

## The Use of Advertisement in Social Media to Enrich Students' Vocabulary

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**Abstract:** *This study aims to at improving the vocabulary mastery in students' vocabulary by using advertisement media for grade 9 at SMPN 168 Jakarta. This research is a Classroom Action Research conducted, each cycle consists of 4 stages, namely: planning, action, observation and reflection with the research process (1) learning by using advertising media (2) planning the form of action in cycle 2 based on the results of cycle 1 reflection. research indicators show an increase in student learning outcomes. The research subjects were grade 9 students at SMPN 168 Jakarta in the odd semester 2021/2022, totaling 18 students. The results showed that in the cycle. The results showed that in the first cycle only 11 students (61.2%) achieved the KKM score (75), while 7 students (38.8%) were below the KKM score. The second cycle showed that only 2 people (11.4%) did not reach the KKM score. Meanwhile, 16 students (88.6%) whose scores exceed the KKM. The description of learning outcomes through advertising media for grade 9 students based on the results of the second cycle test, namely in the complete category reaching 88.6 percent and only a few students having learning outcomes through advertising media, namely 11.4 percent, in the first cycle students who completed only 61.2 percent and not completed as much as 38.8 percent. This illustrates that learning with the learning model with advertising media has been going well and can support increasing vocabulary with advertising media on social media. Therefore, it is recommended that teachers in teaching subject matter should prioritize the use of cooperative learning models using advertising media on social media.*

**Keywords:** *Classroom Action Research, Advertisement*

## INTRODUCTION

Language is a tool for communication that everyone uses in their everyday lives to transmit information and arguments to others. Language is similar to a concept, feelings, and aspirations that may be expressed through symbols. Language is the collection of words and the method for using them in communication that are shared by people from the same community or nation, geographical location, or cultural heritage. According to (Kuiper & Allan, 2017) language is first and primarily a tool of communication, and communication nearly always occurs within a social environment. This is why successful communication necessitates an awareness and recognition of the links that exist between a language and the people who speak it.

English becomes one of the crucial parts in the world because it is used widely as a spoken language by most of the countries. English is a tool to communicate both oral and written. Beside that English serve as access information and a mean to foster interpersonal relationships, exchange information and enjoy the aesthetics of language in British culture.

English language is not our mother tongue, automatically vocabulary in Indonesia is different from English, this makes it sometimes difficult to be mastered. In Indonesia, English is one of the languages which is included in the curriculum as a foreign language that should be taught in schools. When learning English, there are a few things to keep in mind, such as mastering vocabulary and putting it into good sentences. After that, make contact with others.

Since English has become a worldwide language, we must acquire the four fundamental language abilities. They are listening, speaking, reading, and writing at the same time. Aside from such fundamental skills, the learner must grasp as many vocabulary as possible. One of the most crucial abilities in a language is vocabulary. Someone with a restricted vocabulary is likewise limited in their listening, speaking, reading, and writing abilities. It is difficult to learn a language without first knowing the vocabulary. Because of their restricted vocabularies, the students are unable to converse properly with one another. And the concept cannot be clearly acknowledged. According to (Lado, 2012), vocabulary is an important language component since it may assist students' capacity to improve language abilities. It may be deduced that the pupils' vocabulary should be well-mastered.

Especially, on this case seems by student of SMPN 168 Jakarta in grade 9, the KKM (Kriteria Ketuntasan Minimal) or Minimum Completeness Criteria for English is 75. This score is calculated from a four-skill score. Students are deemed to have high ability if they achieve a score of 75 on their efforts. Ideally, they should get 80. The early study's value data revealed that the highest score was 78. Some students got a a score of 78, while the remaining 36 students had a score less than the passing mark of 75. This indicates that in order to master these four abilities, students' vocabulary skills must be improved (Hanafi, 2020). The major difficulties that students have when acquiring vocabulary are due to the limited vocabulary that they have. Furthermore, their English scores were low because they low ambition to study English. Another issue discovered by the researcher was the learning technique used by teachers in the classroom. According to the researcher's interviews with several students and English teachers, the learning technique used in the classroom was utilizing traditional methods, such as lecturing and using a

textbook to teach English without any enjoyable activities. However, these issues might have an impact on students' vocabulary acquisition when learning English. As a result, in order to enhance students' vocabulary mastery in the learning process, the instructor should give an engaging medium and generate pleasant learning.

