

**DEVELOPING MEDIA IN TEACHING
WRITING DESCRIPTIVE TEXT BY USING PREZIFOR
GRADE VII OF SMP MUHAMMADIYAH 1
MEDAN**

ARTIKEL

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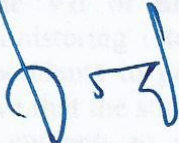
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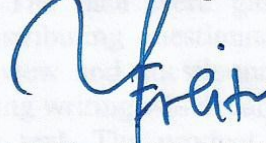
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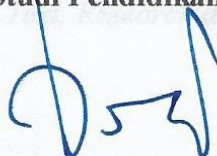
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ABSTRACT

Gusra, Erlita. Registration Number: 2142121005. Developing Media in Teaching Writing Descriptive Text by Using Prezi for Grade VII of SMP Muhammadiyah 1 Medan. A Thesis: English Educational Program, Medan State University, 2018.

The aim of this study was to develop media in Teaching Writing Descriptive Text for grade VII of SMP Muhammadiyah 1 Medan students. This study was conducted by using Research and Development (R & D) design through six stages; gathering data and information, analyzing data, designing media, validating by the experts, revising and final products. The subject of the study was grade VII of SMP Muhammadiyah 1 Medan. The data were gathered by administering interview to English teacher and distributing questionnaire to 35 respondents to get the students' needs. The interview and questionnaire result prove that the students need English media in teaching writing which can motivate the students to understand about the descriptive text. The product has been validated by an English lecturer and an English teacher with the percentage was 93,6%. The product was categorized as "Excellent" media in teaching writing descriptive text. The result of the products was presentation that contain in audio-visual media to be used in mastering the descriptive text writing.

Keywords : *Prezi, Descriptive Text, Research and Development (R & D).*

*Graduate Status

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INTRODUCTION

Background of Study

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.

Based on the preliminary observation of grade VII students in SMP Muhammadiyah 1 Medan that was by interviewing the English teacher about the students' writing especially in descriptive text, the teacher told that most of the students are having difficulties in transfer their ideas, even in arranging it into writing. She also found that the students still do not understand clearly what a descriptive text is. Then the researcher found that the students were given by teacher some exercises or tests which contained most of writing comprehension.

Table 1. Percentage of Skills Used in Tests

No.	Skill	Percentage
1.	Reading	30%
2.	Writing	70%

The percentage showed in the table 1 that reading skill was 30% and writing skill was about 70%. The result indicated that the students should master writing skills and also should comprehend the texts given.

Besides that, the tests showed the students got low marks because the media which were given for test were not appropriate to the texts that they were learning in the textbook.

By using appropriate media student will get stimulus to think, feel, and have desire to study. At least student will pay attention to study when learning process provided with media. The development of the media must attract and stimulate their willingness to write any descriptive text which hopefully will increase the students' motivation and enthusiasm to learn any material in English subject. Finally, it will improve the English skills of Junior High School students.

Based on some findings above, the researcher intends to investigate and develop Prezi. While the benefit to using Prezi as a way to create organizers or words charts is its interactive and expressive nature. It allows students the option of creating more dimensions to explore a topic and to incorporate their thoughts and ideas into a focused venue. Displaying information in this way caters to students' learning styles and multiple intelligences. Using Prezi also allows students to more deeply explore the relationships presented by visually seeing the connections as well as delving into the content presented in the links (Manning:2011).

LITERATURE REVIEW

Media

Media is something that is reassuring the message and can stimulate the thoughts, feelings, and willingness of the audience or students so as to encourage the learning process in these students (Wati, 2016: 3). The media plays a role in

managing the effective relationships of teachers and students in the learning process. Media can be used to make the learning process become easy and it can solve the problem about communication sending process in learning process. So from the definition above it can be concluded that media are a tools that can be manipulated, seen, heard or read that bring message and give the easy way for helping people to obtain knowledge.

