

Using Tourist Brochure to Teach Speaking at Junior High School

PAPER

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to Obtain Strata One (S1) Degree*



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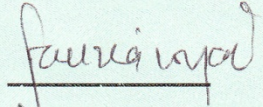
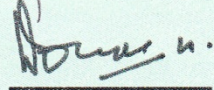
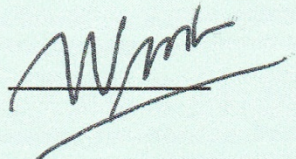
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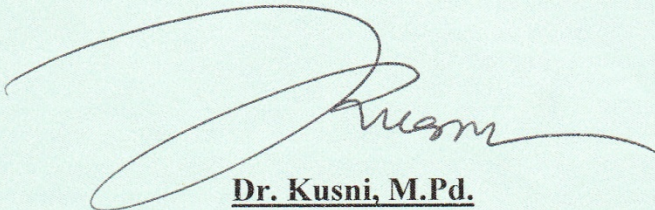
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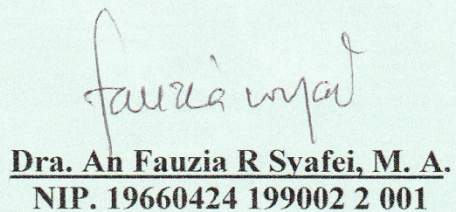
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ABSTRAK

Iqbal, Ananda M. 2011. “Using Tourist Brochure to Teach Speaking at Junior High School”. *Makalah*. Padang: Program Studi Pendidikan Bahasa Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Padang.

Berbicara (*speaking*) merupakan salah satu keterampilan bahasa yang harus dimiliki dan dikuasai oleh siswa disamping keterampilan bahasa lainnya seperti mendengar (*listening*), membaca (*reading*), dan menulis (*writing*). Dalam aplikasinya, banyak siswa mengalami kesulitan berbicara dalam bahasa Inggris. Ada beberapa faktor yang menyebabkan siswa mengalami kesulitan berbicara dalam bahasa Inggris. Pertama, siswa mengalami kesulitan karena kurangnya kosakata yang mereka miliki sehingga mereka tidak mengetahui apa yang akan mereka sampaikan. Selanjutnya, dalam pengajaran berbicara guru tidak menggunakan media yang dapat mendukung kegiatan belajar mengajar. Hal ini menyebabkan siswa tidak tertarik terhadap pelajaran yang diberikan oleh guru. Faktor terakhir, guru tidak menggunakan teknik pengajaran yang sesuai dan menarik perhatian siswa dalam pelajaran bahasa Inggris khususnya keterampilan berbicara.

Untuk mengatasi permasalahan tersebut, guru dapat menggunakan media. Salah satu media yang dapat digunakan guru dalam pengajaran berbicara untuk siswa SMP adalah *Tourist Brochure*. Pada makalah ini penulis membahas tentang penerapan *Tourist Brochure* sebagai salah satu media yang dapat digunakan dalam pengajaran keterampilan berbicara. Dalam aplikasinya di kelas, guru menunjukkan sebuah contoh *Tourist Brochure* untuk kemudian didiskusikan dengan siswa melalui metode Tanya Jawab. Kemudian guru membagi siswa dalam beberapa kelompok untuk mendiskusikan persiapan presentasi mereka tentang informasi yang mereka dapat dari brosur tersebut. Media ini sangat efektif dalam mengajar keterampilan berbicara karena siswa dapat mengungkapkan ide-ide yang berkaitan dengan topik yang ada di dalam brosur sesuai dengan mereka ketahui di luar sekolah.

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Speaking is one of the four skills that students should learn if they want to master English. Speaking skill is capability of someone to communicate orally with other to take and give information each other. As Morris (1991) states that a living language is the language with oral communication uttered by its speaker. It means that someone who wants to communicate in English must be able to speak fluently. Thus, students learn to speak English is certainly important.

It is important to increase Junior High School students' ability in speaking in order to fulfill the requirement of the latest curriculum demand, that English teaching should be conducted early. Junior High School students are required to be fluent in speaking for daily conversation dealing with their life. More over, speaking is a hard skill and teacher should spend more time in teaching speaking which normally ignored by EFL teacher in the classroom. However, classroom is the only environment that provides students with appropriate language expression. The classroom has to be the beneficial media for the students to develop and improve their speaking ability.

