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

THESIS

BY:

OLGA VALENSIE

1310013121054

ENGLISH DEPARTMENT

THE FACULTY OF TEACHER TRAINING AND EDUCATION

BUNG HATTA UNIVERSITY

2018

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.

Advisor I   : Drs. KhairulHarha, M.Sc.

Advisor II   : LailatulHusna, S.Pd, M.Pd.

The purpose of this research was to describe the ability of the third year studentsto 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 realiability 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 cetegorized 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.

Refering 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 reasearchers 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

ACKNOWLEDGMENTS

Alhamdulillahirabbil'alamin. First, the researcher would like to express her great thanks to Allah SWT, for giving her chance and blessing her days and effort in accomplishing her thesis entitled "An Analysis of Students' Ability to Comprehend Advertisement by Using Scanning at the Third Year Students of English Department of Bung Hatta University".Moreover, she would like to extend Shalawat and Salam to the Prophet Muhammad SAW who has guided human being to straight way and correctness. The primary aim of writing this thesis was to complete a partial fulfillment of requirements for getting the strata one (S1) degree at English Department, the Faculty of Teacher Training and Education, Bung Hatta University.

The researcher would like to express her deepest gratitude and appreciation to Drs. Khairul, M.Sc. as the first advisor as well as the Dean of Teacher Training and Education Faculty, and Lailatul Husna, S.Pd, M.Pd as the second advisor as well as the Secretary of the English Department, who have guided and supported her for improving this thesis. After that, the researcher wants to say thanks to Dra. Ernati, M.Pd as the chairwoman of the English Department and also to all her lecturers who have taught and encouraged her for four years and six months.

Then the reasearcher extends her great thanks to her beloved parents; Maulana Guna Cipta and Sitti Sarah, her beloved grandmother; Nuraini, and also her beloved unlce; Musatianov and Wira Budi who have been loving, supporting, encouraging and praying for her in every situation. The last, the researcher wants

i

to say thanks to her beloved friends who have supported her for this four years; Nora Effendi, JumiAfriza, Elsa Destiani, WinaAnggraini, Adella Irma Anandita, Ristya Sandy, Endah Tri Hartini,Nurhida Yana.

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

TABEL OF CONTENTS

UNIVERSITAS BUNG HATTA

CHAPTER III: RESEARCH METHOD

CHAPTER IV : FINDING AND DISCUSSION

UNIVERSITAS BUNG HATTA

UNIVERSITAS BUNG HATTA

LIST OF TABLE

UNIVERSITAS BUNG HATTA

LIST OF APPENDICES

UNIVERSITAS BUNG HATTA

UNIVERSITAS BUNG HATTA