One of the media that can be used by the teacher in teaching vocabulary is advertisement in social media. Nowadays, advertisement can be seen in almost any aspect of human life. The way goods are sold has an impact on people's minds, and often they can't help themselves from purchasing anything that would have no role or utility in their lives. Advertisement is one type of media that can increase students' attention and minimize boredom in class throughout the teaching and learning process. Furthermore, using video or picture of advertisement students can know every words or sentences in the advertisement. Therefore, students can learn about language accent, style, pronunciation and also the native speaker's expression. Media such as advertising has very significant role to motivate the students to learn English. They will feel something new and different from what they usually get in their class. So, they can help their English vocabulary easily.

Based on the assumption the researcher that is necessary to find out the other way to stimulate the student to enrich their vocabulary. It is conducted under the topic "The Use of Advertisement in Social Media to Enrich Student's Vocabulary in Grade 9 at SMPN 168 Jakarta".

## **THEORETICAL UNDERPINNING**

A vocabulary is the foundation of a language; if there is no vocabulary, there is no language. The vocabulary includes a variety of words from the language. Vocabulary is a collection of words that students understand in a language. Vocabulary expands with age as a helpful instrument of communication (Wibowo & Syarifah, 2018). Vocabulary as a component might be a strategy for improving all aspects of English proficiency. Students could not enhance their capacity to speak with foreign people, read English literature, or write English literature if they lacked vocabulary.

According to (Siregar, 2013), vocabulary is a collection of words that a professional may use to communicate his or her thoughts. It indicates that vocabulary is the entire number of words that someone has for expressing themselves in a language in conversation. Vocabulary appears to be a major issue in teaching English, because language application is a key necessity for communicating ideas, emotions, personalities, and goals. However, the distinction between word and vocabulary must be made. It is true that vocabulary is the word itself, yet their meanings differ.

The context and function words of language that are acquired so fully that they become a part of comprehending, speaking, and changing reading and writing vocabulary are referred to as vocabulary. It also refers to a word that has been heard or seen but has not been generated by the individual in order to communicate with others (Muliati, 2011). A vocabulary is a collection of words that is processed by a certain language. Vocabularies are used to describe all of the words in a language. Someone's mastery of certain words. Vocabulary refers to all of the language and terms that a person or group of people uses or understands.

Furthermore, vocabulary was the basic component of language competency, and it serves as the foundation for how effectively students talk, listen, read, and write. Vocabulary is a collection of terms in a language that can help learners learn the skill of the language. Also, (Azar, 2012) asserts that vocabulary is a crucial factor in learning a foreign language. It is one of the elements that connects the four abilities of speaking, listening, reading, and writing.

From the statement above the writer concludes that, the vocabulary is a collection of words that he or she may employ to communicate his or her ideas. Vocabulary is an important aspect of learning a foreign language. The vocabulary includes a variety of words from the language and it serves as the foundation for how effectively students talk, listen, read, and write.

According to (Nations, 2017) defines the “social” component as engaging with other people by sharing and receiving information with them. The term "media" refers to a means of communication, such as the internet (whereas TV, radio, and newspapers are examples of more conventional kinds of media). So, combining these two distinct concepts, he derives the following fundamental definition: "Social media are web-based communication tools that enable individuals to engage with one another by both sharing and consuming information."

Social media are computer-mediated tools that enable people to create, share, and exchange information, ideas, and pictures/videos in virtual communities and networks via the internet. According to (Dewing, 2012), "the word "social media" refers to a broad variety of Internet-based and mobile services that enable users to participate in online exchanges, contribute user-created content, or join online communities." He goes on to say that social media opens up new avenues for cooperation and conversation, and that it can be utilized anywhere, at any time, as long as an internet connection is accessible.

According to Debra Ferdinand's study, social media is defined as "a set of online technologies that enable social interaction among users." Some civitas academics, such as the instructor, lecturer, student, and faculty, may be implicated by Internet users (Ferdinand, 2013).

Based on the several definitions above, a social media site is one of the communications technologies that may provide a place or platform for individuals to interact with other people by conversing and exchanging information or knowledge even if they reside in a different city or nation. Social media is also quite beneficial in the field of education. It piques the attention of pupils in the learning process. Furthermore, as long as they have internet connection, users may utilize social media anywhere and at any time.

In everyday life, it is known that in marketing, goods or services, the company needs a promotion effort. One of the tool used by the company in the promotion of goods and services is advertising. Advertisement is one of the best known and most discussed forms of promotion people, this is likely due to its wide reach. Advertising also becomes a very important promotional instrument, especially for companies producing goods or services aimed at the wider community (Morissan, 2010). Without marketing a products with advertisements within a company, the goods or services will not be able to

maximally can introduce, remind and influence the public to buy goods or services.

