

TABLE OF CONTENTS

| | Pages |
|---|--------------|
| ABSTRACT | i |
| ACKNOWLEDGMENT | ii |
| TABLE OF CONTENTS | iv |
| LIST OF TABLES | vii |
| LIST OF FIGURES | viii |
| LIST OF PICTURES | ix |
| LIST OF APPENDICES | x |
| CHAPTER I. INTRODUCTION | |
| 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 | 5 |
| E. The Significance of the Study | 5 |
| CHAPTER II. REVIEW OF LITERATURE | |
| A. Theoretical Framework | 6 |
| 1. Writing | 6 |
| a. Definition of Writing | 6 |
| b. The process of Writing | 8 |
| 2. Recount Text | 9 |
| a. Definition of Recount Text..... | 9 |
| b. Generic Structure and Textual Element..... | 1 |

| | |
|---|----|
| c. Language Feature of Recount Text..... | 11 |
| d. Example of Recount Text | 12 |
| 3. Media | 13 |
| a. Definition of Media | 13 |
| b. Learning of Media | 14 |
| c. Characteristic of Learning Media | 15 |
| d. Benefits of Learning Media..... | 16 |
| e. Kinds of Learnig Media..... | 17 |
| f. Audio Visual Media..... | 19 |
| 4. Developing Media | 20 |
| a. Need Analysis | 20 |
| b. Syllabus | 21 |
| c. Screencast O Matic | 22 |
| d. Steps to Use Screencast O matic | 23 |
| B. Relevant Studies | 26 |
| C. Conceptual Framework | 29 |

CHAPTER III. RESEARCH METHODOLOGY

| | |
|--|----|
| A. The Research Design | 31 |
| B. The Location and Subject of Research..... | 31 |
| C. The Instruments of Data Collection | 31 |
| D. The Techniques of Collecting Data | 32 |
| E. The Techniques of Data Analysis..... | 32 |
| F. The Steps of Media Development..... | 33 |

CHAPTER IV. RESEARCH FINDINGS AND DISCUSSION

| | |
|--|----|
| A. Research Findings | 35 |
| 1. Gathering Data in Information | 35 |
| a. The Curriculum Used in SMPN 32 Medan..... | 35 |
| b. The Book Used in SMPN 32 Medan | 36 |
| c. The Situation of the Grade Eight Students | 37 |
| d. The Media for Teaching Writing Recount Text in SMPN 32 Medan | 37 |
| 2. Need Analysis | 38 |
| a. Questionnaire Analysis | 38 |
| b. Interview Analysis | 46 |
| 3. Developed Screencast O Matic as Media..... | 48 |
| 4. Validating by Expert | 59 |
| 5. Revising..... | 63 |
| 6. Final Product | 64 |
| B. Discussion | 65 |

CHAPTER V. CONCLUSION AND SUGGESTION

| | |
|---------------------|----|
| A. Conclusion..... | 68 |
| B. Suggestion | 69 |

| | |
|------------------------|-----------|
| REFERENCES..... | 70 |
|------------------------|-----------|