AN ANALYSIS OF THE ELEVENTH GRADE STUDENTS' SCANNING ABILITY IN READING ADVERTISEMENT AT SMA PEMBANGUNAN LABORATORIUM UNP

Deby Oktaviani Rusdi[1] and Yetty Zainil[2]
English Department
Faculty of Languages and Arts State University of Padang
rusdioktsvisnideby@gmail.com

Abstract

This research aimed to know the students' scanning ability in reading advertisement. This research is descriptive quantitative research. The population in this research is the eleventh grade students at SMA Pembangunan Laboratorium UNP. The sample was taken by using simple random sampling. There is 33 students that become the sample of the research. In this research, the data were collected through the reading test. Students were asked to answer all questions as quick as they can. The data were scored in general and every part of the test to check the quality of the students' scanning ability in reading advertisement text. Based on the findings and discussion about the students' ability in reading advertisement, as a whole from all indicators tested found that three students who got category excelent, five students who got category good, eight students who got category satisfactory, and seventeen students who got category poor. So based on the results of the research shows that the eleventh grade students in SMA Pembangunan Laboratorium UNP was quite good in scanning ability in reading advertisement text.

Key words: Reading, Speed Reading Technique, Scanning

A. INTRODUCTION

In learning a language, there are four skills should be mastered by students; one of them is reading. Reading is very necessary to widen the mind and gain an understanding of the foreign culture (Petel and Jain, 2008). Reading strategies becomes one of the aspects that determine someone's successfulness in reading a text. According to Goodman (2001), good reader relies on strategies which yield the most reliable prediction with minimum use of the information available. In learning reading comprehension, there are some reading strategies such as skimming and scanning (Harmer, 2001). Skimming refers to the process of reading only main ideas within a passage to get an overall impression of the content of a reading selection, and scanning is a skill that allows students to search for keywords/concepts/ideas. In scanning, the reader has a question in her or his mind and she or he reads a passage only to find the answer, ignoring unrelated information.

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[1] English ELTSP of English Department of FBS Universitas Negeri Padang
[2] Lecturer of English Department of FBS Universitas Negeri Padang

Scanning is looking for supporting points and details, provide in body paragraphs (Othman, 2006: 5). According to Beare (2010: 3), scanning is used to find a particular piece of information. He adds when the students scanning the text or materials, the students can run their eyes over the text looking for the specific piece of information the students need. According to (Brown, 2001: 308) scanning exercises may ask students to look for names or dates, to find a definition of a key concept, or to list a certain number of supporting details. The reader can determine the location of the information needed in the text by anticipating possible word instructions in the text.

Reading strategies have been taught to eleven grade students in SMA Pembangunan Laboratorium UNP. However, after the researcher interviewed the eleventh grade English teacher, the teacher stated that the students' vocabularies are limited in understanding texts. They did not know how to comprehend the text easily because the meaning of sentence or paragraph depends on many unknown words. Therefore, they could not predict the meaning from the context. Generally, the students use a dictionary to translate the words which sometimes force the students to spend too much time on a dictionary than reading itself. Depending on each student's background knowledge, he or she may have different interpretation related to the text he or she reads. Furthermore, a few of the students could read the text by using the scanning strategy.

In *Kurikulum 2013*, there are various kinds of functional texts which should be mastered by senior high school students; one of them is an advertisement. There are so many advertisements can be found in media such as radio, television, magazine, newspaper, internet, even in billboard. The producer uses those media to promote certain to product. It is believed that the best way for producer to inform and promote their product to costumers is through an advertisement. According to Courtland (2007) advertisement is a non-personal communication that is usually paid and persuasive about a product, service, or idea from a sponsor that is published through various media, such as: brochures, leaflets, pamphlets and flyers. Knittlova (1990, in Koskova, 2008) states that advertisement is a form of persuasion that includes two interconnected actions: they are form of communication and persuasion that intends to inform and influence people.

In scanning advertisement text, there are several aspects in reading as follows: Determining Place: Place is a physical environment, such as an area, town, building etc, Determining Time: Time is consists of minutes, hour, day, and year. For example (at 3.10 pm, on Sunday, 13 April 2019), Determining Product or service: The products or services section of your business plan should clearly describe what products and/or services you're selling with emphasis on the value you're providing to your customers or clients. A product can be defined as anything that we can offer to a market for attention, acquisition, use or consumption that could satisfy a need or want. And if the definition of product already includes services, where is the difference? Indeed, services are a special form of product which consists of activities, benefits or satisfactions offered for sale that are intangible and do not result in the ownership of anything. And the last is Determining Contact Person: Contact person is a general term that refers to someone who can be contacted, or someone who is appointed to provide

information either by mail, email (email), facsimile, telephone, or in person. Contact person is usually included in invitations such as seminars, discussions, workshops, training, workshops, art exhibitions, bulletin boards, online media and print media such as brochure, pamplhet, flyer, leaflets. The purpose of entering a contact person is to make it easier for people to get information about the activities they are interested in.

B. RESEARCH METHOD

The method of this research is a descriptive quantitative research. Descriptive research involved collecting data in order to answer question concerning the current status of the subject of the study (Gay, 2001: 189). He adds that a descriptive study determined and reported what things are. Furthermore, Gay (2001: 190) states that the descriptive quantitaive research is useful in investigating many kinds of education problem. Population was the group to which the researcher would like the result of the study to be generalized (Gay, 2001: 101-102). Population of this research is the eleventh grade students of SMA Pembangunan Laboratorium UNP. There are seven classes in grade eleven. According to Usman and Akbar in Utami (2006:24), total sampling is determination of sampling technique where all the population members are use to be sample. Gravetter (2015:134) states that sample is a set of individuals from the population and usually is intended to represent that population. In taking the sample of the study, the researcher use simple random sampling technique. According to Gravetter (2015:136) A simple random technique is a subset of a statistical population in which each member of the subset has an equal probability of being chosen. A simple random sample is meant to representation of a group. According to Arikunto (2010:112), if the population is less than 100 people, it should be taken all as a sample but if the population large or more than 100 people, it can take 10-15% or 20-25% or more. So the researcher took 20% from each class and got the sample 33 students. The test consists of 10 parts and 4 each indicators, which are 40 questions in total. To determine the level of ability of students in speed reading requires a measuring instrument in the form of a test. As for some tests conducted in this study namely comprehension test, and calculation of effective reading speed (ERS) based on this following table.