Advertising is an activity that aims to introduce goods or services services offered to potential customers or consumers at the same time inviting prospective buyers to own the goods offered. In order to be interesting consumers to make a purchase of a product, the company must carry out advertising activities (Fandy, 2011).

Advertising is a commercial and non-personal communication about an organization and its products that is transmitted to a target audience through mass media such as television, radio, newspapers, magazines, direct mail (direct posting), outdoor billboards, or public transportation (Johnson, 2011). Advertising is a way to introduce an organization or its products by providing information about the organization or product. so that the wider community knows about it and it is hoped that advertising can make someone take buying action.

In addition, according to The American Marketing Association, advertising is defined as a persuasive message using mass media by business institutions, nonprofit organizations, governments and individuals with the intention of informing and persuading audiences as marketing targets or audiences (Rulli, 2015). Persuasive messages can be said to use language that attracts attention and can be accompanied by choosing a celebrity model as an advertisement star. Therefore, the existence of advertising is expected to elicit reactions from potential consumers in accordance with the will of the advertiser. For example, an action in the form of buying a product that has been advertised and using the product.

Based on the definitions above, it can be concluded that advertisement has evolved into a critical promotional tool, particularly for businesses manufacturing goods or services aimed at the general public. To get customers to acquire a product, the firm must engage in innovative advertising activities. Products distributed to a target audience by different media like as social media, television, radio, newspapers, magazines and others.

## **METHOD**

This research was conducted at SMPN 168 Jakarta, which is located at Jl. P. Komarudin Buaran Cakung, West Cakung, Kec. Cakung, East Jakarta City. This classroom action research is conducted in odd semesters for 9th grade students of SMPN 168 Jakarta in the 2021/2022 academic year. This research was carried out in two cycles, in which each cycle only had 3 meetings. Cycle I will be held on September 10-24, 2021, while cycle II will be on October 1-15, 2021. The subjects in this study were 18th grade 9C students. This class was chosen as the research subject based on the results of initial observations which showed that the students' vocabulary was still low.

This study uses a classroom action research design. Classroom action research is research carried out by a teacher in the classroom by taking certain actions with the aim of solving problems that are being faced by teachers in learning. This study begins with conducting preliminary research to identify the problem (this was done before entering the first cycle as an evaluation material for the subject's mastery in writing). Then proceed with starting the first cycle with the following phases: action planning, action implementation,

observation/evaluation, reflection, then entering the second cycle starting with plan improvement and so on.

The data collection procedures carried out in this study were as follows: 1) Observations were carried out by observing the research subjects. Through observation the data obtained in the form of qualitative data about how much this strategy can affect student activities and whether the learning activities carried out are in accordance with the plan. 2) The test is used to measure the improvement of students' ability in mastering vocabulary. This study used a pre-test and post-test. The pre-test was given at the pre-cycle stage, before the strategy was implemented and the post-test was given at the end of each cycle. 3) Giving questionnaires, the purpose of giving questionnaires in this study was to find out student responses about learning using the strategies applied. 4) The purpose of the interviews conducted in this study was to find out the collaborator response to learning using the applied strategy, in which input from the collaborator would be used as a material for teacher reflection.

The instruments used include observation sheets, questionnaire guidelines and evaluation sheets. Observations were carried out by teachers and observers, with the aim of knowing the habits and activities of students during the learning and teaching process. Questionnaires are used to determine student responses to the given action. An evaluation sheet is given after the strategy is implemented. Evaluation is carried out to determine the development of students' vocabulary mastery skills with the strategies applied. The form of the evaluation sheet given is in the form of a vocabulary test.

The data analysis used in this research is descriptive qualitative analysis and descriptive quantitative.

## FINDINGS AND DISCUSSION

### Finding

This research was conducted from September to October, in class 9C of SMPN 168 Jakarta for the academic year 2021/2022, which consisted of 18 students, 10 boys and 8 girls.

- Preliminary Research

The students' pretest scores at the preliminary research are shown in table 1 below:

**Table 1. Data on student learning outcomes in preliminary research**

Score	The Number of Student	Percentage	KKM Score
Number of students $\geq$ 75	4	22.3%	75
Number of students $\leq$ 75	14	77.7%	
The highest score	75	-	
Lowest score	40		
Mean score	50		

Based on the table above, it can be explained that, of the 18 students in Class 9C who completed or reached the KKM, 14 students or only 22.3%, while those who had not reached the KKM were 4 students or 22.3%. At this stage,

the highest score obtained by the participants was 75 and the lowest score was 40. Thus, it can be concluded that student learning outcomes in using advertisement media are still very low.

