THE EFFECTIVENESS OF SOCIAL MEDIA THROUGH INSTAGRAM AS MEDIUM TO IMPROVE STUDENTS' WRITING SKILL IN DESCRIPTIVE TEXT

(A True Experimental Research at Tenth Grade of SMK N 1 Bangsri in the Academic Year of 2020/2021)

Submitted in partial fulfillment of the requirement for the degree of

Sarjana Pendidikan Bahasa Inggris (S.Pd)

THESIS

By

ISNAINI INDRA RUKMANA

NIM 161320000271

STUDY PROGRAM OF ENGLISH LANGUAGE EDUCATION

FACULTY OF TARBIYAH AND TEACHER SCIENCES

ISLAMIC UNIVERSITY OF NAHDLATUL ULAMA JEPARA

2021

STATEMENT OF ORIGINALITY

DECLARATION OF NON-PLAGIARISM

I declare that all material in this thesis is my own work and does not involve plagiarism.

Jepara, 30 June 2021

Isnaini Indra Rukmana

HALAMAN PERYATAAN ORISINALITAS

DAN BEBAS PLAGIASI

Saya menyatakan dengan sebenarnya bahwa Skripsi ini merupakanhasil karya saya sediri dan disusun tanpa tindakan plagiarisme sesuai dengan peraturan yang berlaku di Universitas Islam Nahdlatul Ulama Jepara.

Jika di kemudian hari ternyata pernyataan ini tidak benar, saya akan bertanggungjawab sepenuhnya dan menerima sanksi yang dijatuhkan oleh Universitas Islam Nahdlatul Ulama Jepara kepada saya.

Jepara, 30 June 2021

Isnaini Indra Rukmana

STATEMENT OF PUBLICATION

I hereby grant Islamic University of Nahdlatul Ulama Jepara the right to display or copy any part of the thsis, in all forms of media for reference purpose and legitimate educational purposes. Any reproduction or use is prohibited without the written consent of Islamic University of Nahdlatul Ulama Jepara.

Jepara, 30 June 2021

Isnaini Indra Rukmana

HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI TUGAS AKHIR UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademik Universitas Islam Nahdlatul Ulama Jepara, saya yang bertanda tangan di bawah ini:

Nama : Isnaini Indra Rukmana

Nim : 161320000271

Program Studi : Pendidikan Bahasa Inggris

Fakultas : Tarbiyah dan Ilmu Keguruan

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Universitas Islam Nahdlatul Ulama Jepara Hak Bebas Royalty Nonekslusif(Non-exclusive Royalty- Free Right) atas karya ilmiah saya yang berjudul :

The Effectiveness of Social Media through Instagram as Medium to Improve Students' Writing Skill in Descriptive Text (A True Experimental Research at Tenth Grade of SMK N 1 Bangsri in the Academic Year of 2020/2021)

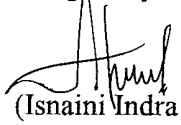
Beserta perangkat yang ada (jika perlukan). Dengan Hak Bebas Royalti Nonekslusif ini Universitas Islam Nahdlatul Ulama Jepara berhak menyimpan, mengalih media/formatkan, mengolah dalam bentuk pangkalan data (database), merawat, dan mempublikasikan tugas akhir saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan sebagai pemilik Hak Cipta.

Demikian pernyataan ini saya buat dengan sebenarnya.

Dibuat di : Jepara

Jepara, 30 June 2021

Yang menyatakan



(Isnaini Indra Rukmana)

ADVISOR'S APPROVAL

Title :

THE EFFECTIVENESS OF SOCIAL MEDIA THROUGH INSTAGRAM AS MEDIUM TO IMPROVE STUDENTS' WRITING SKILL IN DESCRIPTIVE TEXT (A True Experimental Research at Tenth Grade of SMK N 1 Bangsri in the Academic Year of 2020/2021)

Name	: Isnaini Indra Rukmana
Regitration Number	: 161320000271
Place and Date of Birth	: Jepara, 11 July 1998
Faculty	: Tarbiyah and Teaching sciences
Department	: English Education Department

This thesis has been approved by advisor on 30 June 2021 to be examined by the board of examiners.

