AN ANALYSIS STUDENTS'ABILITY IN WRITING PUBLIC SERVICE ANNOUNCEMENT WITH TEAM ASSISTED INDIVIDUALIZATION (TAI) METHOD

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ABSTRACT

The research is qualitative research in which the instrument were test, document and interview, The purpose of this research is to identify how the implementation of Team Assited Individualization (TAI) method in writing Announcement especially in writing Public Service Announcement Text. Using Team Assisted Individualization (TAI) Method in writing Public Service Announcement Text (PSA) could help and develop the students in writing , and could made the students felt interested in writing, can think more creative, and also build their writing skill in English. The use of Team Assisted Individualization (TAI) Method gave a new method to English teacher in teaching learning process in the class, especially in writing Public Service announcement Text (PSA) with this method the students can easy writing their idea in English.

Kata Kunci: Students' Writing Skills, Public service Announcement Text (PSA), Team Assisted Individualization Method (TAI).

INTRODUCTION

Writing is one of way to communication to other people and it is a measure to know how well the students understanding of English. Hyland (2004:03), Writing is to see it as marks on a page or a screen, a coherent arrangement of words, clauses, and sentences, structured according to a system of rules. In others hands Alan Mayers (2005:1), Writing is a way to produce language, which you do naturally when you speak you say something, think of more to say, perhaps correct something you have said, and then move on to the next statement. Writing is not much different, except that you take more time to think about your subject, the person or people you will be discussing it with, and the goal you hope to achieve in that discussion and if you are writing in a second language, you also take

more time to revise your work. There were many causes why learning English was difficult for the students. The first, students have to mastery vocabulary to could writing. Second, the students must to improve their grammar. And the third, students must be able to arrange phrases or words to be good sentences and even write a text.

In writing activity, the students must be able to create their imagine worlds to create a text or some text. Based on Kern (2000:172) Writing is functional communication, making learners possible to create imagined worlds of their own design. It means that, through writing, learners can express thought, feeling, ideas, experiences, etc to convey a specific purpose.

There are many kinds of text that the students have to mastered. One of the text is Public Service Announcement.

Public Service Announcement (PSA) is an important role to deliver message about any Public Service issues to the society. Public Service Announcement (PSA) was primarily objective to inform and to educate rather than to sell a product or service (Suggett, 2017). Public Service Announcement that instruction in the room, street, office, hospital, café, restaurant and others places. Edelman and Moritz (2016, p. 23). There are some arguments that print advertisement is by no means a dying or ineffective form of communication (Dayton, 2016).

PSA can be created in creative way so that it stays on the public mind so that the PSAs can be effective and the benefit of the message will reach the public more (Manickavelan, 2012). Public service announcement (PSA) is primarily objective to inform and to educate rather than to sell a product or service (Suggett, 2017). Bad PSAs were distributed without a plan or a clue in terms of the audience we are trying to reach and what media we are targeting with our message Goodwill, 2010).

Based on the writer's observation at SMA Negeri 6 Padangsidimpuan, the writer found some problems. First, it related to the condition of the students had lack vocabulary that make them unable to write English during writing class, they feel "stuck" in writing process. For example, when I invited them to write simple about. There were many sentences that was wrong like "describe" be "describe" , "Chairmate" be "chairmet", "pretty" be "preti" and etc.Second, there was no high motivation to learned since the students hadlimited opportunity to expressed their idea because when they had some ideas of writing in Indonesian language form their mind, they not had an ability to translatedit into English form. For example, when I asked them to wrote in English, but some students

felt not interested, there was a student slept on the table, there were students made a group to telling stories. Because of these problems, the students writing skill and writing score was low.

In order to helping students in writing Public Service Announcement text, the writer used Team Assisted Individualization (TAI) Method. According Slavin (2005:186), Team Assisted Individualization Learning was designed to help overcome the learning difficulties faced by individuals. By using the method students" learned with their group that their friend as a tutor made them so enjoyed and interested to learn English.

Susilawati (2016), "Team Assistedindividualization is a cooperative learning system whereby heterogeneous groups of individual work together or master individual assignments.each group consist of 4-5 students with different competency level shaped as a heterogeneous group in implemented T.A.I." The advantages of this Method is compatible in writing because the method make the students feel comfortable to learn in group and they were argued that Team Assisted Individualization (TAI) make the teaching learning process more interesting since they can ask and can be peer tutoring for their friend.

