

CHAPTER I

INTRODUCTION

This chapter presents background of the study, problem of the statements, the benefit of the study, significances of the study, scope of the study and definition of key terminologies.

1.1 Background of Study

In the globalization era, technology has become one of the elements in life. The advance of information technology also gives a significant impact in the pattern of human life. Nowadays, technology has increased significantly to fulfill human needs. Thus, many people find that technology could make their life and their job easier. If the development and the use of technology are applied appropriately and correctly, it will result in positive or useful for humans.

Technology development is a systematic change. Various technologies have been developed, such as technology for housekeeping, education, social, information technology and soon (Koehler, M., & Mishra, P. 2009: 60-70). The development can be seen from various technological innovations which have been exist today. One of technological advancements that will be discussed in this study is technology in the field of education.

One form of technology which can be applied in language classroom is digital media. The important role of the technology gives teachers opportunity to design meaningful learning experiences. Another benefit of using technology is an opportunity to explore their ideas borderless (Eady,

M.J. 2013: 6) Media is also a way to explore students ideas without any limitation. Media helps in clarifying, facilitating, and making interest of learning messages that will be delivered by the teacher to students so that they can be motivated in learning and the learning process becomes more efficient.

One technology-based media that can be used in ELT is Powtoon. The use of Powtoon media is an innovative media that can be used to attract students interests or enthusiasm in learning, especially in vocabulary. Powtoon media can be used to motivate students to learn about vocabulary and make it easier for students to memorize it. According to Graham (2015:7) Powtoon Media is Innovative and simple online software that can create interesting animations using animated videos

Based on observations made by researchers, first student are lazy to memorize vocabulary. Second, some the students get bored of the teaching process. Third, the students are challenging to write vocabulary. However, in reality, after the researcher interviewed with the English teacher and some students of eleventh grade in SMK YPM 6 Bojonegoro about how to learn English vocabulary in the class, the researcher found that the fact of incorrect words. The student confused the different between See and Sea. Both of these words are example of homonyms-words with the same pronunciation, but different spelling and meaning.

Based of the explanation above, the researcher intended to conduct an descriptive qualitative research to know and analyze whether the Powtoon Media is active or not as media used in teaching vocabulary under the title

“THE ANALYSIS OF POWTOON MEDIA IN TEACHING VOCABULARY”.

1.2 Statement of The Problem

Based on the background of study described above, the question of this research is :

1. How is Powtoon media to teach English Vocabulary for Eleventh Grade of SMK YPM 6 Bojonegoro in Academic Year 2020/2021?
2. What are the problem of powtoon media to teach English Vocabulary for Eleventh Grade of SMK YPM 6 Bojonegoro in Academic Year 2020/2021?

1.3 Objective of Study

1. To know the Powtoon media to teach English Vocabulary for Eleventh Grade of SMK YPM 6 Bojonegoro in Academic Year 2020/2021.
2. To know the problem of powtoon media to teach English Vocabulary for Eleventh Grade of SMK YPM 6 Bojonegoro in Academic Year 2020/2021.

1.4 Significances of The Study

The benefit of the study divided as the theoretical and practical benefit :

1. Theoretical Benefit

The result of the research is expected to provide input in applying the theory of the use of powtoon media and use existing theories to expand discourse in the field of education especially in teaching English Vocabulary for Eleventh Grade of SMK YPM 6 Bojonegoro in Academic Year 2020/2021.

2. Practical Benefit

a. For the Students

Students can use the findings from this research as a reference to find digital media which is available on material in English writing.

Students can access the Powtoon video to open English lesson.

b. For the Teacher

The finding of the research will give description of applying Powtoon as media and to teach English vocabulary and can be a consideration in selecting, developing and applying Powtoon media in teaching English vocabulary for senior high school.

c. For the School

School will make the right decision for supporting the teaching-learning process.

d. For the Researcher

Further researcher may use this study as their reference to fulfill their study regarding on using media to teach English Vocabulary.

1.5 Scope of The Study

The scope of this research is students' difficulties in vocabulary mastery and his factors that cause those difficulties. The researcher limits the focus of this research as follow:

1. The research subject of this research was the students of eleventh grade of SMK YPM 6 Bojonegoro in academic year 2020/2021.
2. Powtoon media is chosen as the employed media and material that used in research focus on vocabulary. Because the researcher found that the

students have more difficulties in memorize vocabulary. Therefore the researcher uses the vocabularies as the test to analyze the students difficulties.

1.6 Definition of Key Terms

The researcher wants to clarify and explain the terms of the title to make obvious meaning, they are following :

1. Powtoon

Bruce Graham defines Powtoon is an online tool to make an exposure that has very interesting animation features including handwriting animations, cartoon animation and vibrant transition effects and easy time. So that, the researcher wanted to know the way teacher used Powtoon as media and how students' perception when they learn English using Powtoon.

