



**USING VIDEO COMMERCIALS AS MEDIA  
IN TEACHING LISTENING  
OF TENTH GRADE STUDENTS OF SMA N 1 JEKULO KUDUS  
IN ACADEMIC YEAR 2014/2015**

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TEACHER TRAINING AND EDUCATION FACULTY  
MURIA KUDUS UNIVERSITY  
2015**



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**SKRIPSI**

**Presented to the University of Muria Kudus  
in Partial Fulfillment of the Requirements for Completing  
the Sarjana Program in the Department of English Education**

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## MOTTO AND DEDICATION

### MOTTO

"The future belongs to those who believe in the beauty of their dreams"

\_Eleanor Roosevelt

"Sometimes life is like riding a bike. You just gotta keep moving to keep yourself from falling down"

\_Anonymous

### DEDICATION

**This skripsi is dedicated to:**

- Allah SWT – Al Khaliq (The Creator), Al Mubdi (The Initiator of All), Al Haadi (The Guide) and Ar Rasyid (The Infallible Teacher) for You are The True Creator and Inspirer of this life and the next.
- The writer's dearest parents (Mr.Suwito & Mrs.Ruwati) for showering her with their unconditional love, for giving her the privilege of free-thinking, the opportunity to explore the world, and the freedom to makes mistakes and learn from them.
- The writer's beloved sister and brother (Sumarlin & Anis Rujianto) for being the best sister and brother anyone could have.
- The writer's little niece (Aisya Syifa Alina) for cheering her up with her own way.

### ADVISORS' APPROVAL

This is to certify that the *Skripsi* of FITRI ANA SARI (NIM.201132009) has been approved by the *skripsi* advisors for further approval by Examining Committee.

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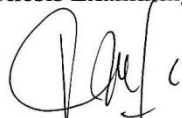
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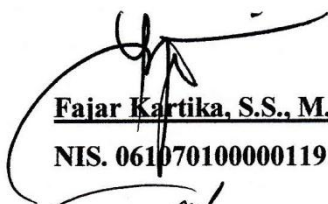
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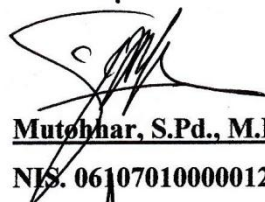
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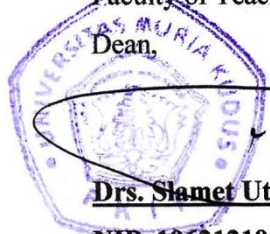
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This skripsi is not merely her own work because it has been improved by some great people around her who suggested and guided her by giving comments and advises to make it better. In all modestly, the writer would like to extend her deepest appreciation to the following people:

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There is nothing perfect in the world and neither is this skripsi. The writer realizes that there are many weaknesses in this skripsi. Therefore, she always waits for suggestion for betterment. Hopefully, this skripsi will be useful for those, especially who are in field of education. Last but not least, thanks for everyone who involved in finishing and making this skripsi better.

Kudus, August 2015

The writer

Fitri Ana Sari



## ABSTRACT

Sari, Fitri Ana. 2015. *Using Video Commercials as Media in Teaching Listening of Tenth Grade Students of SMA N 1 Jekulo Kudus in Academic Year 2014/2015*. Skripsi. English Education Department, Teacher Training and Education Faculty, Muria Kudus University. Advisors: (i) Titis Sulistyowati, SS, M.Pd., (ii) Fajar Kartika, SS, M.Hum.

Key words: *video commercials, listening*

Listening is one of language skills which cannot be neglected due to listening has a role as the primary skill in language acquisition. So that it is essential for teachers to help students to improve their listening. Meanwhile, students in SMA N 1 Jekulo Kudus still find some difficulties in listening and understanding what the speaker said. It is due to the teacher's method in teaching listening is mainly playing the audio of listening materials which accompany textbooks or sometimes reading the texts orally. Therefore, the teacher must use appropriate teaching media to enhance students' listening. Video commercials is one of alternative teaching media that may be able to be used in teaching listening.

This research aims to find out whether there is a significant difference between listening of tenth grade students of SMA N 1 Jekulo Kudus in academic year 2014/2015 before and after being taught by using video commercials media or not.

Design of this research is experimental research with one group pre-test and post-test. The population of this research is all of tenth grade students of SMA N 1 Jekulo Kudus in academic year 2014/2015. The writer gets X-9 (34 students) as sample by using random sampling. Research instrument which is used by the writer is test (listening cloze test with 30 items).

