CHAPTER I

INTRODUCTION

In this chapter, the researcher presents some points related to this research, including background of study, formulation of research problem, purpose of study, formulation of hypothesis, significance of study, scope and limitation of research, and definition of key terms.

A. Background of Study

As social being, everybody must communicate with each other by using language to deal with everyday affairs. Language is the key to communication, by which people can express their ideas and emotions as to establish harmonious social relationship. Language is a purely human and uninstinctive way to communicate ideas, emotions and desires through voluntary behavior (Sapir, 1921). It means that language must be learned by human in order that he can use it as the most important a tool to communicate their ideas or feelings to others. By theory, language is also a sign system which works with symbolic vocal sounds as well as an arbitrary vocal symbol system allowing all people in a particular culture or others who have learned the system to communicate (Susanto 2009:2).

Among various languages existing worldwide, it is widely known that English is an international language, used by many countries in this world. It plays an dominant role as in international affairs of all aspects of lives such as business and trade, development of science and technology, and as means of

cultural recognitions of people with different ethnic backgrounds. This is why Indonesian government chose English as the most targetted foreign language to be mastered by its citizens and as an important subject that must be taught in schools (Ramelan, 1992:3). English is introduced as a compulsory subject to be taught to students of the seventh year in Junior High School up to those of twelfth year in Senior High school while in elementary school, it is treated as local content subject.

In internet era, the learning sources that can be used by english teachers as well as English learners are various in terms of ready-used printed material and in the forms of software applications. However, an English teacher supposed to prudent in utilizing those learning sources or media and choosing which one is the most relevant and beneficial for their students. One of common applications found in internet is *Cake Application,* that is an English learning application whose main contents are videos with short and fun English conversations. The application published by Playlist Corporation, offering a variety of attractive and resourceful conversation materials with subtitles which are freely accessed by English learners. Cake Application also gives grammatical explanations on the used sentences, vocabulary and commonly used expressions provided within appropriate contexts so that they seem more practical and beneficial for English learners. The features of Cake include *Speech Recognition,* by which we can check our pronunciation, record our voice and get immediate feedback of learners' pronunciation performances. Such features clearly benefit the english learners who use it for

acquiring vocabulary and common expressions and then imitating the native speakers' speeches.

The researcher was curious if this application was really beneficial to be used in English teaching learning process in class context. Especially the researcher wanted to know if the Application is effective to increase vocabulary achievement of the students because one of the most difficult problems faced by the students is having poor vocabulary and see whether they can learn faster to master vocabulary, that is important to develop other language skills.

In fact, *Cake Application* are available in all skills but the researcher assumed that this application is the most suitable medium to teach vocabulary because it cosistently provides new words which the students have never heard before. Those newly provided words are not separated from its context so that it might be easier for the students to remember and acquire their meanings and pronunciations. In short, we can learn English vocabulary and expressions practically with fun because most videos are from interesting movie clips.

In its practice in schools teaching English is a process of facilitating the students to develop four skills suc as reading, writing, speaking, and listening. When students want to master these four skills, they need to master the most fundamental aspect of language, that is vocabulary. Vocabulary is a basic component that is very important to be learned when the learners want to learn any foreign language. According to Schemite and Mc Carthy (1997:6) vocabulary has as important role in language skills. Without having

enough vocabulary, the students will have difficulties to know the meaning of what they listen and read as well as to express their intentions   in communication (Kusumaningrum and Cahyono, 2011:127). Moreover, in its practice, having sufficient mastery in vocabulary enables the students to communicate their ideas in written and spoken forms quite at ease.

Regarding to the importance of vocabulary above, the process of teaching and learning it needs an condusive learning atmosphere to attract students' acquisition. It can be fulfilled by providing the use of media during the process of teaching and learning vocabulary. The term 'media' is defined by Apriliyani (2018: 2-3) as tools or the physical things used by a teacher to facilitate the instruction. According to Gerlach and Elly (2011: 245), to select the appropriate media, the teacher must consider the characteristics of the students, which directly related to the learning process such as verbal abilities, visual and audio perception skills. Other factors which also ought to be considered in media selection come from our instructional system model. That is the organization of groups, the time available and the space in which the media are used (Gerlach and Elly:2011).

