

CHAPTER I INTRODUCTION

A. The Background of the Study

English is widely used in Indonesia as a foreign language. The government put English as a learning subject for students. Based on the curriculum 2013, there are four skills which students are expected to be competent in learning English, they are writing, speaking, reading, and listening.

Writing skill is very important and most required in academic field. Students are expected to be able to express their idea through written form. Harmer in Bachtiar (2013) states that writing can be a powerful process to discover meaning not only to transcribe an idea but also to translate writers' mind. English teachers are expected to be the facilitators in the classroom. They should create a conducive climate in which the students can fearlessly exercise the language and acquire the competence in English.

However, there are some challenges and difficulties may be faced by students while learning writing skills. Based on the researcher observation on tenth grader at SMA Mardi Lestari, some students confess that writing is difficult to master. Difficulty in gaining idea, lack of vocabulary, and low grammar mastery are the main problems in writing English. English teacher of Mardi Lestari admitted not all the students are able to follow the lesson. The teacher uses audio media in teaching English. Based on interviews, students of SMA Mardi Lestari confessed that writing is more difficult than others because it requires them to think about their idea and then write the result of their thoughts into a piece of paper. Even

after the teacher use the media, students still lack of interest. Writing is difficult, because of that teacher need to be more creative to teach writing in English. Teachers should find some ways out to make students ability in writing better than before. The students have to be stimulated through interesting activities to make them interested in the class. Learning media can contribute to motivation in students' English learning. By using media, students can develop their idea and vocabulary. In addition, the using of media in teaching writing can make the students interested in the lesson.

Media is everywhere; it has become a part of our daily life. Media can be used as an effective tool to educate, inform and entertain people. Audio visual Media, especially videos are definitely acknowledged as one of the most effective tools in education and training. Audio Visual Media has a lot of potential and if tapped correctly creates wonders. Ahmad (1994) concludes in his study that the use of audiovisual materials in teaching benefits both teachers and learners by making concepts easily understandable, overcoming physical difficulties, and stimulating enjoyment, confidence, concentration and teacher/learner communication. To arrange the contents of media itself, it needs a software to build the media as example is Powtoon software.

From the background above, it is necessary to do research in developing audio-visual media. The audio-visual media will be developed by using Powtoon, an online education presentation/video maker. Powtoon is a web-based software for creating animation videos and presentations. Teacher or lectures can use Powtoon as media for presenting interesting material. Powtoon is recommended to use by

teacher because it is easy to use, teacher only need to drag and click to make material interesting. This is hopefully contributed to help learning process of writing descriptive text so that students' writing ability will get better in future.

B. The Problem of the Study

Based on the background of the study, the problem of this study is formulated a follows:

“How audio-visual media is developed for teaching descriptive text writing appropriate for tenth grade students at Mardi Lestari?”

C. The Objective of the Study

In relation to the problem, the objective of the study is to develop an audio-visual media which is appropriate for teaching descriptive text writing.

D. The Scope of the Study

This study focuses on developing audio-visual media for tenth grade students of senior high school in Mardi Lestari private school. The audio-visual media concerned to improve writing. More specifically, the audio visual media concerned to improve writing descriptive text by using Powtoon.

E. The Significances of the Study

Findings of this study are expected to be relevant and useful theoretically and practically. Theoretically, the findings of the study are expected to be useful for teaching writing descriptive text to the student at SMA MARDI LESTARI and can be reference for further studies.

Practically, the findings of this study will be useful for:

1. To the students – this study provides references media which can be used to increase the student's motivation and interest in learning and writing in English.
2. To the teachers – this study as references for teacher to developing media which can be used as learning media in teaching writing descriptive text.
3. To the other researcher – this study can be used as the reference to further related study.