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## THE EFFECT OF RUNNING DICTATION MODEL ON STUDENTS' WRITING ADVERTISEMENT TEXT ABILITY (A Study at the Tenth Grade Students of SMA Negeri 5 Padangsidempuan)

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**Abstract:** The objective of this research is to know whether there is a significant effect of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidempuan. This research uses experimental method with pre-experimental research design; one group pre-test post-test design. The population is all of the tenth grade students which consist of 248 students. Technique sampling that used in this research is systematic simple sampling and the number of the sample consists of 30 students. In collecting the data, the writer uses observation sheet to get the data of the application of running dictation model and test to get the data of the students' writing advertisement text ability. The writer uses statistic process in analyzing by using  $t_{test}$  formula. Based on the data that has been analyzed, the result of data analyzing showed that  $t_{observed}$  is higher than  $t_{table}$  ( $t_{observed} 13.2 > t_{table} 2.04$ ). So, the hypothesis is accepted. It means that there is a significant effect of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidempuan.

**Keywords:** running dictation model, writing advertisement text ability.

**Abstrak:** Tujuan penelitian ini adalah untuk mengetahui apakah ada sebuah pengaruh yang signifikan dari model *running dictation* terhadap kemampuan siswa dalam menulis teks iklan di kelas sepuluh SMA Negeri 5 Padangsidempuan. Penelitian ini menggunakan metode eksperimental dengan rancangan penelitian *pre-experimental; one group pre-test post-test design*. Populasi penelitian terdiri dari 248 siswa kelas sepuluh. Teknik penarikan sampel yang digunakan dalam penelitian ini adalah penarikan sampel sistematis sederhana dan jumlah sample terdiri dari 30 siswa. Dalam pengumpulan data, peneliti menggunakan lembar observasi untuk menjangkau data dari pengaplikasian model *running dictation* dan tes untuk menjangkau data mengenai kemampuan siswa dalam menulis teks iklan. Peneliti menggunakan proses statistik dalam analisis data, yaitu rumus tes t. Berdasarkan data yang telah di analisis, hasil analisis data menunjukkan bahwa  $t_{hitung}$  lebih besar daripada  $t_{tabel}$  ( $t_{hitung} 13.2 > t_{tabel} 2.04$ ). Jadi, hipotesis diterima. Hal ini berarti ada sebuah pengaruh yang signifikan dari model *running dictation* terhadap kemampuan siswa dalam menulis teks iklan di kelas sepuluh SMA Negeri 5 Padangsidempuan.

**Kata kunci:** model *running dictation*, kemampuan menulis teks iklan

## I. INTRODUCTION

Writing is an activity which is done by people to convey the idea, opinion, and mind in written form. According Nation (2009:113), "Writing is an activity that can usefully be prepared for by work in the other skills of listening, speaking, and reading. This preparation can make it possible for words that have been used receptively to come into productive use". It means that writing can be used for work to other skills such as listening, speaking, and reading. Based on the explanation, the writer concludes that writing is one of the language skill as means of communication by someone which can express his/her idea or information in written form.

At school, students have studied about writing some kinds of text. One of them is advertisement text. Advertisement text is a text of public announcement in a newspaper, television or internet advertising something such as a product for sale, services offered or an event. Terkan (2014:240) says that Advertising is a form of communicative activation. It can be informative and persuasive in nature, utilizing the mass or new media to persuade the consumers to purchase goods and services. It means that advertisement is a purpose to persuade people (readers or listeners) so that they interested to buy and use product or service. Based on the previous explanation, the writer concludes that an advertisement must; 1) Give information, 2) Attract attention, 3) Create awareness, and 4) Influence the buying behavior of consumers.

In SMA Negeri 5 Padangsidempuan, advertisement text becomes one of the materials that is taught to the students and the school has standard in writing which is 75 that must be achieved by the students. But in fact students

are difficult in understanding advertisement text. It is proved by the writer observations and the result of the pre-test which is got from the tenth grade students in SMA Negeri 5 Padangsidempuan. The mean score of the test is 58.83. The score is categorized as the “low” score.

Based on the observation, the students’ ability in writing advertisement text influenced by internal factors which includes students’ interest, aptitude, economic, motivation, attitude, etc, and external factors such as teaching model, curriculum facilities, student’s environment, the approaches, etc.

To solve the problem, the teachers have done some efforts such as prepare teaching material, change the course book, give motivation, make exercise in writing advertisement, apply and develop various strategy in teaching, but the result is still dissatisfaction. For this case the writer focuses on teaching model that is running dictation model.

Running dictation is a game-based learning model that involves the students actively in searching the subject matter information by running which stimulates reading, speaking, listening, and writing skills. According to Purnawati (2017:88), “Running dictation is an activity where students read a text, memorize the text for a short time and then write the text”. Based on the explanation, the writer concludes that running dictation is a model which is applied by the teachers in instructional process especially in teaching writing.

