

**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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MOTTO

“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:

- ❖ For my beloved parents, Mrs. Elliya and Mr. Tri Siswaya. Thank you for everything you've done for me. Thank you for never stop believing in me. Thank you for the best effort you've given all this time and never stop praying for all of my goodness, especially for my mother. Words can't describe how much I owe my parents for all of the things they've done in my life. I want their names to be immortal in my writings of struggle. I love you so much!
- ❖ For my older brother Ilham Agoeng Wicaksono Elyas and my younger sister Talitha Trinity Elfrida Lejla Izzah, both of you are my motivation to finish this thesis. Big thanks for all happiness and sadness we've shared. You guys always have been my emotional support. Sorry for not being a good older brother or even younger brother for you. Lots of love from me!
- ❖ For my big family, thank you for giving me support and never stop advising me until this thesis is done!
- ❖ For my best friends who know everything about me, Ahmad Andika Rizki Saputra and Fatryo Saut Alfaro Pakpahan. Thank you very much for the emotional support you've given to me. Thank you very much for believing in me. Thank you very much for never giving up on me despite all of the complaints I said. We've been together through ups and downs of this friendship journey. All of you guys always motivate me to continue, so I don't give up in my thesis. I'm so grateful to know all of you guys. I consider both of you as my own siblings. I love you so much, buddy!

- ❖ For my college best friends and fellow thesis fighters Imam Gozali and Erlisa Latifah. Thank you very much for always be there for me when I need emotional support. Thank you very much for helping me to finish this thesis. You guys help me a lot through all of the hard times. You guys never complain when I ask too many questions. I will forever grateful for that. Thank you so much!
- ❖ For my classmates (TBI B 2018). Thank you very much for always stick together through ups and downs. We always support each other all of this time. We'll forever be a family. Thank you so much and I love you guys!
- ❖ For my academic advisor, Zulfikri Betyar Rasuan, M.Pd. Thank you for all the knowledge that has been given to me. Thank you for supporting, giving advice, and direction to me. May Allah bless and protect you forever, *Amiin*.
- ❖ For my advisors, Supiah, M.Pd and Firdaus, M.Pd.B.I. Thank you for your help and advice in finishing and completing this thesis. I will forever be grateful for that! May Allah bless and protect you forever, *Amiin*.
- ❖ For all teachers and students of SMP NEGERI 5 MENDO BARAT, thank you very much for allowed me to do research there and supported me completing this thesis.

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Abstract

The purpose of this study was to improve the vocabulary achievement of eighth-grade 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 (H_a) was accepted, while the null hypothesis (H_o) 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

ACKNOWLEDGMENT

First of all, I would like to thank to my Almighty Allah SWT who has given me the opportunity, so that I can finish this thesis entitled “Improving Students’ Vocabulary Achievement Through Advertisements at 8th Grade of SMP Negeri 5 Mendo Barat in Academic Year of 2023-2024”. It was written to fulfil the academic requirements of S1 Bachelor degree (S.Pd) in English language study, The State Of Islamic Institute Syaikh Abdurrahman Siddik Bangka Belitung in academic year 2023/2024. This thesis was written based on the research that the researcher conducted from December 2023 at SMP Negeri 5 Mendo Barat. Furthermore, the researcher would like to express her great gratitude to:

1. Rector of IAIN SAS Bangka Belitung, Dr. Irawan, M.S.I
2. The Dean of Tarbiyah Department, Dr. Soleha, M.A
3. The Head of English Education Study Program, Indrawati, M.Pd.
4. The Academic Advisor, Zulfikri Betyar Rasuan, M.Pd.
5. The First Advisor, Supiah, M.Pd.
6. The Second Advisor, Firdaus, M.Pd.B.I.
7. All lectures of English Education Study Program.
8. The Principle of SMP Negeri 5 Mendo Barat, Nuryani, S.Pd.
9. All teachers of SMP Negeri 5 Mendo Barat, especially Mrs. Hartati, S.Pd.
10. All students of SMP Negeri 5 Mendo Barat, especially VIII A and VIII B

Petaling, 27th June 2024

The Researcher



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