The result of the research shows that in the level of significance 0.05 and degree of freedom 33 there is a significant difference between listening of tenth grade students of SMA N 1 Jekulo Kudus in academic year 2014/2015 before and after being taught by using video commercials media. It is shown from the calculation result that t-obtained is 13.54, meanwhile the t-critical is  $\pm 2.042$ . In other words, the writer rejects  $H_0$  and accepts  $H_1$  because t (obtained) falls in the critical region ( $t\text{-obtained}=13.54 > t\text{-critical} = \pm 2.042$ ). Moreover, listening of tenth grade students of SMA N 1 Jekulo Kudus in academic year 2014/2015 before being taught by using video commercials media is categorized as low (Mean=53.09 and SD=10.12). While, listening after being taught by using video commercials media is categorized as good (Mean=70.00 and SD=7.28).

Based on the result above, it proves that video commercials as media is effective to improve listening of tenth grade students of SMA N 1 Jekulo Kudus in academic year 2014/2015. Therefore, the writer recommends that the English teacher can use video commercials as one of teaching media in teaching English especially listening.



## ABSTRAK

Sari, Fitri Ana. 2015. *Menggunakan Video Iklan sebagai Media dalam Pengajaran Mendengarkan untuk Siswa Kelas X di SMA N 1 Jekulo Kudus pada Tahun Ajaran 2014/2015*. Skripsi. Program Studi Pendidikan Bahasa Inggris, Fakultas Keguruan and Ilmu Pendidikan, Universitas Muria Kudus. Pembimbing: (i) Titis Sulistyowati, SS, M.Pd., (ii) Fajar Kartika, SS, M.Hum.

Kata kunci: *video iklan, mendengarkan*

Mendengarkan adalah salah satu keterampilan bahasa yang tidak boleh diabaikan karena mendengarkan memiliki sebuah peran sebagai kemampuan utama yang harus dimiliki dalam perolehan bahasa. Sehingga sangat penting bagi para guru untuk membantu siswa meningkatkan kemampuan mendengarkan. Akan tetapi, siswa-siswa di SMA N 1 Jekulo Kudus masih menemukan kesulitan dalam mendengarkan dan memahami apa yang seorang pembicara ucapkan. Itu dikarenakan metode yang digunakan guru dalam pengajaran mendengarkan sebagian besar menggunakan materi mendengarkan dari audio pendamping yang terdapat pada buku cetak atau kadang guru hanya membaca teks secara langsung. Oleh karena itu, guru harus menggunakan media pembelajaran yang sesuai untuk meningkatkan mendengarkan siswa. Video iklan adalah salah satu media pembelajaran alternatif yang mungkin dapat digunakan dalam pengajaran mendengarkan.

Penelitian ini bertujuan untuk mencari tahu apakah ada perbedaan yang signifikan antara mendengarkan dari siswa kelas sepuluh di SMA N 1 Jekulo Kudus pada tahun ajaran 2014/2015 sebelum dan sesudah diajar menggunakan video iklan atau tidak.

Desain penelitian ini adalah penelitian eksperimen dengan satu kelompok pre-test dan post-test. Populasi dari penelitian ini adalah semua murid kelas sepuluh di SMA N 1 Jekulo Kudus pada tahun ajaran 2014/2015. Peneliti mendapat X-9 (34 siswa) sebagai sampel dengan menggunakan teknik sampel acak. Instrumen penelitian yang digunakan oleh peneliti adalah tes (tes mendengarkan yang terdiri dari 30 soal).

Hasil dari penelitian ini menunjukkan bahwa pada tingkat signifikan 0.05 dan derajat kebebasan 33 terdapat perbedaan yang signifikan antara mendengarkan dari siswa kelas sepuluh di SMA N 1 Jekulo Kudus pada tahun ajaran 2014/2015 sebelum dan sesudah diajar menggunakan video iklan. Hal tersebut ditunjukkan dari hasil perhitungan bahwa  $t$ -obtained adalah 13.54, sementara  $t$ -critical adalah  $\pm 2.042$ . Dengan kata lain, penulis menolak  $H_0$  dan

menerima  $H_1$ , karena  $t$  (obtained) jatuh di daerah kritisal ( $t$ -obtained=13.54 >  $t$ -critical =  $\pm 2.042$ ). Mendengarkan dari siswa kelas sepuluh di SMA N 1 Jekulo Kudus pada tahun ajaran 2014/2015 sebelum diajar menggunakan video iklan termasuk kategori rendah (Mean=53.09 and SD=10.12). Sementara, Mendengarkan sesudah diajar menggunakan video iklan termasuk kategori bagus (Mean=70.00 and SD=7.28).

