

CHAPTER I

INTRODUCTION

A. Background of the Study

Language is used to communicate between one person and other people. Language is like an idea, emotions, and desires that can be produced some symbols. According to Verderber (1999, p. 52) language is the body of words and the system for their use in communicating that are common to the people of the same community or nation, the same geographical area, or the same cultural tradition. Richards and Platt (1992, p. 196) state language the system of human communication which consists of the structured arrangement of sounds (or their written representation) into larger units. Then, language is any particular human communication system. On the other hand, Halliday (2003, p. 2) defines that a language is a system of meaning- a semiotic system. A language is certainly almost the most complicated semiotic system we have.

The use of language can not be separated from vocabulary. Vocabulary as one of the knowledge areas in language, plays a great role for learners in acquiring a language (Cameron, 2001). Vocabulary is the most important aspect of language proficiency because it determines how well learners speak, listen, read, and write (Richard, 2002, p.255). Hornby (1995, p.1331) also stated that Vocabulary is the total

number of words in a language or all the words known to a person or used in a particular book, subject and a list of words with their meaning, especially one that accompanies a textbook . This definition shows that vocabulary is the basic or the first element that should be mastered in learning language. So, According to the definition above, it can be concluded that vocabulary is a set of words that must be mastered along with their meanings to become a tool for expressing language and or interpreting information in communication.

There are some strategies that can be used in the teaching and learning process, one of them is Social strategy. Social strategy is the strategy used when learning new vocabulary by interacting with other people. Through this strategy, learners ask other people about the meaning of a word. The last type of strategies, which are social strategies, and might consist of actions such as asking questions, cooperating with others, and empathizing with others (Oxford, R.L. 1990). Social strategy which includes activities such as interacting with others, for example, asking for assistance and explanation or practicing English with others.

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Technology is used to make them become more interesting as the result of development of people's imagination.

Cartoon movie is a form of media where, using animation, characters are shown with simplified features, but still maintain an ability to recognize (Poulson, 2010). Cartoon movies are a good alternative media for teaching vocabulary (Margono, 2010). It is an interesting given audio visual examples through the acting in the scenes. Cartoon movie is an exaggerated amusing illustration caricaturing in moving diagram way of criticizing a person or event with some thoughts (Pande, Ramakumara, 2008). A cartoon movie is a special form of art to present amusing appearance with the help of exaggerated colorful moving diagrams.

Based on the pre-observation was conducted by the researcher in MTS N 5 Kaur, it was found that there are several problems faced by learners, such as: learners' lack of interest in learning, the boring strategy of teaching in learning process. The other factor that becomes a problem in vocabulary skills is that the educator's ability to teach the materials that do not attract learners' attention. The educator has difficulty finding the right media and strategy that can motivate and not make learners feel bored in the teaching and learning process.

One of the media that is used by the researcher in the teaching and learning process especially in vocabulary is Cartoon Movie. Therefore the researcher has to focus on aspects

of vocabulary by using Cartoon movies. The Cartoon movie was an alternative that can be used as a learning media in the teaching and learning process. There are many modern and effective ways to improve the ability to vocabulary. One way, in accordance with technological development in learning to increase the vocabulary via Cartoon movies. According to (Pujiasih, Titi. 2007) explains that a cartoon movie is moving diagrams or cartoons that are made up of a sequence of images displayed one after the other. Moreover, he added another reference that a cartoon movie is the illusion of motion created by the consecutive display of images of static elements. Technology is used to make them become more interesting as the result of the development of people's imagination.

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Based on the explanation above, the researcher was

interested in conducting research using Cartoon movies to increase learners' vocabulary skills as outlined in the thesis entitled " *The Effect of Cartoon Movies on Students' Vocabulary Mastery (A Quasi Experimental Study at Seventh Grade Students of MTSN 5 Kaur, Academic Year 2023/2024)*".

B. Identification of the Study

1. Many students often lack interest and engagement in their learning process.
2. Instructional methods used in the classroom are frequently seen as monotonous and fail to spark curiosity.
3. Educators face challenges in delivering material that effectively engages their students.
4. The teacher's attitude toward presenting less stimulating subjects significantly impacts students' motivation to learn.
5. Finding effective media and strategies to inspire students remains a persistent challenge for educators.

C. Limitation of the Study

Based on the existing problems, the researcher conducted research focused on the impact of using cartoon movies in increasing students' vocabulary skills in MTSN 5 Kaur.

D. Research question

Based on the background above, the research question can be concluded that:

Is there a significant difference in vocabulary skills between

the students who were taught using Cartoon movies and those of those who were not

E. Research objectives

The main objective of this study is to investigate significant difference in vocabulary skills between the students who were taught using cartoon movies and those of those who were not

F. The Significance of the Study

1. For Researchers

This research was written to fulfill the requirements for obtaining a bachelor's degree.

2. For Students

For students themselves, using the Cartoon movie is expected to improve students' vocabulary skills.

3. For Teachers

This research is expected to help teachers teach vocabulary skills to students with more different and fun media and strategies to improve students' vocabulary skills.

4. For Institutions

This research was expected to be a reference for Universities to pay more attention to the quality of their students' teaching as the next teacher.

G. The Definition of the Key Term

To avoid misunderstanding and misinterpretation on research, there are several key terms that can be defined as follows:

1. Vocabulary

Vocabulary is a set of words used in compiling a sentence and has meaning. In learning a language, the first step is to learn and try to master the vocabulary as much as possible.

2. Online Learning Media

According to (Suharsih & Hamidiyah, 2012) learning media is a tool used to conduct the learning process. Online learning media are media that can be used easily by teachers and students to assist learning so that learning objectives can be achieved even in remote conditions.

3. Cartoon movies

Titi (2007) explains that a cartoon movie is moving diagrams or cartoons that are made up of a sequence of images displayed one after the other.

4. Social strategy

Social strategies are strategies used when learning new vocabulary by interacting with other people.