Advisor,

Muh Shofiyuddin, M.Pd.

UNIVERSITAS ISLAM NAHDLATUL ULAMA (UNISNU) JEPARA
FAKULTAS TARBIYAH DAN ILMU KEGURUAN

- Program Studi Pendidikan Agama Islam (PAI) Akreditasi BAN-PT : Peringkat A Nomor : 3045/SK/BAN-PT/Akred/S/XI/2018
- Program Studi Pendidikan Bahasa Inggris (PBI) Akreditasi BAN-PT : Peringkat B Nomor : 1697/SK/BAN-PT/Akred/S/V/2017
- Program Studi Pendidikan Guru PAUD (PGPAUD) Akreditasi BAN-PT : Baik Nomor : 367/SK/BAN-PT/Ak-PKP/S/I/2021
- Program Studi Pendidikan Guru Sekolah Dasar (PGSD) Akreditasi BAN-PT : Baik Nomor : 18/SK/BAN-PT/Ak-PKP/S/I/2021

PAGE OF APPROVAL

Title of Thesis :
THE EFFECTIVENESS OF SOCIAL MEDIA THROUGH INSTAGRAM AS MEDIUM TO IMPROVE STUDENTS' WRITING SKILL IN DESCRIPTIVE TEXT (A True Experimental Research at Tenth Grade of SMK N 1 Bangsri in the Academic Year of 2020/2021)

Name	: **ISNAINI INDRA RUKMANA**
Registration Number	: 161320000271
Place and Date of Birth	: Jepara, 11 Juli 1998
Faculty	: Tarbiyah and Teacher Sciences
Study Program	: English Language Education

This thesis has been approved by the board of examiners of Tarbiyah and Teacher Sciences Faculty of Islamic University of Nahdlatul Ulama Jepara on:

August 30st, 2021

and can be accepted as one of the requirements for acquiring Sarjana Pendidikan degree of English Language Education Study Program.

Jepara, August 30st, 2021

Board of Examiners,

Chairperson
Drs. Abdul Rozaq, M.Ag.

Secretary
Husni Mubarok, M.Pd.

Examiner 1
Husni Mubarok, M.Pd.

Examiner 2
Santi Andriyani, S.Pd.I., M.Pd.

Advisor
Muh Shòfiyuddin, M.Pd.

Jl. Taman Siswa No. 09 Tahunan Jepara Jawa Tengah 59427
E-mail : ftk@unisnu.ac.id | Telp/Fax : 0291 593132 | Web : www.ftk.unisnu.ac.id

MOTTO

Life is beautifull when we can be useful for others

DEDICATION

I dedicate this thesis to:

My beloved Family

ACKNOWLEDGEMENT

At this happiest moment, I wish a prayer to God the Almighty who has blessed me during the writing of this thesis. I would like, furthermore, to express my sincere gratitude to:

1. Dr. Sa'dullah Assa'idi, M.Ag., The Rector of Islamic University of Nahdlatul Ulama Jepara, who gave permission to me to conduct this study.
2. Drs. Abdul Rozaq, M.Pd., The Dean of Faculty of Tarbiyah and Educational Sciences of Islamic University of Nahdlatul Ulama Jepara, who gave permission to me to conduct this research.
3. Hayu Dian Yulistianti, S.Pd., M.Pd., The Head of English Educational Department.
4. Mr. Muh Shofiyuddin, M.Pd., my advisor, for his continuous and valuable guidance, advice and encouragement in completing this thesis.
5. All lecturers at the English Study Program of Faculty of Tarbiyah and Educational Sciences of Islamic University of Nahdlatul Ulama Jepara, who have taught, motivated, and given guidance during the writing of the thesis.
6. The librarians of the Central Library of Islamic University of Nahdlatul Ulama Jepara for their permission for me to use some valuable references in writing the thesis.
7. The last but not the least, my family who have supported me for my research.