Unfortunately, based on writer's observation during doing teaching practice, there is insufficient class time to develop oral skill. This problem caused by several factors. The factors derived from teacher and students. Many classes run in teacher

centered which makes students have less chance to speak during the class. Teacher tends to fail in allowing students' sufficient time for the speaking processes, particularly during the important pre stage. Teacher also gets difficulties to find appropriate material in teaching speaking. It seems difficult for teacher to conduct an interesting technique in teaching speaking, because lack of knowledge on developing speaking. So, teacher tends to focus in empowering students' ability to read and write in English.

Besides, they conducted an uninteresting technique which makes students afraid in practice speaking. Students tend to be confused because teacher explains the instruction, rarely. In some condition, teacher comes to the class and asks students to present something without any explanation before. There is no example from the teacher about the presentation.

Based on phenomena above, teacher need to conduct effective and efficient ways to help students improve their speaking and build their vocabulary. The best way to help students is not through manipulative or controlled speaking exercise but rather by paying attention to the process to a finished piece of oral work. Teacher must create an interesting media to make students involved in speaking activity from the beginning of the class.

The focus of this paper is to find other alternatives to cultivate students' interest in learning speaking. To be more specific, it will be discussing the suggestion to improve students' interest in learning speaking through tourist brochure for Junior High School Students at the third grade. Tourist brochure is a kind of functional text

which functions as advertisement. Students could do other speaking activities but tourist brochure provides the students with an opportunity to validate knowledge they acquire outside the school such as knowledge of the tourist sight and activities in their own community or country. This media gives the student opportunities to create and exposes them to a style of speaking that relate to their lives and provides them with an opportunity to be creative.

In conclusion, in order to explore students' speaking ability teacher will give tourist brochure as a media to stimulate their skill. While showing the brochure, teacher use question and answer technique and presentation to check students' comprehension. Through presentation, students will encourage their own knowledge to complete it.

1.2 Formulation of the Problem

Based on the limitation of the problem mentioned above, the problem is formulated as follows: "How does the English teacher teach speaking through a tourist brochure for Junior High School students?"

1.3 Purpose of the Paper

The purpose of this paper is to explain how to teach speaking through tourist brochure for Junior High School students.

CHAPTER II

REVIEW OF RELATED LITERATURE

2.1 The Concept of Speaking

Speaking is a part of oral communication. As Samavor, Larry and Mill (1978) state that oral communication means two ways process between speaker and listener. Oral communication requires mutual understanding between speaker and listener. This communication seeks to elicit a response. The speakers communicate to accomplish a purpose through idea and feeling as material of communication that must be specifically designed to accomplish the purpose.

However, speaking is a complex skill, including understanding both of structure and vocabulary system of a language. There are many definitions and opinions about speaking by experts as described below:

Morris (1991) explain speaking which is serves as a natural means of communication between members of community, both for expression of thought and as a form of social behavior. Furthermore, Widowson (1984) define speaking as the production skill which is commonly performed face to face. Speaking is the active production and communication through a meeting.

Those ideas support by Nunan (2003) which argue that speaking skills are the ability to give uninterrupted oral presentation and subject to extemporize on a given subject to a group of listeners. Thus, speaking processes could be an activity between to people or two groups of people. In other word, students might be involved in speaking activities, individually or together.

More over, speaking ability is a combination of several points that students must do simultaneously. In speaking, people communicate as an exchange between speakers about knowledge and information each other. As Finocchiaro and Bonomo (1987) state that in speaking, speaker dedicate what they want to say, choose the pattern they are going to use, choose the word that fit to the patterns and convey meaning. In other word, people must be use the correct arrangement of sound voice, pitch and forms and make sure that they want it in appropriate situation.

In conclusion, oral communication, including speaking is a process of listener and speaker in transferring the information and knowledge each other. It needs a complex skill in order to get feedback and responses. People must be aware of the choosing words, pattern, form and sound in speaking. Students as the learner of English as foreign language must practice regularly to mastering English.

2.2 Teaching Speaking at Junior High School

According to KTSP 2006, the purpose of teaching speaking in Junior High School is to develop students' ability in communication competence in order to raise the functional literacy level. Students are required to use English in their daily life. Furthermore, one of students' basic competitions is speaking. It is set up to verbalize some meanings in a short functional text whether it is formal or informal situation. Students required using English accurately and fluently. Teachers are suggesting using some short functional text such as banner, poster, pamphlet, and brochure. In this point students are ask to use the text as their media to speak. In other words, KTSP provides students to verbalizes meaning in simple short functional text through

spoken language, accurately, fluently, and acceptable to interact with their environment.

