

AN ANALYSIS OF THE OF THE CODE MIXING FOUND IN ADVERTISEMENTBOARD IN MADIUN CITY AS A TEACHING MEDIA FOR THE READING COMPREHENSION OF THE TENTH GRADE STUDENTS OF SMK AL HIKAM GEGER MADIUN

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Abstract— This study is aims to answer two basic questions. First, the Implementation of Code mixing Found in Advertisement Board in Madiun City as a Teaching media for the Reading Comprehension of the tenth Grade students and second one is the difficulties Encountered by the tenth Grade Students of SMK Al Hikam Geger Madiun.

In this research, the researcher used descriptive qualitative research, the researcher takes population of the research are the tenth B grade students of SMK Al Hikam Geger Madiun, as sample by using purposive sampling. There are 27 students in XB. The data collected thorough observation, and test. the researcher uses checklist to know how the media of advertisement were effective. and test to know the progress of students' achievement.

The result of the research were: 1) the process to applied advertisement as a teaching media in Teaching Reading comprehension is more effective. 2) the progress of students' achievement nucleases 80 point of each students. In uses the advertisement as a teaching media is very effective to developing the students comprehend about reading comprehension and then the students were active in the class room.

Keywords— Code Mixing, Advertisement Board and Reading Comprehension

I. INTRODUCTION

Language is a symbol of sound as the tool of communication. Language is the main point for human being in order to communicate and to interact one another. According to Richards & Schmidt (2010: 311), "language is a human communication system which is consisted of

structured arrangement of sound into larger unit, (e.g. Morphemes, words, Sentences, and Utterances)". Thus, language is important for human, in order to interact and to communicate one another. As we have known that there are many languages spoken around the world, one of those languages is English.

Now days, English is very important for human being as one of the target languages which should be learned by Indonesian people, in order that they can communicate with foreigners, especially those whose native language is English or those who use it as an international means of communication. Furthermore, Patel & Jain (2008: 6) states that "English as the international language refers to the concept of English as the global language means of communication of the dialects, and the movement to the international language standard".

Based on the phenomena that find on daily activity, people used language as a tool of communication and delivering a message to another people using first language, nation language, first language or second language. But someone that using more than one language know or not will get an effect from using two or more language its it Code Mixing that people use in advertisement board in Madiun city to promoted some product. According to Das & Gamback (2013: 42) that:

"Code-mixing is much more prominent in social media than in more formal texts; assign the following examples of mixing between English and Bengali (the language spoken in Eastern India and Bangladesh), where the Bengali segments (bold) are written using phonetic typing and not Unicode. Each example fragment (in italics) is followed by the corresponding English gloss on the line after it".

Goddard (2001: 5) define that "advertising is all around us perhaps because it is all around us we don't often pause to think about its nature as a form of discourse, as a system of language use whereby, on a daily basis, huge numbers of readers have fleeting 'conversations' with the writers of countless texts.

Based on the definitions of advertisement above, the researcher can conclude that the advertisement is a verbal language used in order to increase the interest of the consumers towards a particular product which is ordered.

. Code is system of words, letters, numbers or symbols that represent a message. Mixing is combined between two language. Further, code mixing is learning system of words, letters, numbers or symbols that represent a message which using two or more language.

The learning process every day in tenth grade students, teachers are still monotony in approach the teaching material in order it can influence the students interest to learning English

so in this case the researcher want to approach teaching material used advertisement as a teaching media to increasing the interest of students to learning English.

Then, the researcher is really interesting in investigating the code mixing and the advertisement under the title “An Analysis of the Code Mixing Found in Advertisement Board in Madiun City as a Teaching Media for the Reading Comprehension of the Tenth Grade Students of SMK Al Hikam Geger Madiun.

Based on the background above, the researcher formulated the objectives of this study as stated bellow;

1. To know how effective is code mixing found in Advertisement Boards in Madiun City as a teaching media for the students’ reading comprehension of the tenth grade students of SMK Al Hikam Geger Madiun.
2. To identify the difficulties encountered by the tenth grade students of SMK Al Hikam Geger Madiun in academic year 2016/2017 in reading comprehension through code mixing in the Advertisement Boards in Madiun City as a teaching media.

II. RESEARCH METHOD

The method which is meant in this study is descriptive qualitative method for answering the research problem. A research is carried out in order to:

Get a result with scientific methods objectively, not subjectively

Solve a problem, verify the application of theories, and lead on to new insights

Enlighten both researcher and any interested readers

Collect and analyze the data in specific field with the purpose of proving the theory

The methods that have been used to conduct this study may have reflected the results. By using other methods this study may have found other results and come to different conclusions. Even though a broader research approach makes it easier to generalize and reproduce a study, it still does not apply well to the goals of this study. The answers would have been static in a way that would not deeper explain attitudes and perceptions in the way that this study is looking for.