The writer chooses this model because it can increase the students’ writing advertisement text ability and it also has the advantages on students. According to Patel and Jain (2008:132), there are some advantages of running dictation model; a) It trains students to reproduce in writing what they listen, b) It gives good aural practice to the students. It develops the habit of listening

attentively in students, c) It enables students to understand the part of each sentence and word phrases, d) It enables student to write at good reasonably speed, e) It enables students to understand spelling and punctuation, f) It enables students to write-to use capital letters, g) It enables students to develop the habit of listening spoken language

In this research, the writer uses steps of running dictation model based on the statement of Lund (2014) as follows: a) The teacher divides the students into small groups of 4-5 people, b) The teacher puts the material sheet on the classroom wall at a certain distance from the student's position. The material sheet is adjusted to the number of groups, c) Each group assigns one person as runner in charge of running to the material sheet on the wall. The students then have to read and memorize the material in it, then run back to the group to dictate the content of the material. If he forgets, he can repeat it again, d) After one runner, the other members of the group alternately become runners by performing the same task, and so on until all the group members turn to runners. e) The completed group immediately reports to the teacher and collects the writing, f) After all groups are finished, the dictation results are corrected together. Then continue running dictation again with another topic, g) The winner is determined by looking at the time and accuracy of the sentence.

The objectives of this research are to find out: a) The extent of the application of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidempuan in 2018/2019 Academic Year, b) The extent of students' writing advertisement text ability before and after using running dictation model at the tenth grade

students of SMA Negeri 5 Padangsidimpuan in 2018/2019 Academic Year, c) Whether there is any significant effect of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidimpuan in 2018/2019 Academic Year.

## II. METHODOLOGY OF RESEARCH

SMA Negeri 5 Padangsidimpuan is on Jalan Melati No. 90, Ujung Padang, Kec. Padangsidimpuan Selatan Prov. Sumatera Utara. The population of this research is the tenth grade students which consist of 248 students and 30 of them become the sample of this research which is taken by using systematic simple sampling.

This research uses experimental method with pre-experimental research design; one group pre-test post test design. The instrument of this research are the test which is used to measure the students' writing advertisement text ability and the observation sheet which is used to observe the writer in applying running dictation model.

The research uses quantitative data which is got from calculating mean, median, and mode score from the test of writing advertisement text and observation sheet of running dictation model. In analyzing the data, the writer used  $t_{\text{test}}$  formula to look for the significant effect of running dictation model on students' writing advertisement text ability.

## III. RESULT

After conducting the research, the writer describes the data which are calculated by using statistical analysis. First, the application score of running dictation model is described in the table below.

**Table 1.** Result of Observation Sheet of Running Dictation Model on Students' Writing Advertisement Text Ability

No	Indicator	Mean
1	Opening	3.15
2	Questioning	2.8
3	Teaching Model	3.6
4	Analyzing	3
5	Conclusion	3
<b>Total Score</b>		15.5
<b>Mean Score</b>		3.1

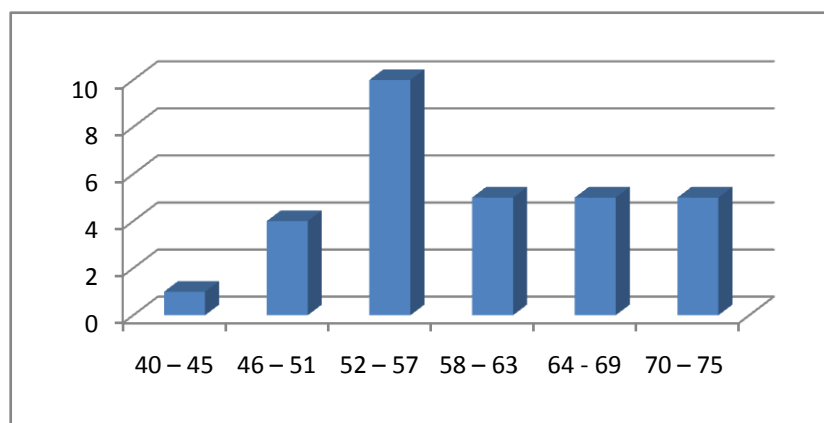
Based on the table above, it shows that the mean score of application of running dictation model is 3.1. It is categorized "very good".

Second, the difference of pre-test and post-test score of the students' writing advertisement text can be seen on the table below.

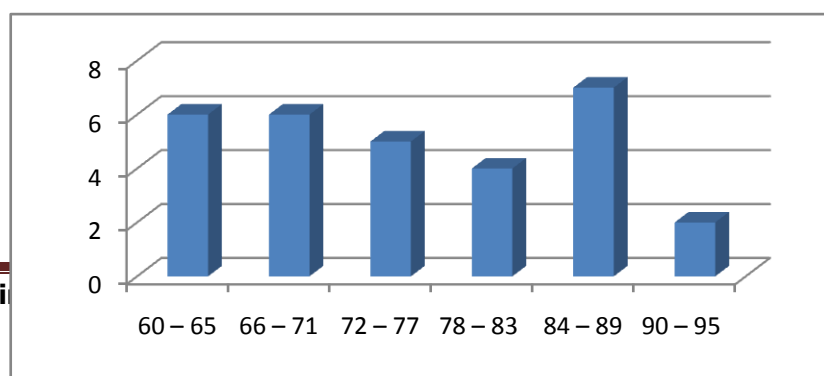
**Table 2.** The students' writing advertisement text ability before and after using running dictation model

No	Test	Mean	N
1	Pre test	58.83	30
2	Pos ttest	76	30

Based on the result on table 2, it shows that pretest score is higher than posttest score.

