

## ABSTRACT

Zilan, Evie Septyana Karomatuz. Registered Number Student.3213103015, 2014. *The Effectiveness of Using Tourism Brochures toward Students' Writing Ability in Descriptive text in the 7<sup>th</sup> Grade students of MTs AL HUDA Bandung* in Academic Year 2013//2014.Thesis. English Education Program. Institute Islamic Collage (IAIN) of Tulungagung. Advisor : Nanik Sri Rahayu. M.Pd.

Keywords: Effectiveness, Tourism Brochure, Writing ability.

Many students said that writing is one of skills which difficult to master. However, if the teacher can present the suitable media related to the topic, writing will be fun and easy to master. In teaching writing, a teacher must be able to present suitable media in the class that can attract students' motivation in teaching and learning process. So, the students can express their thought, feeling or idea. Actually, there are many media which can be used in teaching writing, one of them is using tourism brochure. Tourism brochure is a short booklet or pamphlet. It is thin, boundless which usually gives information about forthcoming events, place, holiday sites, product etc.

The problems proposed in this research are: (1) How is the students' writing ability in descriptive text before being taught by using tourism brochures in the seventh grade students of MTs Al HUDA Bandung? (2) How is the students' writing ability in descriptive text after being taught by using tourism brochures in the seventh grade students of MTs Al HUDA Bandung? (3) Is there any significant different before and after being taught by using tourism brochures in the seventh grade students of MTs Al HUDA Bandung?

Purposes of this research are: (1) To know students' writing ability before being taught by using tourism brochures in the seventh grade students of MTs Al HUDA Bandung. (2) To know students' writing ability after being taught by using tourism brochures in the seventh grade students of MTs Al HUDA Bandung (3) To find out if there is any significant different before and after being taught by using tourism brochures in the seventh grade students of MTs Al HUDA Bandung.

The research design in this study is pre-experimental research that uses one group pre-test and post-test design with quantitative approach. The population of this study was all of seventh grade students of MTs AL HUDA Bandung on second semester. The sample was VII-D class consisting of 31 students. The research instrument that was used is writing descriptive test. Test administered before conducting treatment that is

called pre-test and also administered after conducting treatment that is called post-test. Treatment that is used is by using tourism brochure. The data of this research is students score in pre-test and post-test, and to analysis those data the researcher used paired t-test on SPSS program, and t-test manual with formula.

$$t = \frac{\Sigma}{(\quad)}$$

The result showed that the mean of students' score in writing before they are taught by using tourism brochures was 72.13. While the mean of students 'score after they are taught by using tourism brochures was 85.39. The t-count was 14.207, whereas t-table with significant level 5% was 2.042. So, t-count was greater than t-table. And for the significance, it significance was 0.012. It means that  $H_a$  which states that there is significance different in using tourism brochures toward students' writing ability at 7<sup>th</sup> grade students of MTs AL HUDA Bandung is accepted. Whereas,  $H_o$  which states that there is no significant different in using tourism brochures toward students' writing ability at 7<sup>th</sup> grade students of MTs AL HUDA Bandung is rejected. In other words, using tourism brochure in teaching writing can be used as an alternative media to teach writing to the students at junior high school, especially for 7<sup>th</sup> grade students.