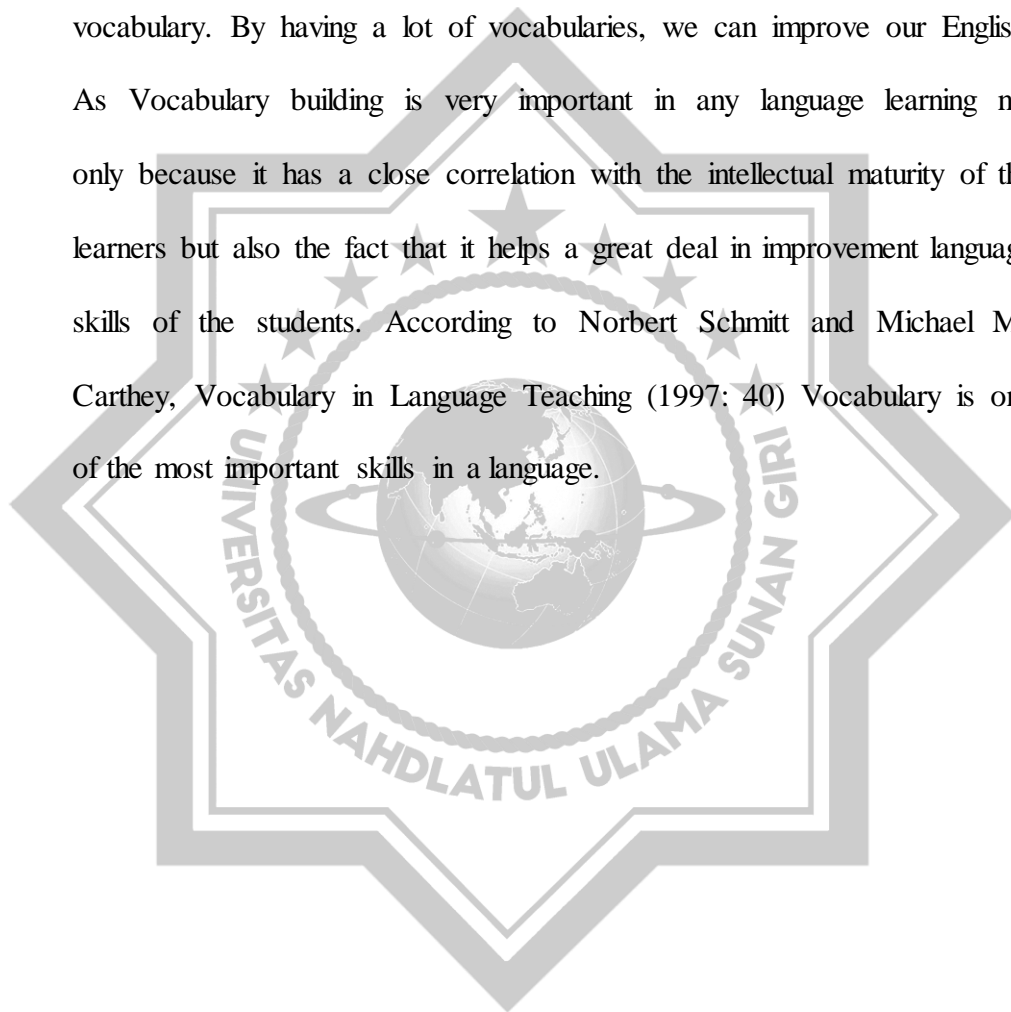
2. Vocabulary Mastery

Vocabulary is one of English components is defined as the total number of words in a language. Large vocabularies help us to express our ideas precisely, vividly and without repeating ourselves in composition (Burton, S.H, 1985: 98). Moreover, Vocabulary is very essential for success to comprehend the language well, speak better, or composed a good writing; it is expected that learners have to increase their vocabulary by around 1000 words a year (Nation, P. 1990: 22).

Vocabulary mastery is very important to build understanding of meaningful reference. John W. Shamrock (1991: 298) states that: understanding the utterances of others requires us to make meaningful a

string of sound that strikes our ears requires us to make inferences, using our knowledge of the situation and of language itself – it's sound, syntax, and semantics.

The most important of learning English fluently is mastering the vocabulary. By having a lot of vocabularies, we can improve our English. As Vocabulary building is very important in any language learning not only because it has a close correlation with the intellectual maturity of the learners but also the fact that it helps a great deal in improvement language skills of the students. According to Norbert Schmitt and Michael Me Carthey, *Vocabulary in Language Teaching* (1997: 40) Vocabulary is one of the most important skills in a language.



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