According Slavin (2005:216) the general instruction for teaching using Team Assisted Individualization Method as follows : a) Placement test, by giving a pre-test to students or look at the, average score of students so the teacher know the weaknesses of students in a particular field. b) Teams, namely the formation of a heterogeneous group consisting of 4-5 students ;c) Teaching group, distribution of handouts and worksheets for each student. Let briefly the subject material to be discussed at the meeting by the teacher before the group work;d) Students creative,

teachers need to define and create the perception that the success of each individual is determined by the group's success.;e) Team study, students discuss the material and correct the assignment with friends in the group. This stage of learning actions that will be implemented by the teachers and the group of students who need a help ;f) Fact test, teachers provide small testes based on facts obtained by the students, such as giving a quiz ;g) Team score and team recognition, Teachers give a score on the group's work and provide a "title" award to the successful group is "brilliant" and the less successful groups, such as the "good", "group OK" and so on. ;h) Whole-class units, The teacher presents back the material at the end of the chapter with the problem-solving strategies for all students in class.

From explanation the writer concluded that Team Assisted Individualization method is a discussion system with their classmate in one groups that different of competency make the student more interesting to teaching learning in the class and feel so comfortable. Implemented this method make teaching learning more lively class. And the student can be success in individual and group and the student can speaking, writing and listening with this method and with this method to writing announcement can be interest and more creative to students.

Based on the explanation above, the writer formulated the problem of the study as follows :

1. What were the difficulties of students' in writing Public Service Announcement text at grade X of SMA Negeri 6 Padangsidimpuan?

2. How the implementation process of Team Assited Individualization (TAI) method in writing Public Service Announcement text?

METHODS

In this research the writer would use descriptive qualitative method. Based on Mason (2002;03), Qualitative researching is exciting and important. It was a highly rewarding activity because it engages us with things that matter, in ways that matter. Through qualitative research we could explore a wide array of dimensions of the social world, including the texture and weave of everyday life, the understandings, experiences and imaginings of our research participants, the ways that social processes, institutions, discourses or relationships work, and the significance of the meanings that generate.

This research would be conducted at SMA Negeri 6 Padangsidimpuan it was located on Jalan Sutan Soripada Mulia, Number 25A. Sadabuan, Kecamatan Padangsidimpuan Utara.

Data Collection

This research collected in the form of information about writing Announcement text by grade X students of SMA Negeri 6 Padangsidimpuan. The source of the data in this research included events, informant and document.

Qualitative data that found out the factors contribute to students in collecting the data, this study used two instruments to collect the data.

Data analysis

The process of analyzing data after students completed writing test and interview session. applyin this study. In this study, the assessment was involve two assessors, the rater as the first assessor and the writer as the second assessor. The focus of assessing will be on:

1. Students' writing in writing Public Service Announcement text based on components that should be considered to scores „writing ability: content,

organization, vocabulary, language use and mechanics

2. The factors contribute to students' writing ability in writing Announcement.

Trustworthiness

The followings were the description of the four types of triangulation: method triangulation was done by comparing the information or data in different ways. As was known in qualitative research, the writer obtains data from interviews, observations, and documents to obtain valid data. Inter-writer triangulation was done by using more than one writer in data collection. This technique was recognized to enrich the in-depth knowledge. Data sources triangulation seeing certain information through various sources of data. For example, besides using interview and observation, writer could use participant observation, written documents, historical document and image or photo.

Theory triangulation was comparing the formulation of the information/ statement of relevant theoretical perspectives to avoid individual bias of the writer on the finding or conclusion generate. In addition, theory triangulation could increase the depth of understanding if the research data able to dig deep theoretical knowledge on the results of the data obtained reflecting: it is recalled as it has been recorded in observation, but it is also active and it is as simple as making sense of process, problems, issues and constraints.

In this research, the writer used data sources triangulation in validity of the data. The writer chooses and took the data from the English teacher and students at the X grade of SMA Negeri 6 Padangsidimpuan 2020 Academic Year. In validating the data, the writer compares the data from the observation, interview, and document. Moreover, both of validity, reliability describe operational techniques supporting the rigor of the work: credibility, conformability and transferability.

FINDINGS AND DISCUSSION

In this research, the writer used data sources triangulation in validity of the data. The writer chooses and took the data from the English Teacher and students at the grade X MIA 2 of SMA Negeri 6 Padangsidimpuan 2019/2020 Academic Year. In validating the data, the writer compares the data from the test, document and interview.

In this research, the writer asked the students to write Public Service Anoouncement Text to every students to know how was the difficulties of students in writing skill. In the documents, the writer asked the students to wrote Public Service Announcement text with Team Assisted Individualization (TAI) as a method learning.

In the Interview, The writer asked the student about how they felt difficulties in writing skills, and how their felt after used group in Team Assisted Individualization (TAI) as a learning method on WhatsApp.

