CHAPTER I

INTRODUCTION

A. The Background of the Study

Media plays an important role in learning process (Akhtar 2013). Media is a tool that teachers need in teaching and the tool that give information from learning resource to learners or students. The use of media can make the students more interested in teaching and lerning process. According to Tileston (2005) media is important in facilitating English learning. One of the ways to make the students become more interested in learning English is by using media. The use of media can create a good atmosphere in teaching and learning process (Gusmaizal 2015). Media can support the English learning activity run well because media can influence students' motivation in learning process and they can get the information from teacher easily.

Learning process will run well when students understand about the information or knowledge that is presented by the teacher. In creating the good learning process, media is needed. Media also can give stimulus for students to make the learning process happen (Akhtar 2013). It means that students will get stimulus to imagine, think, feel, and have desire to study so they will give attention to study when learninng process is provided with media.

In teaching English especially on writing, Writing is a productive skill in English subject, because it produces a thinking process of ideas, experiences

and feeling in written form. The skill which is categorized as a productive skill must be developed well in order to increase the ability and capability of the students. Writing becomes a means and important part of communication that is the most used by many people to interest and share information. Nunan (2003:88) defines that the main purpose of writing is to make the writer creates or expresses ideas into a written form to give information to the reader and it is the same as the purpose of communication.That's why the teacher must choose the appropriate media in this writing skill that can be used in the class. Media must support students to promote their enthusiasm to learn the subject. The failure of choosing the media will bring the students to the wrong guidance. This is not only the problem for the students, but also for the teachers. Because of the low of ability of students to improve their writing skill, the goal of teaching and learning process will never be achieved.

Based on the preliminary observation of grade XI students in SMA Nurul Amaliyah Tanjung Morawa that was by interviewing the English teacher about the students' writing especially in analytical exposition text. The teacher told that most of the students had many problems, especially in writing. They mostly were afraid of making mistakes, making some errors in organizing the idea, and arranging the sentence without using the language feature of the text. Therefore, the researcher conducted this research to find out the phenomena that occurs and also the students still did not understand clearly what an analytical exposition text is. The social function of analytical exposition is to analyze the topic and to convince or influence the reader that this opinion is correct and supported by arguments and also to convince the reader that the

topics presented was an important topic to be discussed or gained attention by way of providing arguments or opinions that support the main idea or topic.

In teaching learning process, the researcher also found some problems, including the students' attitude, they felt bored and not interested in learning because the teacher used the unchangeable method.

Another problem which the researcher found that the teacher just used an English book from government. The teacher also did not try to use any media to add references and help students to more easily see what they want to tell as an additive for learn in writing analytical exposition text.

Based on the situation, the researcher thought that it was important to find ways to overcome the problem. One of the ways to solve the problem was by using media in teaching writing. Media can create an atmosphere of interactive learning in the classroom. The use of media gave positive impact on education. So, it was very important for the learning process at school. The process of teaching learning ran well when students understand about the information or knowledge which was presented by the teacher. At least student paid attention to study when learning process provided with media. The development of the media must attract and stimulate their willingness to write analytical exposition text which hopefully increased the students' motivation and enthusiasm to learn any material in English subject. Finally, it improved the English skills of Senior High School students.

Along with the times, the world of education today has experienced rapid development along with the development of information and communication technology. The development of information and communication technology

in such a way has led to a variety of sophisticated applications that can be utilized to create learning media, one of which is the Adobe Flash CS5 Professional application. This application is a software that is widely used for making graphics and animations. With the use of the software, the development of this learning media can be made as creatively as possible so that it can attract students' attention and not be boring.

This developed learning media can facilitate the teacher in describing the material in writing analytical exposition text, because in this application there were several materials, namely the understanding of analytical exposition text, social function, generic structures and language features in writing analytical exposition text . Thus, students were expected to understand all materials about analytical exposition text well. The purpose of this was to describe the needs of learning media in writing analitycal exposition text on Adobe Flash CS5 Professional for Senior High School students, and to produce prototypes of learning media in writing.

Based on the previous background of the problem, the researcher assumed that the difficulty in writing analytical exposition text was because of the lack of media to motivate students in transfering their ideas, even in arranging them into writing. So the researcher needed to know how to develop learning media by using Adobe Flash Professional CS5.

B. **The Identification of the Problems**

Based on the description of the background above, then several problems which can be identified are as follows:

1. The use of learning media that has not been utilized in learning activities.

2. The learning method applied was still conventional, namely leatoring method.

3. The learning techniques delivered by the teacher are monotonous, so that students tend to be bored and passive in the learning process.

4. The teacher has not been able to present the form of learning using a computer as a learning media, in other words the lack ability of the teachers in designing the media.

5. The low of ability of the teacher in motivating the students in learning analytical exposition text. Therefore there is a need for innovation to arouse student interest and motivation.

C. The Problem of the Study

Based on the background of study above, the researcher formulated the problem of study is "How should learning media for writing analytical exposition text be developed by using Adobe Adobe Flash Professional CS5 for the eleventh grade students of SMA Swasta Nurul Amaliyah Tanjung Morawa?"

D. The Objective of the Study

Based on the problem of the study above, the objective of this study was to develop learning media for writing analytical exposition text by using Adobe Flash Professional CS5 for the eleventh grade students of SMA Swasta Nurul Amaliyah Tanjung Morawa.

E. The Scope of the Study

The study covered the developing media in teaching writing analytical exposition text for Senior High School. This recommended media relevant to the capacity of learners, interesting, and innovative for students in grade XI in SMA Swasta Nurul Amaliyah Tanjung Morawa. This media was developed based on the need analysis of the learners which motivated them to study. The media limited only for analytical exposition text.

F. The Significance of the Study

The findings of the study were expected to give theoretical and practical contributions, as follows:

1. Theoretically, the findings of the study will extend and enrich the horizons in theorities which related to the areas on how to develop media in teaching writing analytical exposition text in Senior High School students.

2. Practically, the findings of the study can be the recommended media in teaching writing for the students of SMA Swasta Nurul Amaliyah Tanjung Morawa, as it motivates their enthusiasm and willingness to study and create a product in writing. Besides, it will make easier for the teacher to achieve the goal of teaching and learning process.