The steps taken in gathering the data are test and the observation. Then the explanation about the use of both technique of collecting the data was discussed clearly bellow.

Test

A test, in simple terms, is a method of measuring a person’s ability, knowledge, or performance in a given domain” (Brown, 2003: 3).

In this phase, the researcher gave the students some pictures of advertisements then asking for finding out the code mixing in those pictures. This step can help the students to increase their reading comprehension.

Observation

According to Sarwono (2006:224) said,

“Observation activities include systematically make record-behavior, attitude events, objects in view and the other that is needed in support of the research being conducted. In the early stages of observation carried out in general, researchers collected data or information as much as possible. The next stage researchers should conduct a focused observation, which begin to tighten data or information needed so that researchers can find patterns of behavior and relationships are constantly occurred. If Things it is found, then the researcher can find the themes that will be examined. One of the principal roles in the observation is to find a complex interaction with the natural social background ”.

Based on the definition above the researcher can concluded that Observing by the recording in systematic occurrences, attitudes, objects found in something else needed to supported research that the researcher do. In begin of phase observation doing in general researcher collected the data or information as much as possible.

The observation items that used by the researcher was interpreted bellow;

The students should be very actively to contribute in the classroom to create the atmosphere of English when teaching and learning was processing.

The students used English as the only language in the teaching and learning was processing.

The students were paying full attention in the teaching and learning was processing

The students should participate in answering the questions that asked by the teacher while teaching and learning was processing.

The students were not discussing anything that came out from the theory one another in the classroom.

The students should have the enthusiasm to be discipline and be the active students in the teaching and learning process.

The students were easy to found out the code-mixing in the advertisement picture that given and provided by the teacher

The students were really having the self-confidence in using English in the learning process.

The students used many chances and opportunities in the teaching and learning process that given by the teacher in order to in based on the theory.

There were some steps used by the researcher in conducting this research. They were as follow;

Finding out Code mixing in Advertisement Boards in Madiun City

Taking the picture of Code mixing in Advertisement Boards in Madiun City.

Preparing the Test item that will be used

Analyzing the data collected.

"The data is good and right will determine the outcome of a study as a good and true. Instead erroneous data (apocryphal) will degrade the reliability of a study" (Ibrahim, 2015:119). Based on the explanation above, the researcher can conclude that a good and valid data can influence the result in a research as well. While, the wrong data also influenced the valid of the data. Hence, in order to make the data of this research would be valid the researcher used the triangulation data.

In this research, the researcher used the observation as the triangulation in order to know the validity data in the result of this research conducting. The observation was done twice. The first observation was done at 27th April and the second observation was done at 18th May 2016.

Data analysis is very important in the research activity because without analysis the research will be useless or meaningless and the research does not reach the goal of this study. Kothari (2004:3) Qualitative research is specially important in the behavioral sciences where the aim is to discover the underlying motives of human behaviour. In this study, the data was analyzed by the theory. The researcher takes the following steps in analyzing the data

Collecting the data as the result of test that is gaining from students. In analyzing the student's individual scores, the writer used the following formula:

$$\frac{\text{Frequency of each Individual}}{\text{the total frequency}} \times 100$$

(Sarwono 2006:139)

To determine the level of the students' capability, The range of scores as follows;

80 – 100 = Excellent

60 – 79 = Good

0 – 59 = Poor

III. ANALYSIS

In this part, the researcher presented the table of the individual score of students in writing an English recount text. It could be calculated by using formula as; the score of criteria gained by the students were divided by the total score of criteria, and then multiplied by one hundred.

Then, there are 2 students who included at excellent level, 20 students who included at good level, 5 students were included at poor level. The highest score (80) that was achieved by 2 students and the lowest score (35) was achieved by 1 student. So, the researcher can conclude that the ability of the second grade students of SMK Al Hakim Geger Madiun in reading comprehension through a series of picture were included into good level, because there were 20 students can achieve 60-79 of the range of scores which is the highest.

The researcher presents the percentage of the students' level ability in reading comprehension. It can be obtained by counting the total number of students in each level and divided by the total number of students who join the test, then multiplied one hundred. Therefore, the percentage of each student's ability level is calculated by using the following formula:

$$X = \frac{Y}{N} \times 100\%$$

X = the percentage

Y = total number of students in the level

N = total number of students who join the test.

Table 4.4. The Students' level category based on their ability in Reading Comprehension.

	F	%	Cumulative Percent
excellent	2	7,40	7,4
good	20	74,07	81,5
poor	5	18,51	100,0
Total	27	100,0	

Next, the researcher calculated percentage of students' improvement score.

