

**THE EFFECT OF VISUAL MEDIA ON STUDENTS'
ACHIEVEMENT IN WRITING PROCEDURE TEXT**

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THE EFFECT OF VISUAL MEDIA ON STUDENTS' ACHIEVEMENT IN WRITING PROCEDURE TEXT

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ABSTRACT

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This study focused on finding out the effect of Visual media on students' achievement in writing procedure text. This study was conducted in experimental design. The population of this research was the seventh grade students of SMP Negeri 1 Stabat. There are 60 students of seventh grade as sample of the research. This study was conducted by using random sampling. The sample was divided into two groups, experimental group and control group. The experimental group was taught by using Visual media (picture), while the control group was taught by using Video. The instrument of collecting the data was a written test. To obtain the reliability of the test, the researcher used scoring rubrics. The data were analyzed by using t-test formula. The calculation shown that t-observed is higher than t-table ($3.52 > 2.00$) at the level signivicance (α) 0.05 with the degree of freedom 58 ($df = N-2$). It means that there was a significant effect of using Visual media on students' achievement in writing procedure text. So, the null hypothesis (H_0) is rejected and alternative hypothesis (H_a) is accepted.

Keywords: Visual Media, Students' Achievement, Writing Procedure Text

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**Lecturer Status

INTRODUCTION

Background of the Study

Language has a very important role in human activities to communicate with other people. It is used to express their feelings, purposes, ideas, even in spoken or written way. When students learnt English, they are focused on mastering four language skills: They are Listening, Speaking, Reading, and Writing. In the process of teaching and learning English, writing skill is more complicated than that of other language skills. Harmer (2004:79) states that writing as a skill by far the most important reason for teaching writing, of course, that is a basic language skill, just as important as speaking, listening, and reading.

Based on the observation interm of preliminary data at SMPNegeri 1 Stabat, most of the students got faced the problem has to the simple paragraph in procedure text especially to develop the structure of the text namely concerned with the step or chronological idea to follow:

The Grade VII students' Scores of Writing Test

| Semester | Score | Students | Percentage |
|--------------------------------|--------------|-----------------|-------------------|
| 1st semester | ≥ 70 | 22 students | 63% |
| 2015/2016 | <70 | 13 students | 37% |
| 2nd semester | ≥ 70 | 20 Students | 57% |
| 2015/2016 | <70 | 15 Students | 43% |

The writer asked to the teacher of English at the school, almost fifty percent of the students got low marks in writing. It causes of the way of the teachers' teaching does not use media. The teaching was monotonous. The teachers were not able to create the teaching. So, media is one ways that can be used by teachers to solve the problem, especially the students will be more easily to arrange the sentences because the pictures will give them ideas to be written. A good way to improving students' writing is by using media.

In order to the problem of the study to help the students to improve their writing by using visual media. Therefore, the teaching learning process will run well, and the students can be more comfortable in the class as well as they can improve their achievement in writing procedure text. There many ways that can be done to teach procedure text. In this study, media is one of the tools that can be applied. Various media can be used in a teaching-learning process such us pictures, diagram, chart, and video. A teacher should have the right media to present the topics to the students. This study will use visual media as the media to improve students' writing achievement in procedure text. The writer choose visual media because by using visual media that is a way to help students' more easy to arrange their text in procedure. By using picture, media can make students more interest and accordance with the characteristic that can otive students learn.

REVIEW OF LITERATURE

According to Hornby (1995:10) achievement is a thing done succesfully, especially with effort and skill. Achievement is the result of what an individual

has learned from some educational experiences. Achievement is something that is accomplished particularly by great effort, courage or special skill.

The quality levels of writing achievement that is considered to be high, mid, and low quality can be seen in the following areas.

- 1) The student's ability to use word accurately and effectively
- 2) The ability to use the standard of English
- 3) The ability to use appropriate punctuation
- 4) The ability to spell correctly

When the students are able to fulfill those areas in their writing proceduretext, it can improve their achievement in writing.

Writing as a part of the language skills besides listening, speaking and reading, must be taught maximally by the teacher to the students. According to Hyland (2002:7) writing is disembodied. It is removed from context and the personal experience of the writer because meaning can be encoded in texts and recovered by anyone with the right decoding skills. Writing is an essential form of communication, through writing people share their ideas, and thinking or to produce and reproduce knowledge in written.

Here are four steps of the process of writing :

1. Planning: the students plan what they are going write.
2. Drafting: as the writing process proceeds into editing, a number of draft may be produced on the way the final version.

3. Editing: after producing a draft, the students need to check their works, perhaps the other of the information is not clear, the way of something is written ambiguous or confusing.
4. Final draft: after editing, making changes they consider to be necessary, and they produce their final version.

Writing is not only how to put a words in written but also how to put the ideas, message, and information correctly in a text. Genre canclasify the text that will be written appopriate with the function of the text. There are some genres in writing: Description, Recount, Narration, Procedure, Explanation, Exposition, Discussion, News Item, Report, Anecdote, Spoof, and Review.

In this study the writer focus to procedure text. Siahaan and Kisno (2008:81) states that procedure is any written english text in which the writer describes how something is accomplished through a sequence of action or step. The goal is to describe how something is accomplished. The intruction of steps about jobs should be done well and can be kept in a procedural text (Pardiyono, 2007:127). The generic structure of procedure text is tittle/goal, materials, and the last is step or method.

Media is a means of communication and source of information or anything that carries information between a source and a receiver that has purpose to facilitating communications and learning. Arsyad (2007:81) says that one of the characteristics of media is contais and carries the message or information to the recipient the student. There are so many media that can be used in teaching

English. In teaching English, media is very important thing. It is because media can give the learning experiences more concrete and relates to daily life.