Based on the data above, it can be concluded that the average value of student learning outcomes in classical vocabulary mastery has not reached graduation. Teachers still apply conventional models in the learning process, most of which are still focused on the teacher or what is often referred to as the Teacher Learning Center. This of course makes student involvement in the learning process low which leads to student inactivity in the teaching and learning process. Teachers need to increase student activity in the learning process by using more innovative learning models. For this reason, in this study the author uses advertisement media to improve vocabulary mastery.

- The Result of Cycle 1

Based on the data analysis of learning outcomes in cycle 1 of the use of advertising media, the data obtained as in Table 2.

**Table 2. Data on student learning outcomes in cycle I**

Score	The Number of Student	Percentage	KKM Score
Number of students $\geq$ 75	11	61.2%	75
Number of students $\leq$ 75	7	38.8%	
The highest score	80	-	
Lowest score	55		
Mean score	68.8		

Based on the table above, it can be seen an increase in learning outcomes, for the average value rose from 50.0 in the pre-cycle to 68.8 with 61.2% learning completeness, an increase from 18.8% in the pre-cycle. In this cycle, the highest score obtained by the participants was 55 and the lowest score was 80.

Based on these results, it can be seen that the vocabulary mastery of students has increased in the number of students who have completed in accordance with the KKM score of 75 and the average value classically. However, in this cycle the students' level of completeness did not meet the classical criteria for completeness. For this reason, the next stage is needed which is summarized in cycle II.

- The Result of Cycle 2

Based on the data analysis of learning outcomes in cycle 2 of the use of advertising media, the data obtained as in Table 3.

**Table 3. Data on student learning outcomes in cycle I**

Score	The Number of Student	Percentage	KKM Score
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Number of students $\geq$ 75	16	88.6%	75
Number of students $\leq$ 75	2	11.4%	
The highest score	90	-	
Lowest score	60		
Mean score	80.6		

The table above shows the class average value increased by 80.6 from the first cycle to 68.8 and the learning completeness from 61.2% in the first cycle increased to 88.6% in the second cycle. In this cycle, the highest score obtained by the participants was 90 and the lowest score was 60.

Based on the data above, it can be concluded that the average learning outcome for students' vocabulary mastery is 80.6 and has reached the classical graduation criteria, namely the average value of 75 according to the KKM score and in this cycle students who complete according to the KKM score have reached 88.6%.

## CONCLUSION

After conducting CAR at first grade of SMPN 168 Jakarta academic year 2021/2022, it can be concluded that advertisement media can improve the students' vocabulary and can help them to remember and keep their vocabulary. It can be proved from the following facts.

**First**, related to the students' achievement, there were 88.6% who passed The Minimum Mastery Criterion- Kriteria Ketuntasan Minimal (KKM) 75 with the improvement of students' mean score from pretest to the posttest of the second cycle was 22.3%. In the pretest, there were only 4 students who passed the The Minimum Mastery Criterion- Kriteria Ketuntasan Minimal (KKM). Meanwhile, in the posttest of cycle 1 there were 11 students who passed the KKM or 61.2 %. Next in the result of posttest in the cycle 2, there gained 16 or 88.6% students who passed the The Minimum Mastery Criterion- Kriteria Ketuntasan Minimal (KKM) in which their mean score of vocabulary test derived 80.6. So it achieved the criteria of success.

**Second**, the questionnaire result showed that the implementation of this technique got positive responses from students in the teaching learning process of vocabulary, it could be seen from the mean of pre questionnaire was 47 %. Then, the mean of post questionnaire was 72.9 %. It improved 25.9 %. Third, the data from the observation showed that the students were more active and participated in the teaching learning process; it could be seen from the improvements of the students' score in the teaching-learning process for each meeting. **The last**, the result of interview with the English teacher showed that the teacher gave positive responses after the implementation of advertisement media in teaching vocabulary since it could be an alternative technique to be used in teaching vocabulary.

In conclusion, this research was successful in improving the students' vocabulary by using advertisement media. In addition, the students were more active and participated in the teaching-learning process of vocabulary. Therefore, advertisement media can be alternative strategy for teacher in teaching vocabulary which can improve and keep their vocabulary.

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