

**INVESTIGATING THE USING OF ADVERTISEMENT IN INCREASING
STUDENTS' READING ABILITY AT THE SECOND SEMESTER OF AMIK DCC
BANDAR LAMPUNG 2014/2015**

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Abstract.

Reading is one important skill that some students still get difficulties in practicing English. There are many factor, some of them are because the students feel confused with the meaning of the words. They don't have enough vocabulary, etc. It is also caused by the technique or media used by the teacher. To achieve the students reading ability, the students should be able to use the kind of reading skill. And the teachers are expected to be able to teach by using advertisement. The objective of this research is to know and describe whether there was influence of advertisement towards students' reading ability. This research was focused on investigating the using of advertisement in increasing students' reading ability at the second semester of AMIK DCC Bandar Lampung in 2014/2015.

In this research, the writer used experimental method and the population of this research was students of the second semester of Manajemen Informatika classes. In taking the sample of the research, the writer used cluster random sampling technique. The samples were 2 Classes, 1D3MI1 as control class which consists of 38 students, 19 males, and 19 females. The other class was 1D3MI2 as experiment class, which consist of 38 students, 20 males, and 18 females. In collecting the data, the writer used objective test that is multiple choice test consisting of 40 items tests. Each item consist of four options; A, B, C, and D.

After analyzing the data, the writer found that the result of ttest (3.70) was higher than ttable with significance level 5% (1.78) and 1% (2.26). The writer concluded that there was a positive influence of using advertisement in increasing students' reading ability at the second semester of AMIK DCC Bandar Lampung. Therefore the writer suggests English teacher to be more creative in giving the material to the students, and he could consider advertisement as an alternative way to motivate the students to read.

Key Words: media, advertisement, reading ability