According to Hamdani (2011:246) there are 3 advantages of the media, fixative ability, manipulative ability, distributive ability. Teaching media can be classified into three categories. They are: (1). Visual media, they are media that can be seen. It would captivate visual sense eyes mostly,(2). Audio media, they are media that can be listened from audio media. It means that audio media has sound which is listened by us, (3). Audio visual media, they are media that have sound and pictures.

Visual media are kinds of media that can be seen and touch (Asyhar, 2012:45), and it is classified into two: non-projected and projected. Non-projected visual media are printed media(like books, modules, journals, maps, drawings, and posters), models prototypes (like a globe), and realia (like the surrounding nature). Projected visual media are the picture projected by a projector and the power point slides which are not inserted with any voice.

In this study, the writer uses visual media named picture as the interaction media, because by using picture it can motivate the students to learn and pay attention to the material given.

The researcher uses visual media named picture as the interaction media for the experimental class and the writer uses audio-visual media named video for the control class. Video is the audio-visual media featuring motion, it is popular community. The messages can be presented facts. Video as an educational media

has some characteristics such as video is able to move pictures, produce sounds, and show a slow motion program for slow down process or event in life.

The advantages of visual media in teaching activities is very good for students because it has many advantages that can help teacher to make their students understand easily. The advantages as follow:

- a. To motivate the students.
- b. To create a context within which his written text will have meaning.
- c. To provide the students with information to refer to, including objects, actions, events, relationship.
- d. To provide non-verbal cues for manipulation practise.
- e. To provide non-verbal prompts to written composition.

Although visual media has advantages, it still leaves disadvantages. The disadvantages as follow:

- a. Visual media spends much time.
- b. Visual media needs extra fund.

The effective of the visual media especially pictures were prove by the order that were conducted by the following researchers. The first is Nurul Jannah (2013), conducted a research about the use of visual media to improve descriptive text in writing skill. The visual media is able to increase the students writing skill to the eight grade. The second is Hotmairoh Limbong (2013), conducted a research about the effect of using visual media on students' achievement in writing descriptive paragraph, the findings shows that using visual media gives

significant effect to the students' achievement in writing descriptive paragraph. In other words, the students who were taught writing descriptive by using visual media got higher scores.

Based on the explanation above, the works will conduct a research in order to improve the students writing achievement in writing procedure text.

RESEARCH METHODOLOGY AND FINDINGS

Methodology

This study was conducted in experimental design. The experimental research involves a study of the effect of the systematic manipulation of one variable on another variable (Ary et al, 2002:24).

In this research design, there were two groups of students namely experimental group and control group. Both groups were given pre-test and post-test. The experimental group was taught by using visual media while the control group was taught without visual media. The following was the design:

| Research Design | | | |
|------------------------|-----------------|------------------|------------------|
| Group | Pre-test | Treatment | Post-Test |
| Experimental | √ | Visual Media | √ |
| Control | √ | Using Video | √ |

The population of this study was the students of grade VII of SMP Negeri 1 Stabat, located in Jl. KH. Zainul Arifin, Stabat Kab. Langkat. There were eleven classes of the grade VII in SMP Negeri 1 Stabat. Each class consisted of

30 students. The sample of this study was about 60 students. In selecting sample by using randomly selected.

Techniques of Analyzing the Data

This research use t-test to find out the difference of the experimental and control group in statistically significant.

$$t = \frac{M_x - M_y}{\sqrt{\left(\frac{dx^2 + dy^2}{N_x + N_y - 2}\right) \left(\frac{1}{N_x} + \frac{1}{N_y}\right)}}$$

Where:

- t = total score
- M_x = the mean of experimental group
- M_y = the mean of control group
- dx² = the standard deviation of experimental group
- dy² = the standard deviation of control group
- N_x = the total numbers of experimental group
- N_y = the total numbers of control group

Findings

On the basis of data analysis and the line with the hypothesis testing, there search findings are measured as follows:

- Visual media affects the students' achievement in writing procedure text.

It was proved after the researcher having analyzed the data by using t-test formula on the data analysis and continued with testing hypothesis, it was found that the alternative hypothesis H_a was accepted and H_o was rejected.

- Visual media was useful to help students in writing procedure text so that the score of treatment always better than previous test. The researcher found the different score of treatment test. After having the treatment, students had the increasing of the score by using Visual media. The application of t-test formula is used to find out the significant differences between Visual media and Video in writing procedure text. The researcher analyzed the data by applying t-test formula to prove the hypothesis of this study, and the researcher was found that the calculation of t-observed was (3.52) while the value of t-table df (58) at the level of (0.05) was (2.00). It shows that $t\text{-observed} > t\text{-table}$ ($3.52 > 2.00$).

CONCLUSION AND SUGGESTIONS

Conclusion

Having analyzed the data, it was found that visual media significantly affects the students' ability in writing procedure text, since $t\text{-obs} > t\text{-table}$ ($p=0.05$) $df = 58$, or $3.52 > 2.00$ ($p=0.05$) $df = 58$. The using of visual media in teaching procedure text writing in the classroom enables the students' to write systematically and guided to write the text of procedure, to gather all the information about the how to make something, process the information they have in mind and develop it into good writing.

The students who were taught by using visual media had a higher achievement than the students who were taught by using free media. In other

words, the visual media gave significant effect to the students' achievement writing procedure text as they became more systematic in writing the text.

Suggestions

In line with the conclusion and the result of the study, there are some suggestions. The first, in order to improve the students' achievement in writing procedure text. Teachers are suggested to encourage the students to use visual media to solve their writing problem. The second, it is suggested for the English teacher to use visual media as an alternative way in teaching writing skills and other type of writing. And the last, the English teachers apply Visual media on their English Teaching because these media help the students in understanding the procedure text much better.

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