

CHAPTER I

INTRODUCTION

A. Background of the Study

Human life in the modern era and using technology as it is today requires quality human resources. In this era of globalization, English plays an important role, such as many sources now are written in English. In the field of EFL students, vocabulary acquisition plays an important role because without a wide vocabulary, EFL students will be difficult in applying language either structural or functional of communication (Alqahtani, 2015)¹.

Vocabulary skill is often considered as a critical aspect of foreign language learners as limited vocabulary in a second language, impedes successful communication. Considering the importance of vocabulary acquisition. Schmitt (2000) emphasizes that lexical knowledge is central to communicative competence and to the acquisition of a second language.²

In the case of applying vocabulary, learners must have a lot of practices and know some elements of vocabulary. Not only the learners, but

¹ Mofareh Alqahtani, "The Importance of Vocabulary in Language Learning and How to be Taught". *International Journal of Teaching and Education*, Vol.3, No.3, (February 2015), 21-34.

² Norbert Schmitt, *Vocabulary in language Teaching*, (United Kingdom: Cambridge University Press, 2000), 145-150.

the teacher also has to apply an appropriate method to stimulate the learners in learning vocabulary. (Shejbalova, 2006)³.

It is shown by the averages of students' score in assignment are below the standard and more than 20 students must join in remedial class to improve their score. They feel difficulty in translating words in Indonesia and they complain about it. Besides, English teacher still uses the conventional method the teacher only explains the material and asks the students to give attention to her during the teaching learning process. Then the teacher asks them to finish the exercise in their book without supporting activities.

This problem due to lack of teacher role motivate students in conversation activities this English language. For example, students are not given teaching media Interestingly, it was also not implemented appropriate learning methods and support so they are not interested to engage in English learning.

One of the main problems faced by students in mastering and learning English was a lack of vocabulary. Vocabulary was basic to mastery all English skills. Vocabulary was a unity of letters to be words which was formed by a set of user communities. In this thesis the researcher want to

³ Dana Shejbalová, *Methods and Approaches in Vocabulary Teaching and Their Influence on Student' Acquisition*, (Czech Republic: Department of English Language and Literature, Faculty of Education, Masaryk University, 2006), 25-30.

apply the utilization of English language cartoon videos students have the opportunity develop abilities by observing everything involved in the process, as well can create an atmosphere of fun throughout the process of learning, generating interest and enthusiasm for student learning.

The function of learning media is to make it easier for the teacher or facilitator to provide material, attract attention students among junior high school students, and create a learning process more interesting in teaching. According to Hornby “Vocabulary is the total number of words in a language; all the words known to a person or used in a particular book, subject, etc; a list of words with their meaning, especially one that accompanies a textbook.”⁴

This problem of situation is students usually get bored while studying this way because they often need to remember as soon as they write and also don't know the meaning of the word. Sometimes this situation leads them to assume that they have a bad memory, which is the problem causing them to lose motivation.

Students who have low language skills especially lack of vocabulary. This research aims to see how the utilization of cartoon media through videos can increase the process vocabulary students at Mtsn 1 Kabupaten Serang. The lack of learning media that can facilitate children's learning has

⁴ Albert Sydney Hornby, *Oxford Advanced Learners' Dictionary of Current English, Fifth Edition*, (New York: Oxford University Press, 1995), 112-113.

an impact on children's low learning outcomes. This research aims to apply media through cartoon videos for children to develop children's vocabulary, researcher focuses on cartoon video.

Vocabulary plays as central to English Language teaching to develop the Language skill. Without a lot of vocabulary students cannot understand others or express their ideas. Vocabulary is the total number of words. Jarpersen (2007) defines that vocabulary is words formation by means of suffixes and prefixes. In vocabulary, students order to have a lot learn of vocabularies to make easily to speak, write, read, and listened. When students start to learn English Language, students have to acquire about the vocabulary of the Language.⁵

According to Golos, students interact with educational media and what they learn from their active engagement through the behaviors that they display during the times in which they watch the videos⁶. Students can see the topic or material which makes it easier for students to learn and remember new vocabulary, especially in English. Educators and publishers followed a new model approach to listening comprehension as well as

⁵ Jarpersen, "Word Formation: Prefixes and Suffixes", *English Education and Art (LEE) Journal*, Vol. 22, No.1, (June, 2007), 71.

⁶ Debbie Golos, & Annie Moses, *The Benefits of Using Educational Videos in American Sign Language in Early Childhood Settings. Learning Landscape*, (San Diego: CA, 2013), 136-137.

speech productions and presented auditory texts with visual implications information.⁷

After a while, they soon realized there were more effective ways to improve their vocabulary. Allen (1999) commented that traditionally teaching vocabulary, often considered assigning, defining, and testing, did not improve students' speaking, reading, and writing skills compared to looking up words in a dictionary⁸.

B. Identification of the Problem

Based on the explanation of the research background above, the identification of the problem is below:

1. Teachers need strategies that can be used to optimize the use of Cartoon video resources to improve vocabulary development in school
2. Lack of vocabulary mastery among students at school so they do not have the courage and confidence to express ideas
3. Students have difficulty understanding the lesson English language due to limitations due to using old teaching methods

⁷ Linda Jones, "Supporting Listening Comprehension and Vocabulary Acquisition With Multimedia Annotations: The Students' Voice", *Computer Assisted Language Instruction Consortium Journal*, (January, 2013), 41-65.

⁸ Jannet Allen, *Words, words, words: Teaching Vocabulary in Grades 4- 12*, (New York: Wayne State University, 1999), 56.