The researcher presented the table of the individual score of students in writing an English recount text. It could be calculated by using formula as; the score of criteria gained by the students were divided by the total score of criteria, and then multiplied by one hundred.

Based on the table above, it shows that there are 2 students who included at excellent level, 20 students who included at good level, 5 students were included at poor level. The highest score (80) that was achieved by 2 students and the lowest score (35) was achieved by 1 student. So, the researcher can conclude that the ability of the second grade students of SMK Al Hikam Geger Madiun in academic year 2016/2017 in reading comprehension.

Then, the students' level of category in the reading comprehension above, then the researcher can conclude that there were 2 out of 27 students (7.40%) had been categorized into the excellent level of reading comprehension. The next was there were 20 out of 27 students (74.07%) categorized into good level of reading comprehension. While, the last was there were 5 out of 27 students (18.51%) had been categorized into poor level of reading comprehension.

. Hence, there are three levels of category which are measured, namely; poor level, good level, and excellent level. The first was the poor level. For measuring the percentage of poor level, the total number of the students of poor level was 5 and the total number of the students who join the test was 27. Then, the percentage of poor level was 18,51%.

Then, the second was good level. For measuring the percentage of good level, the total number of the students of good level was 20 and the total number of the students who join the test is 27. Thus, the percentage of good level was 74,07%. The last was the excellent level. For measuring the percentage of excellent level, the total number of the students of excellent level was 2 and the total number of the students who join the test was 27. Therefore, the percentage of excellent level was 7.40%. The percentage above proved that second grade students of SMK Al Hikam Geger Madiun in academic year 2016/2017 were included into good level, because the percentage of good level was the highest (74,07%).

Based on the ninth statements items of the observation above, the researcher had analyze them into two kinds of numbers, there were number "1" for answer "Yes"

and number “0” for the answer “No”. Hence, the table 4.5 bellow shown the result of observation and its percentage for each of the students.

Based on the table that interpreted above, the researcher can conclude that the students were very active in the classroom while teaching and learning was processing and the teacher used the advertisement as the media in developing the students reading comprehension. The interpretation of the result of observation above shown that there were 14 out of 27 students (51.85%) were got 100% of the result of observation that observed while the teaching and learning was processing and there were 13 out of 27 students (48.14%) got 88.89%. this means that the 14 students who got 100% for the result of the observation have done all the statement that should be observed while 13 other students didn’t do one item based on the observation statement

The difficulty that get by the student in reading comprehension to comprehend the content of the text that given by researcher and then student are difficulty to found out the main idea from content of the text, less memorizing vocabularies, difficulties in arranging the sentences for answer the questions or reading comprehension test. Then, even whole the students have done well as what the researcher expected for in the teaching and learning process, but generally the difficulties appeared because of not whole the students had the consideration in bringing the dictionary to the classroom. The reason why not all the students brought the dictionary was because of some of them didn’t had it.

The location of the school to the school was very long and it should take some hours to arrive at school. Thus, sometimes the students came late for some meetings and there was no bookstore for buying the dictionary. To overcome the difficulties of the students as had presented above, the researcher had to provide some dictionary to lend the students in order to make the teaching and learning process would be running well.

IV. CONCLUSION AND SUGGESTION

CONCLUSIONS

Based on the data analysis, the researcher drew the conclusions of this writing as follows:

1. The ability of the first semester students of tenth grade students of SMK Al Hakim Geger Madiun in academic year 2016/2017 in reading comprehension were

included at good level. It was proven by the students' individual score with range of scores 60-79 which achieved by 20 students and the percentage of good level was 74,07% which is the highest.

2. Based on the students' item difficulty, it showed that students was not yet comprehend the content of text and less memorizing vocabularies, difficulties in arranging the sentences for answer the questions or reading comprehension test.

SUGGESTIONS

By looking at all of this research and result of the research, the researcher presents some suggestion to the English Teacher who approached advertisement as teaching media for the tenth grade:

- a) They should give more narrative text to improve the students' ability in reading comprehension,
- b) They should improve the student vocabulary with more test: for example make the students to be familiar with the sentences to trans late. journals, make variety of teaching.
- c) They should ask the students to brought dictionary when it the class of English.
- d) The tenth grade students of SMK Al Hakim Geger Madiun in academic year 2016/2017 have to study hard in order to increase their vocabulary. It was the one way to understood the reding comprehension,
- e) The students need to read more books in order to have pre- knowledge about the topic of reading.
- f) The students should be more familiar with advertisements, to the way to reading comprehension by considering the following aspects such as: content, organization, mechanics and grammar.

They should to teach the student to found the main idea of the paragraph.

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