Finally, I do realize that due to my limited ability this thesis must have shortcoming. For this I welcome any suggestions and criticisms.

TABLE OF CONTENT

STATEMENT OF ORIGINALITY ..... **Error! Bookmark not defined.**
STATEMENT OF PUBLICATION ..... **Error! Bookmark not defined.**
HALAMAN PERNYATAAN PERSETUJUAN PUBLIKASI TUGAS AKHIR UNTUK KEPENTINGAN AKADEMIS ..... **Error! Bookmark not defined.**
ADVISOR'S APPROVAL ..... **Error! Bookmark not defined.**
MOTTO i
DEDICATION iv
ACKNOWLEDGEMENT v
TABLE OF CONTENT vi
LIST OF TABLES viii
LIST OF APPENDICES ix
ABSTRACT x
CHAPTER I 1
INTRODUCTION 1
1.1 Background of the Study 1
1.2 Statement of the Problem 4
1.3 Objective of the Study 4
1.4 Significance of the Study 4
CHAPTER II 6
REVIEW OF RELATED LITERATURE 6
2.1 Previous Reseach 6
2.2 Theoritical Review 10
2.2.1 Social Media 10
2.2.2 Instagram 12
2.2.3 Writing 14
2.2.4 Descriptive Text 19
2.3 Conceptual Framework 21
CHAPTER III 24
RESEACH METHOD 24
3.1 Research Design 24
3.2 Population and Sample 25
3.3 Variable of the Research 28

3.4 Instrument of the Research 28
3.5 The Rubric For Assesing Writing 30
3.6 Validity of the Test 33
3.7 Technique of Collecting the Data 34
3.8 Normality and Homogeneity 37
3.9 Technique of Analyze the Data 39
CHAPTER IV 41
RESEARCH FINDINGS 41
4.1. Data Description 41
4.2. Data Analysis 51
4.3. Discussion 59
CHAPTER V 63
CONCLUSION 63
5.1. Conclusion 63
5.2. Suggestion 64
BLIBIOGRAPHY 65
APPENDICES 68

LIST OF TABLES

Table 3.1 Population of the Research 29
Tabel 3.2 The scheme that will the writer use for the students' test 29
Tabel 3.3 Scoring Rrubric 30
Tabel 3.4 List of Activities in Treatments 35
Tabel 4.1 The Result of Instrument Validity 42
Tabel 4.2 The Result of Students' Score in Pre-test Experiment Class 43
Tabel 4.3 The Result of Students' Score in Pre-test Control Class 45
Tabel 4.4 The Result of Students' Score in Post-test Experiment Class 47
Tabel 4.5 The Result of Students' Score in Pre-test Control Class 49
Tabel 4.6 Tests of Normality in Pre-test 52
Tabel 4.7 Test of Homogeneity of Variance 53
Tabel 4.8 Table Group Statistic of Pre-test 54
Tabel 4.9 Independent Sample T-test of Pre-test 54
Tabel 4.10 Normality Test of Post-test 55
Tabel 4.11 Homogeneity Test of Post-test 56
Tabel 4.12 Table Group Statistic of Post-test 57
Tabel 4.13 Table Independent Sample T-test of Post-test 58

LIST OF APPENDICES

Appendix 1 The Result of SPSS 68
Appendix 2 Lesson Plan 71
Appendix 3 Instrument of Test 75
Appendix 4 Expert Validation 88
Appendix 5 The Result of Test 91
Appendix 6 Documentation 93

ABSTRACT

Judul :

Penulis : Isnaini Indra Rukmana

NIM : 161320000271

Prodi : Pendidikan Bahasa Inggris

Pembimbing I : Muh Shofiyuddin, M.Pd.

Penguji I : Husni Mubarak, M.Pd.

Penguji II : Santi Andriyani, S.Pd.I., M.Pd.

