis in SPSS 25. The results showed that students taught using advertisements as a learning platform obtained higher scores compared to students taught using non advertisements as a learning platform. This means that the alternative hypothesis (Ha) was accepted, while the null hypothesis (Ho) was rejected. It be concluded that there was a significant difference between students taught using advertisements as a learning platform and students taught without using advertisements as a learning platform.

Keywords: Advertisements, Vocabulary Achievement, Learning Platform

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Petaling, 27th June 2024 The Researcher

than

Ichwan Setiawan Elyas NIM. 1813016

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SK Pembimbing

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