Berdasarkan hasil diatas, ini membuktikan bahwa video iklan, sebagai media, efektif dalam meningkatkan mendengarkan pada siswa kelas sepuluh di SMA N 1 Jekulo Kudus pada tahun ajaran 2014/2015. Oleh karena itu, penulis memberikan saran bahwa guru Bahasa Inggris dapat menggunakan video iklan sebagai salah satu media pembelajaran dalam mengajar Bahasa Inggris terutama mendengarkan.



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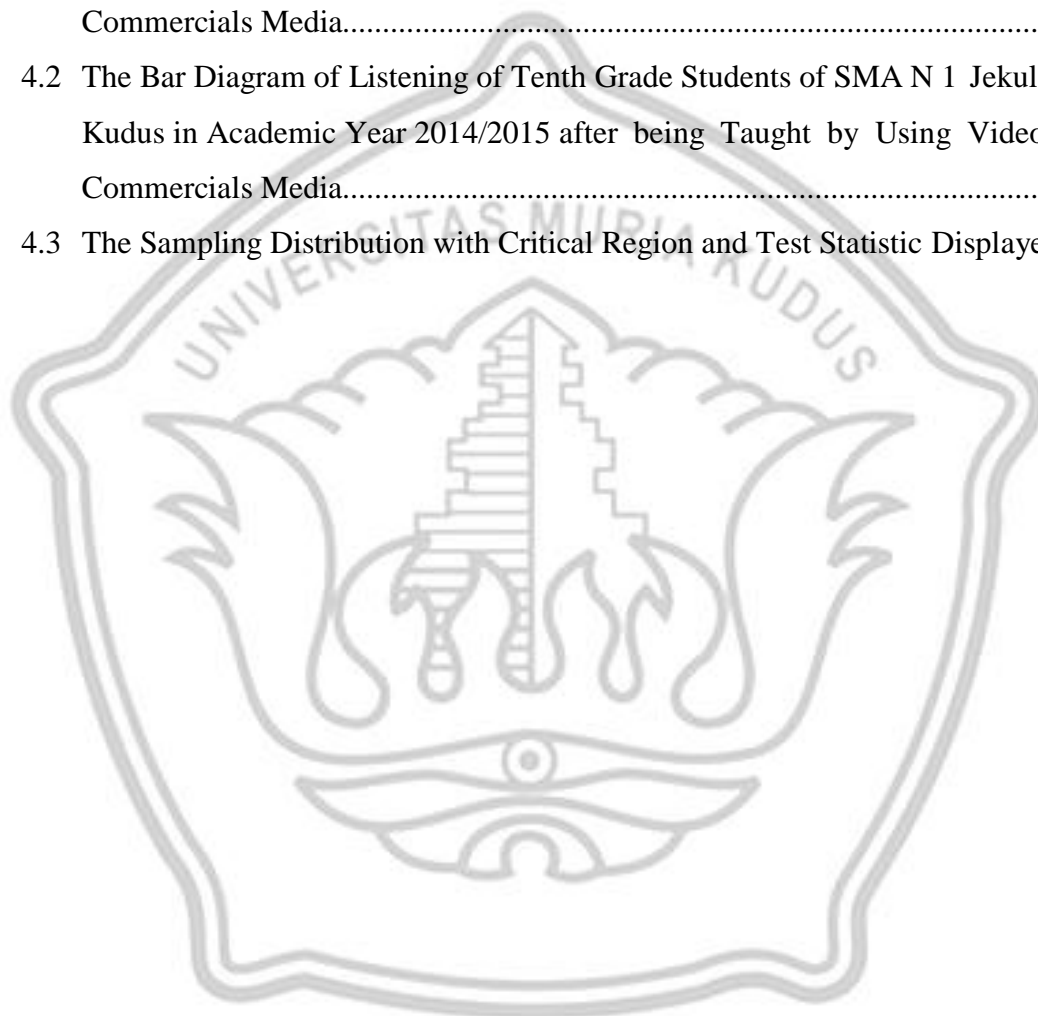
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