C. Scopes and Limitations of the Research

Based on the problem formulation above, the research objectives are:

1. to find out the utilization of video cartoons to increase students' vocabulary in the learning process at Mtsn 1 Kabupaten Serang by technical strategies for using video cartoon in the process of learning English.
2. This media utilization strategy will make English learning more effective, interactive, and interesting. This way students can learn together, one of the benefits is increasing the courage of students who lack vocabulary so they are not confident in expressing their ideas. It is hoped that this research can add new insights useful for researcher regarding the use of cartoon video to increase vocabulary in the form of videos so that children do not find it difficult for students to learn through lessons in English.

D. Research Questions

Based on the problem background above, the problem can be identified as follows:

1. How can students' vocabulary achievement be increased by using Cartoon video at Mtsn 1 Kabupaten Serang?
2. How can the use of cartoon videos impact students' vocabulary?

E. Research Objectives

Based on the problems mentioned above, the objectives to be achieved by researcher in the issue are:

1. To find out how can students' vocabulary achievement be increased by using Cartoon video Technique at the seven grade of MTsN 1 Kabupaten Serang
2. Develop a learning process to optimize student vocabulary development through the use of cartoon video sources in junior high school

F. Significance of the Study

The results of the research conducted are expected to be useful for the teaching and learning process, especially in increasing' interest in learning, improving the process of learning using cartoon video to builds learning effectively and efficiently can increase high learning interest students and also this research is expected to be useful Theoretically and Practically:

A. Theoretically, the results of this study are useful for students, teachers, as well as students and other researcher:

1. This research develops awareness of the use of cartoon video-based media to the maximum, to improve students' vocabulary and being able to choose the right learning media to accelerate learning objectives so that they are more effective.

2. Able to expand horizons and increase knowledge through useful learning media in this modern era. Determine the right media to use in learning and adjust the goals, time, and facilities available to other supporters. Using the right learning media will improve student learning outcomes in the classroom.
3. As a basis and reference for other future experiments related to improving students' comprehension skills and as a material for increasing knowledge that can be done through the use of cartoon video-based learning media

G. The Previous Research

Before writing this study, the researcher also found some related previous study to enhance the quality of this study, some of the previous study can be described as follows:

The Use of Animated Film Media on Students' Vocabulary Skills in Learning English. The Difference: Use classroom action. Meanwhile, this research used a quasi-experiment The animated film used is a musical drama and comedy genre entitled "The Trolls Holiday". This film, directed by Joel Crawford, tells the story of the Trolls who want to show their holiday traditions to the people of Bergen who are tired of losing holiday traditions. Researcher use this film as a medium to help students learn vocabulary. Due to the pandemic, the direct learning system was changed to an online

learning system. During this pandemic, researcher s assess students' vocabulary memorization through written assignments or voicenotes sent via WhatsApp.

The Equality: Regarding students' low interest in learning English due to lack of vocabulary, there are always students who are not interested, but it depends on how the researcher makes learning more interesting. So the author believes that researcher s need to be more creative in finding learning media that can attract students' interest and attention.

The research was entitled The Influence of Animated Film Media on the Development of Children's Vocabulary in Bandar Lampung.

The Difference: The problems in this research are: The low development of children's vocabulary in Bandar Lampung. The learning process only uses storybook media. Meanwhile, the research that will carry out will be carried out in a seventh grade middle school where the students already know the words but their English vocabulary is minimal so there is no interest in learning. In this research the author used an animated film entitled Cloud Bread which was shown on one of the RTV TV stations and downloaded from the YouTube application.

Meanwhile, the research conducted used cartoon video media from Easy English. In learning English, daily activities are usually an interesting

conversation theme. By knowing someone's daily activities, students can find out the habits of the person they are talking to in their daily activities

The Equality: By using this media, students will be happy and enjoyable to learn English vocabulary, makes the message clear, can save researcher energy, can motivate students for learning, can increase the quantity of learning.

And the last the previous study was entitled Effectiveness of Teaching Vocabulary Using Cartoon Films Towards EFL Vocabulary Mastery Student

The difference: seen from the perspective of the problems that occur, this research formulates the problem in terms of How is the students' score before using cartoons media films and How is the students' score after using cartoon film media. Meanwhile, the research conducted focused on the utilization and use of cartoon video Easy English to increase students' vocabulary from the story which appropriately increases the entertainment value and helps better understand the story.

The equality: Other problems were found to be related to the classroom situation. First, the researcher does not use various techniques in teaching, the way the researcher conveys the material is less interesting. Looking at previous studies, the researcher states that animated videos can develop students' vocabulary. The difference between this study and

previous studies was that this study focuses on vocabulary and students' difficulties in learning through animation videos. Moreover, the researcher has determined that using interesting learning media has a relationship with students' vocabulary mastery.

H. Organization of the Study

The first chapter, contains an introduction which is divided into several aspects, namely Background of the study , Identification of the Problem, Scope and Limitations of the research, research questions , research objectives , Significance of the study and Organization of the study.

The second chapter, contains the Theoretical Framework, which is divided into fourth parts namely Definition of vocabulary the types of vocabulary the importance of vocabulary the technique in teaching vocabulary, definitions of cartoon video, the advantages of using cartoon video in learning process.

The third chapter, contains Research Methodology, which is divided into five namely, The Method of Research, Quasi experimental design, Place and Time of the Research, The Population and Sample, research variables Technique, Data Collection and Technique of Data Analysis.

The fourth chapter, Research Data Results and Discussion.

The fifth chapter, Closing consist conclusion and suggestion.