

**AN ANALYSIS OF STUDENTS' ABILITY TO COMPREHEND
ADVERTISEMENT IN USING SCANNING AT THE THIRD YEAR
STUDENTS OF ENGLISH DEPARTMENT OF BUNG HATTA
UNIVERSITY**

THESIS



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ABSTRACT

Valensie, Olga. 2018. “An Analysis of Students’ Ability to Comprehend Advertisement by Using Scanning at the Third Year Students’ of English Department of Bung Hatta University.

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The purpose of this research was to describe the ability of the third year students to comprehend advertisement by using scanning strategies at the English Department of Bung Hatta University. The design of this research was descriptive. Population of this research was the third year students of the English Department of Bung Hatta University. The total number of population of this research was 45 students. The instrument of this research was reading test. The reliability index of the test was 0.93 (Appendix 4).

Based on the result of analyzing the data, it was found the students’ ability to comprehend advertisement by using scanning strategies was very good. It was indicated by the fact that the majority of the students were categorized very good in determining place, determining contact person, and determining time, but in determining product or service they were categorized as moderate. There were 91.2% students categorized very good in determining place, 95.6% categorized as very good in determining contact person, 62.3% students categorized as very good in determining time and 55.6% students categorized as good in determining product or service.

Referring to the findings of this study, it can be concluded that the ability of the third year students at the English Department of Bung Hatta University to comprehend advertisement by using scanning strategies was very good. Relating to this, the researcher suggested to the lecturer to give more exercise for the students about using scanning strategies especially in determining product or service. The students are suggested to practice more about scanning strategies in determining product or service. The next researchers are suggested to do a research dealing with the factor making students get difficulties in using scanning strategies and to use this research finding as reference in conducting a related research.

Keywords: Reading, Reading Comprehension, Scanning

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Finally, the researcher hopes this research can be useful for everyone, especially on improving the quality of English Teaching in the future. The researcher realizes that this thesis is not perfect yet. Therefore, she welcomes suggestions and criticisms from the readers to improve this thesis. Any mistakes found in this thesis remain the researcher.

Padang, February 2018

The Researcher

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