There are some general characteristics of media mentioned by Arsyad (2013:6). They are (a) Education media has a physical sense is now known as the hardware, which is something that can be seen, heard, or touched by the five senses; (b) Education media has a sense of nonphysical known as software; the content of the message contained in the hardware which is the content you want delivered to students; (c) Emphasis of educational media contained in audio and visual; (d) Education media has a sense as tools in the learning process both inside and outside the classroom; (e) Educational media is used in the context of communication and interaction of teacher and students in the learning process; (f) Education media can be used for mass or individual.

Descriptive Text

Dirgeyasa (2015:67), define that descriptive text is a kind of text to draw, to illustrate or to picture object, place, person in order to have visual appearance of the object described. Descriptive text can also be defined as the way how things look, smell, feel, or sound. This is usually done in order to evoke moods such as happiness, loneliness, or fear. In addition, descriptive writing is a genre that asks the student to describe experience, emotion, situation, qualities, characteristics, etc.

Descriptivetext divided into four forms, they are to describe something, such as persons, places, animals, or things. In this research, the author will be focusedto develop teaching media in describing animal as the material descriptive text in grade VIIand it is suitable with the syllabus that applied by the teacher at school.

RESEARCH METHODOLOGY

The research was conducted by using educational research and development (R & D). R & D is one of research designs that used as the method to develop and validate some educational products such as curriculum, syllabus, textbooks, instructional media, modules, assessment, instrument, etc. (Borg, Gall and Gall, 2003).

There are six phases which the researcherused to conduct this research:

- 1) Analyzing the existing syllabus, existing media, and the students' needs.
- 2) Reviewing the theory of principle of effective media.
- 3) Designing or developing syllabus and media.
- 4) Validating new media in teaching writing descriptive text to the experts.
- 5) Revising new media.
- 6) Final Product.

The subject of the research was students who study in grade VII SMP Muhammadiyah 1 Medan because the researcher found that the writing media that

they used are not appropriate for their needs in learning process of writing descriptive text.

The Techniques of Data Analysis

The researcher identified the main variables such as target needs and need analysis which are the needs of students in SMP Muhammadiyah 1 Medan. After getting the data, it will be used as a guidance to plan the suitable media in teaching writing for students.

The data analyzed through the following steps:

- 1) Needs analysis by using questionnaires and interviews. Questionnaires aim to get the data of students' needs and the interview will support the data which were from the questionnaires. After data has been collected, they were tabulated to get the best formula to prepare the media in teaching writing are appropriate for students of SMP Muhammadiyah 1 Medan.
- 2) Analyzing the syllabus. This process aim to check the suitable competencies and appropriate topic of media in teaching writing descriptive text.
- 3) Developing media in teaching writing. Media was developed based on the data collected and will be suited to the needs of grade VII students.

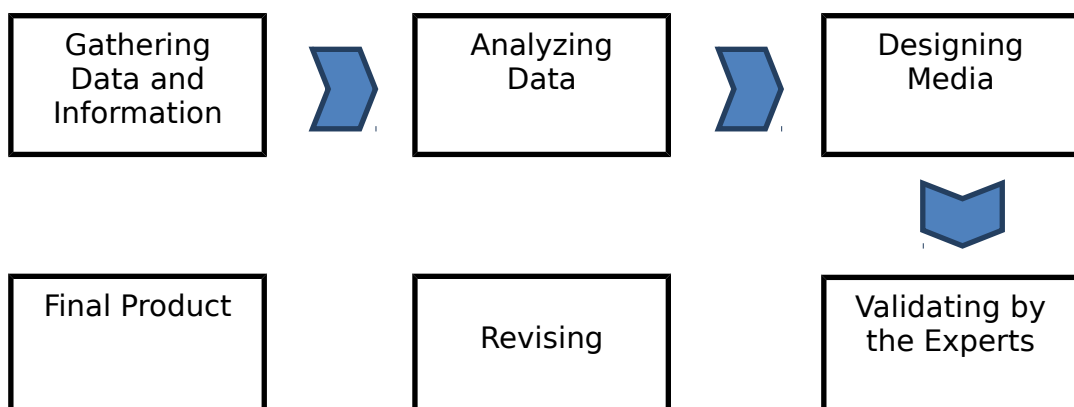




Figure 1. The flow chart of developing the media

RESEARCH FINDINGS AND DISCUSSIONS

Result of need analysis

The Description of the Need Analysis

The analysis of target needs was viewed at three aspects, namely necessities, lacks, and wants. 88% of students chose they needed media in teaching material. 88% of students said that they needed an audio visual as a learning media for writing text. There were 68% students said that the material in the media should be accordance with the standards of competence and basic competence, the material is authentic (which can be found in everyday life) and it presented and explained clearly. For the understanding of descriptive text material, 68% students understand about the material.