The use of appropriate media can stimulate students' active participation. Psychologically the students are eager to learn a certain material in an inviting environment that is far from feeling of fear. Practically, the use of media stimulates the students to study in high motivation. The result is obvious in which the students can understand the materials and explore ideas. In vocabulary teaching and learning the students are able to memorize the

learned vocabularies in terms of their meanings, spellings and also references in long term memory. Indeed, an attractive media is potential for the students to fossilize the learned materials. And the researcher assumed that the Cake Application was useful to serve those purposes.

There have been several studies related to the English applications uploaded in the internet. To address some, a research had been conducted by Rifal Elwis Sabektu (2019) entitled *The Effectiveness of Line WEBTOON on Students Vocabulary Mastery of The First Grade at MAN Kota Blitar* . This research focused on the effectiveness of LINE WEBTOON and such application is proven effective to improve students' vocabulary mastery.

Another research was conducted by Rahmania (2019) entitled *A Comparative The Effectiveness of Using Animation Videos on Student Motivation and Vocabulary Mastery.* This research focused on the effect of using animation videos. The research concluded that there is a significant difference between teaching vocabulary by using drill and dictation methods.

Different from the studies previously reviewed, this research focused on teaching vocabulary mastery in online media using *Cake Application*, which is a free application that can be used in English learning. Using this application, students may improve their vocabulary mastery by repeating sentences pronounced by modeled speakers in the videos provided by Cake Application. The effectiveness of this application was studied under the title "*The Effectiveness of Using Cake Application Toward Students' Vocabulary Mastery of the Seventh Grade at MTsS PSM Rejotangan"*.

B. Research Problem

Based on the research background above, the researcher formulates the following research problem: 'Is using *Cake application* effective to increase the VII grade students' vocabulary mastery at MTsS PSM Rejotangan?'

C. Purpose of Study

The purpose of this research is to measure the effectiveness of cake application on teaching students vocabulary mastery of the seventh grade students' at MTsS PSM Rejotangan.

D. Formulation of Hypothesis

Based on the research problem above, the researcher formulates a hypothesis as follow:

1. Null Hypothesis (Ho): There is no significant difference in students' vocabulary mastery after being taught by using Cake Application and that before being taught using Cake Application.

2. Alternative Hypothesis (Ha): There is a significant difference in students' vocabulary mastery after being taught by using Cake Application and that before being taught using Cake Application.

E. Significance of Study

The researcher expects this study to be beneficial for:

1. English students

    The researcher hopes that the students can improve their vocabulary mastery after being taught by using Cake Application as a teaching media so that empirically it is tested effective for teaching vocabulary. If this is so concluded, the students elsewhere can also learn English and get benefits from using this application.

2. English teacher

    The researcher hopes this research can give inspiration to the teacher to increase their quality of teaching and learning English, especially in teaching vocabulary. In addition, the result of this research can be useful to improve the teacher's ability to make innovation and new strategies of teaching based on effectiveness of using Cake Application as a teaching media.

3. Researcher

    The researcher hopes that this research can be used as a reference for future research with a similar theme but being seen from different perspectives.

F. Scope and Limitation of Research

To avoid misunderstanding, the researcher limits the scope of the study in order to make it more detailed and focused. This research only focuses on the effectiveness of using Cake Application in teaching students vocabulary mastery provided or available within the video contents of the applications. This research was conducted in MTsS PSM Rejotangan, especially applied to the 7th grade students of MTsS PSM Rejotangan as the samples of the population of this research which covered even other Islamic junior high schools in Tulungagung Regency.

G. Definition of Key Terms

To avoid misunderstanding of some words in this research, it is important to give some explanations or definitions as follows:

1. Cake Application

   Cake Application is the newest popular Android mobile application developed by South Korea. It is an application to help people to be better speakers.

2. Drill method in Cake Application

   Drill method can be defined as a teaching method intended to acquire skills or mastery in what children learn by practicing the knowledge learned.

3. Dictation

   Dictation method is defined as a technique in which the learners receive some spoken input, hold this in their memory for a short period, and then write what they heard.

4. Vocabulary mastery

   The achievement of vocabulary by the sampled students this is measured by vocabulary tests before and after the implementation of the treatment.