

CHAPTER I

INTRODUCTION

A. Research Background

Language is an important thing in order to communicate in the society because through language people can express their wishes, feelings, and ideas. Language is also important to develop four language skills, namely speaking, listening, reading, and writing. By mastering these four language skills, students basically able to communicate well and be able to make changes to personal, community and nation progress. Especially now that students are required to use language to be able to communicate well and politely, be creative, think critically, work together, and collaborate. For that, the importance of studying language is not only a communication tool, but as an image, mind, and personality. (Richards, 2006).

Cartoons have an interesting side that has more advantages compared to other communication media. The researcher used cartoon films with script dialogue in writing class. Cartoon film which contents audio and visual is a suitable media it increases the teaching and learning process. By watching cartoon films as teaching media, the students helped in getting the idea to write and to use an appropriate vocabulary that can be seen through the cartoon film. According to (Husein, 2019). cartoons make the lesson more interesting because students can see the material in which there are moving images and there are also sounds in it so that students more enthusiastic in learning.

English Village is a language education institution that aims to create a language immersion environment for English language students in their own country. According to (Fitriana, 2012) explains that language is a message that is conveyed in the form of expression as a communication tool in certain situations in various activities. In this case, the expression relates to segmental and suprasegmental elements, whether spoken or kinesic, so that a sentence would be able to function as a communication tool with different messages if delivered with different expressions. This language skill is implemented with

the ability in rhetoric, both in writing and speaking. Rhetoric in this case is the ability to process language effectively and efficiently in the form of ethos (character or good intentions), pathos (carrying the listener's or readers' emotions), and logos (logical evidence) so as to influence the reader or listener with messages conveyed through written or written media.

According to Guérrero *et al.* (2014), teachers are obliged to use or offer media to create something interesting in the learning system. For example by using English songs, movies, or maybe chatting in interesting English. By watching English movies as one of the teaching and learning media in language lessons help improve sensitivity of students in understanding language. It is hoped that the teacher can modify the media to make it creative and useful. Therefore, the development of the media from year to year would be always change and develop.

Learning media in the learning and teaching process is very important to be implemented by students educators today, the development of increasingly sophisticated technology is an important means to achieve this goal more effective and efficient education. But behind it becomes a big demand for the lecturers/teachers to develop skills in mastering technology and learning media. Learning media has an important role in supporting the quality of the teaching and learning process. Interesting learning media can create a pleasant learning atmosphere for students. Thus, through learning media can make the teaching and learning process more effective and efficient and establish good relations between teachers and students learners Prastowo, (2015).

In this study it was decided to develop teaching materials that have been applied to improve the quality of learning in pineapple trench villages, both urban and rural, by following the needs of the school. Looking at the results of previous research, it turns out that no one has applied it in the context of English villages where students not only come from the primary education level but also the secondary education level. In our efforts, to realize the need for English, we researchers from IKIP-PGRI Pontianak collaborated with the administrators and residents of Parit Nanas Village to organize Parit Nanas

English Village. To make Parit Nanas English Village a success, the researchers applied a cartoon-based approach to helping students learn English. And know the genre-based approach in teaching English to english village students.

B. Research Question

The question to be answered in this research is as follows how is the use of cartoon as media to teach student of English Village at Parit Nanas ?

C. Research Purpose

Based on the research question above, the purpose of this research is to find out how is the use of cartoon to teach students of English Village at Parit Nanas .

D. Scope of the Research

The research was conducted in the scope of Parit Nanas Village Pontianak Utara. Based on the need of the village for learning English. The implementation of this research is expected to bring benefits that can be seen from a theoretical and practical perspective. From a theoretical perspective, this cartoon-based approach can attract students' interest in learning English and can be a reference for readers about this cartoon-based approach. And from a practical perspective, this research is expected to help readers to better understand the theory as well as the principles of the learning process used in the cartoon-based learning approach.