In lacks aspect, 43% students said that they faced hardly situation in determine the right English grammar. There were 57% students said that they needed to be given the vocabularies for the text that they wanted to write. 65% students said that they hard to express their writing by their own words. 83% students agreed the media being used is not appropriate with the topics in the study (descriptive text).

Wants related to what the learners' need from a newmedia. 94% students said that audio or music for that explanation is really necessary. There were 66% students thought the layout in the media should be designed well and can motivate

them to learn English.74% students said the learning media should have the appropriate color combination between the background and words. There were 69% of students said that the learning media should have the images that support their understanding of the material (explanative illustration) and music that makes them understand clearly about the subject.

The result of Interview

From the interview section, most of students cannot write English fluently, because they lack of appropriate media and it was not based on their need. It has an impact on students' interest; some of them were not interested to learn English.

Developing Prezi as a Media.

This study is aimed to create a learning media based on the students and also teacher needs. The researcher using the Prezi template and also some supporting characters got from internet to make the learning media. The media that made by the researcher done in several steps. The step planning consists of preparing the material, designing the story board, editing the background and finding the chracters, and adding the background music.

Validation

Table 2. Validation Score

No	Item Assessed	Experts Validation (Percentages)	Criteria
1.	Linguistic Aspect	94,2	Excellent
2.	Process Aspect	92,8	Excellent
3.	Product and Content Aspect	91,6	Excellent
4.	Layout Aspect	96	Excellent
	An overall assessment	93,6	Excellent

From the table above, it shows the average score expert's validation from the lecturer and the teacher. They validate the media related the four aspects given by the experts is 93,6%, so the assessment of the indicators is excellent.

Revising

The developed media in teaching writing descriptive text had been evaluated by the experts. There were some correction and suggestion given to revise the product.

Final Product

After revising the media, it showed a very good result, which has been validate by the expert. It can be seen in the result of table questionnaire validation test. After the final product had been completed, the media was already made based on the students' needs and appropriate to be used in the teaching learning process.

CONCLUSIONS AND SUGGESTIONS

A. Conclusions

After analyzing the data, the researcher draws the conclusion that the students' existing writing media are not interesting and also the media that being used by the teacher was not effective enough to make the students understand about the descriptive text writing. They want to have the appropriate and attractive media which motivate them to learn and write the kind of descriptive text. The solution for them is developing the new writing media. Developing media by using

Prezi follow R & D phases of Borg and Gall(2003) which is simplified into, (1) Gathering Data and Information; (2) Analyzing data; (3) Designing Media; (4) Validating by the Experts; (5) Revising; (6) FinalProduct. The score of validation from the validators was 93,6% and it was categorized as relevant. In means that the media were valid and appropriate to use as learning media for students.

B. Suggestion

1. Teachers

In teaching and learning process, the teacher should consider the students' needs in choosing the learning media. The learning process can be successful if the teacher can explain the material to the students'. So teacher should use new media such as Prezi to support them. The developed media will make the students easier to understand the descriptive text.

2. Students

For the students, they can use the media developed Prezi to be used in writing descriptive text. For the next research and development, the testing should be conducted when the students were studying about writing descriptive text in order to get the evaluation more accurately. This media consist of two topics as the material; "Tame animals and Wild animals".

3. Institutions

The institution in case school should supervise the teachers whether they have been associated the media given with the students' need or not.

4. Other Researcher

Other researchers are able to conduct the further studies about the developing media in teaching descriptive text to students' need by taking many references to support the study.

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