CHAPTER I
INTRODUCTION

This chapter covers Background of Research, Problem of Research, Reason for Choosing the Topic, Aim of the Research, Clarification of Terms, Contribution.

A. Background of the Research

The teaching of English to people has become more and more important in Indonesia in recent years. In Indonesia, English becomes the first foreign language. Some people may learn it because they want to get a job, read English newspaper or magazines, and talk with other people from other countries, read what they have written and write to them.

English at Junior High School consist of some elements such as vocabulary, spelling, and pronunciation. Learning those language elements is intended to support the mastery of skill like listening, speaking, reading, and writing not merely for the sake of language element mastery.

As new subject, English is still considered a difficult subject by Junior High School students who get the subject for the first time. Consequently they have difficulty in understanding the material. Many students assume English as something fearful, and difficult to learn. Based on the writer’s observation at SMP N 1 Kertanegera, Purbalingga at the seventh grade, which had two classes, VII A and VIIB; writing was the main problem in learning English. Some students did not have capability to express their ideas, experience, thoughts and feelings into the correct sentences in their writing composition,
so the readers couldn’t catch what they mean easily. That is why the mastery of learning writing is important for the students.

In this case, the writer wants to focus on one of those skills that are writing. In fact, writing is a subject that can be learnt by everyone. Groff in Pinell (1990: 71) stated that skill in written composition is not the inventible and natural result of oral language development; it requires specific practice and instruction.

To make the teaching of English at Junior High School meaningful and reliable, the teacher should arise the student’s language learning motivation. Teacher as material presenters should be clever in presenting their lesson material by for example using suitable teaching techniques or using interesting educational media.

In this study the writer tries to investigate the effect of brochure as the teaching media in descriptive writing to Junior High school students. The writer gives the treatment himself. The treatment is given to the student of the seventh grade students of SMP N 1 Kertanegara, Purbalingga.

B. Problem of the Research
The problem of the study is stated by” is it effective to use brochure as the media in teaching paragraph writing for junior high school students especially the seventh year students?”
C. Reason for Choosing the Topic

The writer has some reasons to choose this topic. These are:

1. Teaching English in junior high school is still difficult in our education, so the writers decided to use one kind of media in teaching writing.

2. Based on the teacher collaborator’s story and the writer’s pre survey most of the students feel difficult to master writing.

3. The writer taken the brochure as a media that can help the students to improve their writing mastery and it can motivate the students in learning English.

D. Aim of the Research

Regarding to the problems of the research, aim of the research is, to find out whether it is effective to use brochure as the media in teaching paragraph writing for junior high school students especially those at the seventh year.

E. Clarification of Terms

To make the topic easy to understand, the writer wants to give definition of the terms (The Effectiveness of Teaching Descriptive Writing using Brochure to Junior High School)

1. Effectiveness

   In the Oxford Learner’s Pocket dictionary it is stated that the “effectiveness” means producing the result that someone wants; having an
effect; able to bring about the result intended; making striking impression; actual or existing; fit for service (oxford University press, 1995: 134)

In this study the effectiveness means that the students can write the composition writing, descriptive writing act and find the word to write the composition writing and descriptive writing.

2. Teaching Descriptive Writing
   a. Teaching
       According to Suharyono, teaching is transferring knowledge or experience to the learners. (1994: 16)
   b. Descriptive
       Descriptive text is which say what a person or a thing is like. Its purpose is to describe and reveal a particular, place, or things.
   c. Writing
       Hornby (1995: 1383), writing means the activity or occupation of writing. The writing here focuses on how the teacher teaching descriptive writing using brochure.

3. Brochure
   Brochure is booklet or pamphlet, often containing promotional or product information.
   Brochure is a small booklet or pamphlet containing information about something or advertising something: a travel/ holiday brochure. (Oxford, 1989: 143)
The brochures that are used for the study are:

a. Shopping list, to write descriptive writing, with the topic *shop till you drop.*

b. Restaurant menu, to write descriptive writing, with the topic *shop till you drop.*

c. Advisement, to write descriptive writing, with the topic *expressing like and dislike and things around.*

4. Student

According to Grolier student is a person attending an educational institution, esp. a high school or college; one studying anything; one devoted to careful and systematic study.

Student is person who is studying at a college or university, any person who studies. (Oxford, 1989: 1425) In this study the students are those who are at SMP N 1 Kertanegara, Purbalingga.

F. Contribution

This research is expected to give contribution to the improvement of English teaching learning process.

1. To the teachers

The result of this research can help teachers find out the most suitable technique for the success of their teaching.

2. To the students

The writer hopes that by researching this theme the students:
a) be motivated and interested in learning English especially in learning writing mastery.

b) give experience to that students how to learn or study writing by using brochure.