No	Effective Reading Speed	Category
1	> 175 wpm	Excelent
2	150-175 wpm	Good
3	126-149 wpm	Satisfactory
4	< 126 wpm	Poor

Source : Soedarso (2002)

The researcher count the percentage of students who have some scor categories by using the following formula; $P = \dfrac{T}{M} \times 100$

Where :
P = Percentage of students' right answer

T = Total student score
M = Maximum score

Rank of students' score	Mark	Description
85 – 100	A	Excelent
80- 84	A-	Very Good
75 – 79	B+	Quite Good
70 – 74	B	Good
65 – 69	B-	Good Enough
60 – 64	C+	More than Enough
55 – 59	C	Enough
50 – 54	C-	Less than Enough
40 – 49	D	Poor
≤ 39	E	Fail

Source : Permana (2016)

C. RESULT AND DISCUSSION
1. Research Finding

The researcher analyzed the mean score of the students to know how their scanning ability in reading advertisement. The students' score mean was also determined in order to get the mean score of the students and their abilities. Based on the graphic above, it could be seen the students' test score only one who got score 97,5 and 9,5 with category excellent (A) in reading advertisement, there were six students who got score 90 with category excellent (A), there were two students who got score 85 with category excellent (A), there only one student who got score 82 with category very good (A-), there were four students who got score 80 with category very good (A-), there only one student who got score 77,5 with category (B+), there three students who got score 72,5 with category good (B), there only one student who got score 70 with category good (B), there only one student who got score 60 with category more than enough (C+), there were two students who got score 57,5 with category enough (C), there were four students who got score 55 with category enough (C).

2. Discussion

The first research question aimed to find out the students' ability in determining place. The findings that have been obtained from the analysis of students' answers in answering place by eleventh grade students at SMA Pembangunan Laboratorium UNP was good (B) because the average score of the students 7,2; moreover there were 2 students got 10 correct answer in determining place, 8 students got 9 correct answer in determining place, 7 students got 8 correct answer in determining place, 3 students got 7 correct answer in determining place, 6 students got 6 correct answer in determining place, 6 students got 5 correct answer in determining place, and only 1 student got 4 correct answer in determining place.

The second research question aimed to find out the students' ability in determining time. The findings that have been obtained from the analysis of students' answers in answering time by eleventh grade students at SMA

Pembangunan Laboratorium UNP was quite good (B+) because the mean score of the students 7,5; moreover there were 3 students got 10 correct answer in determining time, 5 students got 9 correct answer in determining time, 9 students got 8 correct answer in determining time, 8 students got 7 correct answer in determining time, 5 students got 6 correct answer in determining time, and 3 students got 5 correct answer in determining time.

The third research question aimed to find out the students' ability in determining product or service. The findings that have been obtained from the analysis of students' answers in answering product or service by eleventh grade students at SMA Pembangunan Laboratorium UNP was very good because the mean score of the students 8,2 (A-); moreover there were 8 students got 10 correct answer in determining product or service, 11 students got 9 correct answer in determining product or service, 5 students got 8 correct answer in determining product or service, 4 students got 7 correct answer in determining product or service, only 1 students got 6 correct answer in determining product or service, and 4 students got 5 correct answer in determining product or service.

The fourth research question aimed to find out the students' ability in determining contact person. The findings that have been obtained from the analysis of students' answers in answering contact person by eleventh grade students at SMA Pembangunan Laboratorium UNP was very good because the mean score of the students 8,3 (A-); moreover there were 8 students got 10 correct answer in determining contact person, 10 students got 9 correct answer in determining contact person, 7 students got 8 correct answer in determining contact person, 4 students got 7 correct answer in determining contact person, 3 students got 6 correct answer in determining contact person, and only 1 students got 5 correct answer in determining contact person.

In conclusion, it is found that the ability of students in using scanning is in the level of B+. Students still have problem in identifying several specific information due to their slow reading habbit. It is also supported by Abiyanti (2017) who had conducted the research related to students' scanning and found that the students' scanning were good. On average, the ability of students in using scanning technique in reading test shows quite good (B+) in the rating quality.

D. CONCLUSION AND SUGGESTIONS

Based on the data analysis and discussion of this research about the students' scanning ability in reading using advertisement text in SMA Pembangunan Laboratorium UNP, the result from overall indicator tested, it was found that the mean score is 76,4 with category quite good (B+).

Based on the findings, the researcher would like to propose some recommendations which would be useful for the students, teachers and other researchers. For the eleventh grade students at SMA Pembangunan Laboratorium UNP. The students should improve their scanning ability in reading, to help their reading effectively and efficiently. It will increase their brain capacity to understand and comprehend the text to the maximum level. For The teacher, every English teacher should give opportunities to the students to be more active in learning because it has the benefit of enhancing the students' ability. Teacher

should be creative to motivate the students to read by using reading strategies and develop the teaching method or teaching process. And for the next researcher. It is expected that the result of this research could be used by the next researchers as a reference to conduct a similar research about students' scanning ability in reading advertisement.

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