Japanese Advertisement for Improving Students Reading Ability

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A B S T R A C T

Advertising is a form of communication that discloses information or messages and promotes the speaker's intent to his or her opponent. The language used in advertising is a language that is easy to understand and persuasive so that the opponent can speak as the speaker means. From advertisements in magazines, used for student learning in Dokkai 5. Dokkai or reading is a very important course for students to welcome the office work normally done by Japanese language graduates. In the office when working related Japanese often read documents and translate documents. In this research, using advertising media because it is usually written in large and striking letters. To make the reading japanese learning more interesting Therefore, they needs to be approach that has never been done before with reading japanese advertisement from japanese magazine. Reading Japanese language is usually difficult because it consists of three figures namely Hiragana, Katakana and Kanji. So that become easier for students to reading through the selected advertising media. This research is qualitative descriptive, and object of our study are students learning Japanese Language Education and Japanese Literature Brawijaya University who have passed JLPT N3 and already received materials about Dokkai 3 and Dokkai 4. Techniques data by purposive sampling and random sampling by using random numbers as much as 10% of the total population. In addition the results of this study will also describe motivation for students to improve their ability of reading. Therefore, teaching points as an effort to help the lecture to explain and possibility to use teach for higher education.

INTRODUCTION

Advertising is a form of communication that discloses information or messages and promotes the speaker's intent to his or her opponent. The language used in advertising is a language that is easy to understand and persuasive so that the opponent can speak as the speaker means. In simple terms, advertising is defined as a message that offers a product intended for the community.

In Japanese, it is known for usual manners variety and the polite variety at the end of the

sentence is marked by the copula of the form for predicate, nouns and the~na adjectives and the form -masu to predicate verbs. While the usual variety at the end of the sentence is marked by the copula of ~de aru form for predicate nouns and the ~na adjectives, and the form or the dictionary form for the predicate verb. Both languages are commonly used in Japanese advertising languages. Japanese advertising language is not only seen from the variety of language, but also the selection of words in terms of variations of words and writing or characters. In terms of word variations there is usually a mixture of code between Japanese and English (Goldstein, 2011).

Dokkai 5 course, in addition to using textbooks from Japan foundation also additional from lecturers taken from various sources. With this research open the insight that the Japanese advertisement can be used to increase students in reading ability. In below examples of readings taken from Japanese advertisement.

Advertisement 1

屋の俺が選ぶ、メンズ向けトートバッグ６選

きれいめカジュアル好きなメンズの必須アイテム「トートバッグ」は、鞄メーカーだけでなくセレクトショップもこぞって自社製品を作

り、その結果、市場には似たような製品が溢れかえっていますよね。

デザインも大体一緒だし、同じ本革だし、値段も同じくらいだし、どのブランドを買っても一緒かな〜、と思われているのだとしたら、

ちょっと待って下さいその予算！大事に使わないと絶対に後悔します！！

(From : Tokyo Himawari. 2016.3.23)

From the example of Advertisement 1，the title appears large and in bold, there are also pictures and writings under wearing hight light so it is interesting for students to read and understand what is meant by the reading. In the office when working often read documents and translate documents how it relates to work. Using advertising media because it is usually written in large and striking letters.

From previous example, we have formulation of problem how is the understanding and motivation Japanese Education students and Japanese Literature students related with Japanese advertising for improve their ability for Reading or Dokkai 5.

LITERATURE REVIEW

Japanese Advertisement

In Japanese, it is known for its usual manners and variety. Polite manners are marked with ~ masu while the usual variety is characterized by the form of the ru-dictionary. Both languages are commonly used in Japanese advertising languages. Japanese advertising language is not only seen from the variety of

language, but also the selection of words in terms of variations of words and writing or characters. In terms of word variations there is usually a mixture of code between Japanese and English. Martha, et al (2010: 8) categorizes variations of Japanese ad language characters as follows:

(1) Combined symbols, romaji, kanji, kana; this is an 'advantage' of Japanese that recognizes more than one typeface.

(2) Write the original Japanese word with katakana. In contrast to languages that use Latin letters where the affirmation of a word is manifested by a striking font or size, Japanese uses the katakana to realize this concept. In ordinary circumstances, katakana is only used to write the word absorption or the name of a stranger; but in specific situations when it wants to assert katakana word is also used, although for a word that is not from a foreign language.

(3) Name of product written in romaji, written back with katakana.

(4) The product slogan is written in English and is also written in Japanese equivalent.

Dokkai

According to Kobayashi (in Nihongo kyouiku Jiten 1982 :) Understanding the meaning of Dokkai is the meaning of the sentence he or she read.

(文章を読んで,そのいみをりっかいすること)

According Kindaichi haruhiko (in Nihongo daijiten) Dokkai understanding is the ability to read the contents, the meaning of the sentence and can understand the sentence.

(文章の意味,内容を読み取ることと文章をよんでりっかいすること)

According to Kimura (in Nihongo Kyouiku Jiten 1982: 113), Dokkai is reading sentences then understanding the contents of the reading.