Tanggal Ujian : 30 Agustus 2021

This research is about the effectiveness of social media through Instagram as medium to improve students' writing skill in descriptive text at tenth grade of SMK N 1 BANGSRI in the academic year of 2020/2021. The aim of this research is to find out the effectiveness of using social media through Instagram to improve the students' writing skill in descriptive text at tenth grade of SMK N 1 Bangsri. This study belongs to Experimental Research. To collect the data the researcher used test and interview as the instrument. The data were collected throught writing test. The experiment was held through pre-test and post-test. The researcher used two Classes: experiment class and control class. In the control class the researcher used conventional technique, while in the experiment class the researcher used social media through instagram. The population of the study was the Tenth Grade Students of SMK N 1 Bangsri. The total number of the tenth grade students of SMK N 1 BANGSRI is 385 students. The researcher took only 70 students. The mean score of control class is 77,28, and have sufficient category in writing skill. While mean score of experimental class is 82,28, and have category in writing skill. The compulation result of t-test was sig.(value)= 3,081 >= 0,05. From the result above, it could be conducted that there was signifficant difference in the achievement between the students who were taught using social media throught Instagram and the students who were taught without social media through Instagram. So, it could be concluded that using social media through Instagram as medium was effective to improve students' writing in descriptive text.

Keywords: Effectiveness, Social Media, Instagram, Writing Skill, Descriptive Text.

ABSTRAK

Judul : KEEFEKTIFAN MEDIA SOSIAL MELALUI INSTAGRAM SEBAGAI MEDIA UNTUK MENINGKATKAN KEMAMPUAN MENULIS TEKS DESKRIPTIF (A TRUE EXPERIMENTAL RESEARCH PADA KELAS X SMK N 1 BANGSRI PADA TAHUN ACADEMIK 2020/2021)

Penulis : Isnaini Indra Rukmana
NIM : 161320000271
Prodi : Pendidikan Bahasa Inggris
Pembimbing I : Muh Shofiyuddin, M.Pd.
Penguji I : Husni Mubarak, M.Pd.
Penguji II : Santi Andriyani, S.Pd.I., M.Pd.
Tanggal Ujian : 30 Agustus 2021

Penelitian ini membahas tentang keefektifan media sosial melalui Instagram sebagai media untuk meningkatkan kemampuan menulis teks deskriptif siswa kelas X SMK N 1 BANGSRI tahun ajaran 2020/2021. Tujuan dari penelitian ini adalah untuk mengetahui keefektifan penggunaan media sosial melalui Instagram untuk meningkatkan keterampilan menulis teks deskriptif siswa kelas X SMK N 1 Bangsri. Penelitian ini termasuk dalam Penelitian Eksperimental. Untuk mengumpulkan data peneliti menggunakan tes dan wawancara sebagai instrumennya. Data dikumpulkan melalui tes menulis. Percobaan dilakukan melalui pre-test dan post-test. Peneliti menggunakan dua kelas yaitu kelas eksperimen dan kelas kontrol. Pada kelas kontrol peneliti menggunakan teknik konvensional, sedangkan pada kelas eksperimen peneliti menggunakan media sosial melalui instagram. Populasi penelitian ini adalah Siswa Kelas X SMK N 1 Bangsri. Jumlah siswa kelas X SMK N 1 BANGSRI berjumlah 385 siswa. Peneliti hanya mengambil 70 siswa.Rata-rata skor kelas kontrol adalah 77,28, dan memiliki kategori cukup dalam keterampilan menulis. Sedangkan nilai rata-rata kelas eksperimen adalah 82,28, dan memiliki kategori dalam keterampilan menulis. Hasil perhitungan uji-t adalah sig.(nilai)= 3,081 >= 0,05. Dari hasil di atas, dapat dilakukan bahwa terdapat perbedaan prestasi yang signifikan antara siswa yang diajar menggunakan media sosial melalui Instagram dan siswa yang diajar tanpa media sosial melalui Instagram. Jadi, dapat disimpulkan bahwa penggunaan media sosial melalui Instagram sebagai media efektif untuk meningkatkan kemampuan menulis siswa dalam teks deskriptif.

Keywords: Efektifitas, Social Media, Instagram, Keterampilan Menulis, Descriptive Text.