The Results of the Students Writing

Based on the research of the students at grade X of SMA Negeri 6 Padangsidimpuan, there were the result of the students, The students" result were:

a. Vocabulary

1. SyukriAnnisa from Group 2, she wrote "Don't damage of the tumbuhan in the school" , she didn"t knew word of "tumbuhan" in English . so, she still wrote "tumbuhan" in made Publice Service Announcement , that must she wrote "Don't damage the plants in this school" because in English word of "tumbuhan" was "Plants" that was mean, SyukriAnnisa from group 2 had lack of vocabulary to writing English.

2. Ayu Herawati from group 4 , she wrote "Don"t make your teachers marah". She didn"t knew what the word of "marah" in English , so she still wrote "marah" in made Public Service Announcement that should "Angry" and her announcement

should "Don't make your teachers Angry"that was mean ayuherawati from group 4 felt difficult in writing because she lack of vocabulary.

b. Grammar

1. Wandi Sandra from group 5, he wrote a Publice Service announcement that was "Don't take not you" , that waswrong sentences, should be "Don't take not yours" , he didn"t know or not understood about possessive pronouns in grammar, because he should wrote "yours" not "you", but in the test he wrote "you" in his sentences , that was mean he was difficulties writing in English because he didn"t know or understood of possessive pronouns in grammar.

2. Wiwin Parlina Siregar, she wrote a Public Service Announcement that was don't bullying you friends", that was wrong sentence, should be "Don't bullying your friend" , she didn"t understand about possessive pronouns in grammar , because sheshould wrote "your friends" but in the test she wrote "you friends", that was mean Wiwin Parlina Srg didn"t know or not understand of possessive pronoun in grammar that made her sentence was wrong .

The Implementation of Team Assisted Individualization (TAI) Method

The writer used Team Assisted Individualization (TAI) Method for solved the students writing especially Public Service announcement text. During this pandemic, Team Assisted Individualization is integrated with gadget through Whats App group becomes a solution to increase responsibility answer to the completeness of the material. Selection of gadget media in pandemic can be utilized to advance education by methods learning that follow the times. Gadgets are not only seen from negative side, but gadgets can use as a medium of learning. The complete information help the students to understand the

material and complete group assignments in learning with Team Assisted Individualization (TAI) method. The implementation of Team Assisted Individualization (TAI) method at the grade X of SMA Negeri 6 Padangsidimpuan going well and in accordance with existing steps combines used Whats App group.

Based on the procedure of Team Assisted Individualization (TAI) method, the writer form six group and ask the to made an Announcement especially Public Service Announcement text. One Group consist of 4-6 students and every group must have one students that have different skill of their friend, the student can be a tutor for their friends in group.

The Procedure Implementation of Team Assisted Individualization as follows:

a. The writer give assignments to students to study the learning materials that have been prepared, individually.

b. The writer gave a quiz individually to students to get a base score or initial score, or the writer get student's documents from the English Teacher.

c. The writer divides students into groups. Each group consists of 4-5 students with different abilities. Student's individual learning outcomes are discussed in the group. In the group discussions, each member of each group is checking the answers of their friends in their group.

d. The writer facilitates the students in making a summary, directing, and giving reinforcement on learning materials that have been studied.

e. The writer gave an individual task to the students.

f. The writer gave an award to the group based on the acquisition score of the increase in individual.

Based on the data gained from the observation sheets and researcher on group by via WhatsApp, which are conducted in the writing Public Service Announcement text provided six benefits. The benefits are engaging students in the writing activity, increasing students' motivation to participate

actively in the writing, helping the students to construct their writing, helping the students to solve their problems, providing ways from students to summarize and reflect the lesson.

Most students felt enthusiastic to follow teacher instructions and were willing to participate in the learning activity. From the observation sheets and teacher notes, it is discernible that in the beginning of the lessons, students were able to review the previous lesson before the lesson began. Due to on the observation data, students tried to be creative to write down their answer. But, when the students did not know some words in English , the student directly opened their dictionary or online dictionary on their phone Earning.

Based on interview result, it was discovered that there were some weakness of students in writing Public Service Announcement text ability, there were :

a. Lack of vocabulary mastery
b. Low motivation
c. Not understand difference kinds of tenses
d. Not understand about grammar especially in posesive pronous

In the interview session the writer served as ; the teacher said that Public Service Announcement text is an English subject in X MIA 2 of SMA Negeri 6 Padangsidimpuan, this subject is part of Announcement text. The difficulties students in writing especially in writing Public Service Announcement text that the students still wrong in writing a word in English, the students had lack vocabulary, they were not interest to learning writing in English.

