

TABLE OF CONTENTS

	Pages
ABSTRACT	i
ACKNOWLEDGEMENT.....	ii
TABLE OF CONTENTS.....	iv
LIST OF TABLE	vi
LIST OF APPENDICES	vii
CHAPTER I. INTRODUCTION.....	1
A. Background of the Study	1
B. The Problem of the Study.....	4
C. The Objective of the Study.....	4
D. The Scope of the Study.....	6
E. The Significance of the Study	6
CHAPTER II. LITERATURE REVIEW	7
A. Theoretical Framework.....	7
1. General Concepts of Writing	7
a. Definition of Writing	7
b. Teaching Writing	8
c. Writing Process.....	9
d. Types of Writing.....	11
2. Students' Writing Achievement	12
3. Writing Assessment	13
4. The Nature of Short Functional Text.....	15
a. Definition of Short Functional Text	15
b. Kinds of Short Functional Text	15
c. Function of Short Functional Text	16
5. Advertisement.....	16
a. Definition of Advertisement	16
b. Features in Advertisement	17
c. Steps for Designing Advertisement.....	17
d. Kinds of Advertisements	18
6. RAFT Strategy.....	20
a. Definition of RAFT Strategy	20
b. Procedure of RAFT Strategy	22
c. The Advantages of RAFT Strategy	23
B. Conceptual Framework.....	24

C. Hypothesis	25
CHAPTER III. RESEARCH METHODOLOGY	26
A. Research Design	26
B. Population and Sample	27
C. Instrument for Collecting Data	28
1. Observation.....	28
2. Test	29
D. Procedure of Collecting Data.....	29
1. Pre-Test.....	29
2. Treatment.....	30
a. Teaching Presentation for Experimental Group	30
b. Teaching Presentation for Control Group.....	33
E. Scoring of The Test	34
F. The Validity and the Reliability of the Test	38
1. The Validity of the Test.....	38
2. The Reliability of the Test	39
G. The Technique for Analyzing Data	40
CHAPTER IV. DATA, DATA ANALYSIS, AND FINDING	41
A. Data.....	41
B. The Data Analysis.....	42
1. The Reliability of the Test	42
2. Data Analysis by Using t-Test Formula.....	43
C. Testing Hypothesis.....	45
D. Research Finding	45
E. Discussion	46
CHAPTER V. CONCLUSION AND SUGGESTION	47
A. Conclusion	47
B. Suggestions	47
REFERENCES	49