According to Scrinever (1994) students learn to interact in realistic and meaningful way. Students will be interesting and enjoyable while learning something close to their real life. Thus, in teaching speaking teacher must include some media which is not strange to the students. In addition, Djamarah (1994) expose media as a vehicle to deliver the message or learning information used to improve the students' English achievement. Some media which can be used to speaking are poster, pamphlet and brochure. This media will be the means for students to present something related to the topic.

In other hand, Brown (1994) stated that teaching speaking is to provide speaking skill, fluency, accuracy and interaction. It is supported by Harmer (2001) which explain that there are three stages in teaching speaking skill, namely introducing new language, practicing, and having communicative activities. Teacher gives the students a model language which will be spoken. Then, it will follow by the students. This learning process will be better by including media in teaching.

In conclusion, to fulfill the curriculum mandated, especially in encouraging students' speaking ability, teacher must be aware with the concept of teaching speaking skill. Students need to get more chance and times in practicing speaking. In addition teacher should provide students with the concrete media in order to motivate them in learning speaking.

2.3 Tourist Brochure

A brochure is a type of leaflet which most commonly found at places that tourists frequently visit, such as museum, major shops and tourist information. Brochure racks or stands may suggest visits to amusement park, resort and other point of interest. The most common of brochure is the bi-fold (a single sheet printed on both sides and folded into halves) and the tri-fold (the same-but folded into thirds).

UNESCO state that brochure is a period publication, consist of one to a small number of pages, unrelated each other, and finish in a publication. While Barron's Marketing Dictionary notes that brochure is fancy booklet that differs from an ordinary booklet in that it is constructed of heavier quality paper, uses extensive color and expensive type, and generally put together with special care.

In addition Business Dictionary state that publication consisting of one folded page, or several pages stitched together but not bound called brochure. It is used mainly for advertising purposes. Thus, tourist brochure is information conducted in some pages which have varian picture and paragraphs used for invite tourist to visit places.

2.4 Teaching Brochure as Functional Text

In general, functional texts are short texts which contains of command, instruction, something to do or not to do. It can be a prohibition, invitation, greeting

cards, short message, shopping list, notice, advertisement and announcement. All of these implied a meaning which can be used in daily conversation.

There are some kinds of functional texts which have to be taught in Junior High School. They are advertisement, announcement, letter, invitation, greeting card, short message and job vacancy. Advertisement is a public announcement in a newspaper or on the radio, television, and internet. A brochure is a written advertisement. Brochure may advertise events, hotels, products, and services. It will be better for teacher to use brochure as an object to help them teaching speaking.

In this point, it is a good idea to teach speaking through tourist brochure. Lynch (1996) states that teaching speaking is usually started by oral activities from genuine interaction to repetition drills. He adds that speaking is an active practice for students in mastering English and essential for faster progress as a feedback on listening and reading as useful sources of experience. In teaching speaking skill, the teacher should know the principles that influence his/her teaching. Teacher can lead students through question answer method in recognizing students' comprehension and students' need. Then, students are asked to make a presentation to paramount the meaning of the context.

Furthermore, Johari (2008) explain that while discussing a brochure, teacher must be aware for some points dealing with the theme and object of the brochure. In developing the theme students have to decide what the topic is or message that they need to present and what is the theme that needs to illustrate. A theme is a complete

sentence that captures the essence of the total site story. The content of the brochure then continues on the inside to illustrate to the reader the thematic statement is true.

2.5 Advantages in Using Tourist Brochure

Having students engaged with brochure offers important benefits during teaching learning process. First, it provides the students with an opportunity to validate knowledge they acquire outside the school, such as knowledge about tourist sight. Second, this activity makes the students aware of the need to English vocabulary and speaking skill for special purposes. Third, discussing a brochure provides a context that allows students to be creative in their speaking at the same time they use words and expression based on their experience.

In other side, through the variations found in a brochure it will teach students about language. Besides variation of picture, through explanation inform in the brochure students will learn some kinds to use a word or statement. The chosen picture and its content also related to the curriculum mandated. It will stimulate their focus in speaking.

In conclusion, using brochure as media for teaching speaking skill is an interesting activity for both the teacher and the students. The teacher can use it to encourage the students' speaking skill. It also gives the students chance to practice their speaking skill and create their own media based on their own experience. It is hoped that it will be helpful to create different atmosphere in teaching speaking skill, so the students can enjoy learning speaking.