Credibility

The concept of validity in qualitative research that is often to use credibility. Credibility becomes an important thing when questioning the quality of the results of a qualitative study. A qualitative research is said to have a high level of a credibility that lies in the success of the study in achieving its objective of exploring problem or describing complex settings, processes, social groups or interactions patterns.

That a high level of credibility can also be achieved if the participants who were inpolved in the study were familiar with the various things they had been telling. This is the main criterion for assessing the level of credibility of the data resulting from qualitative study. Some of the activities that researchers can carry out to obtain a hight level of credibility include the involvement of researchers in the life of the participants for a long time and trying to confirm and clarify the data obtained with the participants/ member.

In credibility, the result of the research must believable. So that the research can be trustworthty. In this subtitle, the resreach showed the truth value of the research. The research has done in X MIA 2 of SMA Negeri 6 Padangsidimpuan and the writer made interview and observation in the research.

The first time did the research, the writer interview the teacher, asked the teacher about students, How the learning process in writing English lesson in X MIA 2 of SMA Negeri 6 Padangsidimpuan?, How was the learning process in writing Announcement especially in writing Public Service Announcement text?, What are the difficulties writing an Announcement especially in writing Public Service Announcement?, What is your solution to reducing the difficulties of students in writing Public Service Announcement text?.

The teacher said that there are some skill in English subject that must student learn, practice and can do the skill in English, there are: speaking, reading, listening, and writing. In English subject this 4 skill always have a relationship and that 4 skill could not to separate. Then, in writing skill there are many students still have difficulty in English writing, even when they wrote a sentence they often get it wrong. There are many difficulties students in writing for example they had limit of vocabulary, they felt dizzy about tenses, and other. That was make the student felt so difficult in English writing and made them lazy to learn English writing.

Based on the students Public Service Announcement text, the writer found that the students still lack of vocabulary, some students felt not understand kinds of tenses and less understand about grammar. The results on interview the students can't discuss with their friend because the group on via WhatsApp group that made they felt confused to understand the task, they hope this method do in the class room after this Pandemic. They said this pandemic make they felt difficult to learn especially in learn English writing.

CONCLUSION

Basically, every research could not give perfect result, therefore, it would have limitation. It also happened in this research, the limitation of this research referred to the weakness of the writer to understand the theories of research variable. Moreover, the limitation also occurred in apllying old theories. Then, that was reason why the writer had difficult to determine instrument of the research.

Actually, this research could be effective that what was the writers' wishes. But, because this pandemic, the school has closed. So, the writer made the research in daring by via WhatsApp groups. If this research do in classroom with in the school with every students this research can be effective and more life as expected.

The writer made test writing Public service Announcement text X MIA 2 class consisted of 30 students. The writer analyzed the students" interview. To complete the observation, the writer collected and analyzed the students' document in writing Public service announcement text. The writer found the students difficulties in writing Public Service Announcement text as follows:

a. The students had lack vocabulary that made them not interested to writing and they felt wrote in English so difficult. They always stuck in the vocabulary in expressing the word in a sentence.

b. The student could not make creative an Announcement because they had no inspiration and motivation to writing in English.

c. The students could not seem differences of tenses in verb and use the tenses in write a sentences.

d. The student didn't understand or didn't know about used of grammar especially in possessive pronouns.

Based on the result of the students writing Public Service Announcement text with Team Assisted Individualization (TAI) method. The write could concluded that the students at grade X MIA 2 of SMA Negeri 6 Padangsidimpuan there are 13 students that had difficulties in writing Public Service Announcement text. The students had difficulties in writing adjective in sentences, the student still could not write sentence based on the word placement, the students had lack vocabulary , the students could not seem different kinds of tenses, and still not understand used possessive pronouns in sentences. Based on the problem the 13 students made them difficult to writing in English, and made the students not interested to learn English writing.

Used Team Assisted Individualization (TAI) method in Writing Public service Announcement text could made the students felt more enjoyed and more creative to learn English writing. Based on the results of the students in writing Public service Announcement text with Team Assisted Individualization (TAI) method, if this method learning always used every teaching learning in classroom can make the students not afraid to write their ideas in English and the students can add the vocabulary from their friends in group , and more understand about tenses, grammar, etc., because their sharing their knowledge with their friend in the group.

SUGGESTION

Based on the research above, it consider that the students must be suggested in doing some tasks and assignments in writing. Writing practice can stimulate students to think creatively and critically. So that, the teacher was suggested to give the students more practice in writing to improved their vocabulary, grammar and tenses. Besides, the teacher should be more creative in teaching learning process, to build students' interest in writing English text.

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