(読解は文を読んで,内容を理解することである).

According to Unotetsuto (in Shinkyuu Koujiten 2003: 633), Dokkai is a matter of understanding the contents of the essay.

Based on some of the above understanding, which is used by dokkai is not only reading activity in general, but the reader must also know and understand the meaning, and content of a sentence or essay. In other words dokkai is said as reading comprehension (reading comprehension).

Motivation

Uno (2013: 29) divide the two motivation factors are:

1. Personal Factors In Motivation

The personal factor in motivation is the factor or impulse that exists within oneself. Personal factors are the will of a person to achieve success or called the achievement factor. The will to succeed can also occur in learning. It is very influential on the performance of someone. Someone who has a desire to succeed is high then he will not delay his work and try to complete the task as closely and as quickly as possible.

2. Environmental Factors With Motivation

Overall, environmental factors with motivation consist of intrinsic and extrinsic motives. The intrinsic motive is caused by unnecessary rewards in doing something and no penalty for not doing it. Extrinsic motives are based on individual behavior that only arises because of punishment or even does not appear despite the punishment. Extrinsic motives arise because of rewards and punishments.

Of the two motivating factors that have been described, researchers will use both of these factors. As described above the two factors are interconnected and affect each other.

METHODS

Types of Research

This research is descriptive qualitative with the orientation of making description as real and factual about the fact. This research will result descriptive data in a form of written text or oral based on the result of student's learning (Moleong 2002:3). Based on Moleong (2004:27), qualitative research is based on natural background as a whole, which relies on human as research instrument, deductive data analysis, directs to object research to find base theories and concern about the process rather than the result itself. This research is qualitative research along with descriptive method.

Methods
Data Source

The subject of this research is students in Japanese Education Department and students in Japanese Literature Department who passed Japanese Language Proficiency Test (JLPT) level N3 and already got the material about Dokkai 3 and Dokkai 4. The data that used in this research is a test contain with 10 questions. As stated by Setiyadi (2006:214), the number of samples in a survey is 10% of the population. In this research the number of students which will be the respondent of the survey is 10% of Japanese students who passed the JLPT N3. The total of students in Japanese Education and Japanese Literature Department who passed JLPT N3 is around 100 students, so that it will has 12 respondent to get the valid data of this research.

Sampling Methods

This research will use purposive sampling which is the subject of the research is only the students who passed JLPT N3 because they already get the material Dokkai 3 and Dokkai 4. The researcher will use random sampling because there are many students who passed JLPT N3. For the beginning, researcher will choose 10% of the population to be the respondent with random numbers. Researcher will add more samples until enough to represent whole population.

Data Analysis

After collect the data, Observer will use this steps bellow based on Sugiyono's opinion (2009: 244) show us that "Data analysis is the process to search and establish the data from the result systematically, location notes and another source so can be easily understand and inform to other people".

Steps that done by observer in this observation such as:

1. Make test questions.
2. Give the question to responden so can be easily answered.
3. Make table for question and Questioner.
4. Conclude the data analysis.

RESULT AND DISCUSSION

Various things that make teaching Dokkai considered difficult is the monotonous teaching that is caused by the lecture only use the method of reading(y*omu*) and listen (k*iku*), also the question and answer and the student's interest is less to Dokkai because it is considered difficult. For make Dokkai more interesting there are two steps test, before use various media especially Japanese Advertisement and used Japanese Advertisement. Improved ability to understand the reading of Japanese students can be seen from the acquisition of pretest value and postes value. Based on the pretest results can be known the average value of pretest students is 60.3, and after the learning process using the model Japanese Advertising, the average student score to 70.8. Based on these data, there is an increase in learning outcomes.

Table 1. Questionaire Result

No	Question	Answer	
		Yes	No
1.	Do you understand the Advertisement?	7	5
2.	Do you agree reading advertisement ?	10	2
3.	Do you always reading Advertisement	10	2
4.	Do you agree that reading advertisement improve reading ability?	11	1
5.	Do you found any difficulties when reading advertisement?	10	2

CONCLUSION

Based on the research that has been conducted on the formulation of the problem can be concluded that:

1) The level of understanding of students students of Japanese Language Education and students of Japanese Literature that has passed the Japanese Language Proficiency Japanese Literature N3 showed 70.8. from 60.3.

2) Based on the data obtained, the ability of reading will improve with reading the interesting thing as advertisement.

Based on research that has been done, some of the suggestions of researchers are as follows:

1) The learners should not just rely on the teacher to understand about of grammar in Japanese, but also the learners are expected to be active in seeking information and knowledge with various reading like advertisement, magazine and looking Japan Channel Program. So that the knowledge gained is not only limited to that given by the

teacher in the classroom and learners can be mastered and understood its use in Japanese.

2) Researchers who want to continue this study to use lyric the Japanese song that have much many meaning in Japanese so that knowledge of the Japanese language can be improved.

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