**Figure 1.** Students' Writing Advertisement Text Ability Before Using Running Dictation Model

From the figure above, it can be seen that the highest frequency consists of 10 students on interval score 52 – 57.



**Figure 2.** Students' Writing Advertisement Text Ability After Using Running Dictation Model

Based on the figure above, it can be seen that the highest frequency consists of 7 students on interval score 84 – 89. In analyzing data to look for the effect of running dictation model on students' writing advertisement text ability, the writer does the hypothesis testing by using  $t_{\text{test}}$  and the result can be seen on the calculation below.

$$t = \frac{D}{\sqrt{\frac{\sum D^2 - \frac{(\sum D)^2}{N}}{N(N-1)}}$$

$$t = \frac{-17.2}{\sqrt{\frac{10525 - \frac{(-515)^2}{30}}{30(30-1)}}$$

$$t = \frac{-17.2}{\sqrt{\frac{10525 - \frac{265225}{30}}{30(29)}}$$

$$t = \frac{-17.2}{\sqrt{\frac{10525 - 8840.8}{870}}}$$

$$t = \frac{-17.2}{\sqrt{\frac{1684.2}{870}}}$$

$$t = \frac{-17.2}{\sqrt{1.9}}$$

$$t = \frac{-17.2}{1.3}$$

$$t = -13.2 = 13.2$$

$$\begin{aligned} df &= n - 1 \\ &= 30 - 1 \\ &= 29 \rightarrow t \text{ table } 5\% = 2.04 \end{aligned}$$

Based on that result, it can be seen that  $t_{\text{count}}$  is 13.2 and  $t_{\text{table}}$  is 2.04 at 5% significances level with degree of freedom ( $df$ ) =  $N - 1 = 30 - 1 = 29$ . The writer finds that  $t_{\text{count}}$  is higher than  $t_{\text{table}}$  ( $t_{\text{count}}$  13.2 >  $t_{\text{table}}$  2.04). It means that there is a significant effect of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidempuan. The writer can say that Alternative Hypothesis ( $H_a$ ) is accepted.

#### IV. DISCUSSION

In applying running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidempuan, the mean score is 3.1. It is categorized "very good". Furthermore, the result of pre-test on students' writing advertisement text ability before using running dictation model is 58.83 and it is categorized "low". While, the result of post test on students' writing advertisement text ability after using running dictation model is 76. It is categorized "good". The scores shows that there is a significant effect of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidempuan. It can be seen in the calculation obtained by index  $t_{\text{test}}$  is 13.2 and  $t_{\text{table}}$  is 2.04, it can be seen that  $t_{\text{test}}$  is higher than  $t_{\text{table}}$  ( $13.2 > 2.04$ ), so that the result of the calculation is the alternative hypothesis is accepted.

The students' writing advertisement text ability after using Running Dictation Model is better than before using Running Dictation Model because Running Dictation Model has some advantages such as trains students reproduce in writing what are they listen, develops the habit of listening



attentively in students, enables students to understand the part of each sentence and word phrases, enables students to write at good reasonably speed, increases the students' understanding in spelling and punctuation, enables students to use capital letters in writing.

Meanwhile, based on the previous related research which is discussed, it also showed that Running Dictation Model can increase the students' ability. Hartati, hasan et al University of Lampung (2013) the title of her research is Increasing Students' Listening Achievement Through Running Dictation. They said that running dictation is appropriate to be used in order to increase students' listening achievement. It can be seen that mean score of post test which got is 70.82. It increases from the pre-test mean score 55.65. In the other hand, based on the previous theory, in Running Dictation Model, the students are divided into some groups and each student in the group by swapping the role dictates the text on the wall to another student. In the end, each group discusses about the spelling, grammar, accuracy, and punctuation about the text. It means that by using Running Dictation Model, students can increase their grammar, punctuation, spelling, and vocabulary in writing advertisement text. From that reasons above, the writer concludes that Running Dictation Model is a good model that can be used to improve the students' writing advertisement text ability.

## **CONCLUSION**

The writer takes some conclusion. First, the application of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidimpuan 2018/2019 academic year gets the mean score 3.1. It is categorized "very good".

Second, the students' writing advertisement text ability before and after using running dictation model at the tenth grade students of SMA Negeri 5 Padangsidempuan 2018/2019 academic year are 58.83 (it is categorized "low") and 76 (it is categorized "good").

Third, there is a significant effect of running dictation model on students' writing advertisement text ability at the tenth grade students of SMA Negeri 5 Padangsidempuan 2018/2019 academic year. It can be seen from the  $t_{\text{test}}$  is higher than  $t_{\text{table}}$  ( $t_{\text{count}} 13.2 > t_{\text{table}} 2.04$ ). So the hypothesis of this research is accepted.

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