

CHAPTER I

INTRODUCTION

This chapter contains of the following subchapters: (1) Background of the research (2) Formulation of the research question (3) The objective of the research (4) The Expected Product Specification (5) The significance of the research, and (6) Assumption and the Limitation of the Research (7) Definition of operational terms.

1.1 Background of the research

Vocabulary is one of linguistic aspects that is important in language learning. Good mastery of vocabulary is important for those who study a foreign language. As stated by Harmer (in Ardini, 2014), “Without grammar very little conveyed, without vocabulary nothing can be conveyed”. It means that the student should develop vocabularies in their language learning that is integrated in language skills such as writing, listening and reading. Scott and Nagy (2004) stated Vocabulary can be developed at all times and in several ways : through encouraging adept diction, through word play, and through research on word origins or histories.

Based on a preliminary interview with an English teacher in SDN 47 Jambi, on March 4th, 2017, the researcher found that there are young learner’s difficult learning English, particularly in remembering new vocabulary for a long-term. This is also caused by the status of English subject at the school as a local content so the students only learn English for two hours each week. This very limited time is one of the reasons why students find difficulty in memorizing new vocabularies. In addition, the

teachers admit they still use traditional method in teaching student. The teacher only asks the student to open the textbook and ask them to memorize words. As a result, the students often lose interest in learning English.

To solve the problems, the teacher needs to use interesting media to make the learning more fun and motivating for the students. Media plays an important role in teaching and learning process. Media are needed to facilitate the achievement of the objectives of the learning process. A teacher should uses various media or teaching aids in giving the material to the students. As stated by Kamala (2014), teachers use a variety of teaching aids to explain language meaning and construction, to engage students in a topic or as the basis of a whole activity.

According to Gerlach and Elly (1980), media includes any person, material, or events that establish conditions which enable students to acquire knowledge, skills, and attitudes. From the definitions above, the researcher makes a conclusion that media are the tools, materials, or events that establish conditions used by a teacher to facilitate the instruction to acquire knowledge, skill, and attitudes, and to engage the learners in a topic or as the basis of a whole activity. Teachers who use media in their teaching will increase the probability that the students learn more and retain knowledge and information better in their mind.

Based on this problem, the researcher intended to design an interactive media for young learners for teaching vocabularies by using one of the computer programs by Adobe Flash CS6. Adobe Flash CS6 is a combination of learning concept with audio-visual technology, which is able to produce new features that can be used in

education. Teachers can use the animation, image, audio features can be utilized to display audio for learning in a flash. From the multimedia-based learning, certainly, teachers can give new strategies in a learning process, not monotonous and make easy understanding what the teacher give. Due to the described problem, the researcher proposed a research on designing an interactive media for the elementary school in teaching English vocabulary.

1.2 Formulation of the Research Question

Based on the background mentioned above, the research question was formulated as follows:

"How to design an interactive media for teaching English vocabulary for the second graders of SDN 47 Kota Jambi"?

1.3 The Objective of the Research

The purpose of this research was to design an interactive media for teaching English vocabulary for young learners at a public primary school in Jambi City, which is SDN 47. The design of the media was to be facilitated by Adobe Flash CS6 professional program. In addition to this purpose, this research was also aimed to find out students' perception about the use of the produced media.

1.4 The Expected Product Specification

1. This media is designed as basic materials for vocabulary learning for young learners. The researcher designed for young learners with eight meetings. The

purpose was to provide learning materials suitable with the needs and characteristics of the second graders of elementary school.

2. In designing this learning material, the researcher considers:
 - a) The contents include only basic vocabulary, particularly related to the components of human experience.
 - b) The contents were made colorful, in big size, and by using familiar animation in order to engage the interest of young learners in acquiring basic vocabulary.
 - c) In each topic, there are exercises provided based on the topics. These exercises are to measure the ability young learners.

1.5 Significance of the Research

The finding of the research is expected to help the students to learn and retain English vocabulary more easily and in engaging ways. Furthermore, the researcher also expected this research to contribute to develop teachers' motivation in using computer technology to create interesting and interactive media for teaching English.

1.6 Assumption and The limitation of the Research

Assumption

To design learning materials that agree with what the student needs, a designer should ensure that the choice of contextual topic and pictures are appropriate so that they attract students to study and improve the ability of learner in acquiring vocabulary.

Limitation

The researcher's design of interactive media for teaching learning vocabulary for second's graders of elementary school covers only basic vocabulary and consists of four chapters only.

1.7 Operational Definition

In order to have a better understanding and avoid misinterpretation, it is considered necessary for the researcher to present the definition of key terms applied in this research. The details are as follows:

- ***Vocabulary*** is components of language and that no language exist without word (Napa P A 1999)
- ***Young learners*** are being learned aged between five and twelve's years old (Cameron, 2001)
- ***Adobe Flash*** is one of the computer software which is the flagship product of Adobe system. This program has many functions, such as creating animated objects, making presentation, animated advertisement, games, animation support web pages, to be used for the manufacture or animated films. (n.d) [online]