Chapter 2

Literature Review

Theory of Writing Skill

Writing is the skill that processed by human being to produce his or her ideas and thought into written-forms, although the ideas or thought can also produce through spoken-forms. It means that through spoken forms will be transfer in written forms. Therefore, writing is one of important skill can produce of human thought in written forms.

In Brown (as cited in Emelie and Nathalie, 2007 p.335). He state that, a simplistic view of writing would assume that written language is simply the graphic representation of spoken language. This is supported and developed by Hedge, (as cited in Emelie and Nathalie, 2007 p.10) who states that “writing is more than producing accurate and complete sentences and phrases. That writing is about guiding students to: “produce whole pieces of communication, to link and develop information, ideas, or arguments for a particular reader or a group of readers.” Therefore, to produce a complete sentence teacher must be guiding students to get effective writing.

Furthermore, effective writing requires several things: a high degree of organization regarding the development and structuring of ideas, information and arguments, such as: a high degree of accuracy, complex grammar devices, a careful choice of vocabulary and sentence structures in order to create style, tone and information appropriate for the readers of one’s written text.

Writing skill can be defined as an ability to communicate all the ideas or imaginations into the form of structured pattern. So that, the readers may understand what the writers mean in their writing. Writing is the skill that processed by human being to produce his or her ideas and
thought into written-forms, although the ideas or thought can also produce through spoken-forms. Therefore, writing is one of skill which very important in English competence. Besides reading, speaking and listening, writing skill is rather difficult to be mastered.

According to Harmer (2002, p. 257) “in the teaching of writing we can focus on the product of that writing on the writing process itself. When concentrating on the product we are only interested in the aim of a task and in the end product. Those who advocate a process approach to writing, however, pay attention to the various stages that any piece of writing goes through.” In the other hand, product of the writing is focuses on the process to explorer the ideas.

Moreover, Writing as a process to get product is influenced by some elements such as vocabularies, grammar, organization, spelling, and punctuation. These elements are the indicators of assessing writing. In the writing English subject, students have to know and understand those elements. Students have been learned kinds of text in writing skill. They should produce written simple in business letter.

What is Business Letter?

In Carey (2002.p.10) “business letter are formal letters used for business-to, to-business, business-to-client or client-to-business correspondence.” Business letter is formal letter which is written someone to promote production, request information about product or order product itself. Formal letter is a letter that addressed to organization of official that used normally more formal language.

Parts of the business letter as follow:
a. Heading/ letterhead

The heading is written in the top right hand corner, it consist of three lines. First line is the address whereas it showing the sender address, the second line is city, state, a zip code, and the last line is date of letter.

b. Inside address

This consisting of the first and last name, and address of the person to whom is addressed as the receiver is being sent.

c. Salutation

The salutation begins two lines after the inside address and ends by a colon (:). If writing to a specific person, use clear and then person’s name, such as, Dear Mr. Andres, if do not know the name of person, use general greeting such as Dear Sir or Madam or ladies and Gentlemen’s.

d. Body

The body is brief, courteous, and to the point. The body of the letter contains the massage directed to the person with whom sender wish to communicate. The content of the letter is divided into three lines: opening paragraph, massage of paragraph, and closing paragraph.

e. Closing

Appears on the first line below the body are common closing of business letter: sincerely, your faithful, respectfully yours.

f. Signature

Type or print out name four spaces below the closing, then write sign in the space between the names of sender. The signature gives authenticity to the massage.

Based on the parts of this business letter there are heading, inside address, salutation, body of the letter, closing and the last signature. Therefore, to write the business letter students
needs media to conduct their writing skill that simple, fun and exactly will not make them bored.

Following the example of business letter:

Jalan panjaitan 11/8
Gorontalo

December 17,2012

The manager
Took biro krawang
Jl. Thamrin 123
Gorontalo

Dear Sir/Madam:

Referring to your advertisement in kompas on December 15, I wish to apply for the position of file clerk.

I passed my SMK- Automotive last year. I have a diploma and 1 air. Still following courses of Japanese and English language. I enclose my curriculum vitae with a recent photo and photocopies of my certificates.

I look forward to hearing your favorite answer.

Yours faithfully,

Panggih yuwono

Definition of Media

Arsyad, (2002,p.7) media is made from plural word “medium can be defined as deliver of process communication between sender and receiver. There are some characteristic of media:

a. Education media can be divining as hardware; something that able to be seen; able to heard; and able to grope.

b. Education media have congeniality of nonphysical of is known as software that is message content which there is in hardware contained in which to be submitted to students.
c. Emphasis of education media there at visual and audio.

d. Educations of media have congeniality of appliance assist process learn goodness in and also outside class.

e. Education media used in order to interaction and communications learn students in course of study.

The definition explained the important of media, without media learning cannot run optimally, because the communication process can not running well. Media has a function to deliver information from source (teacher) to receiver (students). Then, media used in order to interact and communicate in learning process in class.

While in using media, the method is procedure to help students as receiver to process information for achieving interaction outcomes. Therefore, media and method cannot be separates in learning process. Media is also make process learn goodness to ease the students understand and develop students knowledge.

What is Flashcard?

(Longman dictionary American advance) “Flashcard is a card with words, sentences, or pictures on it, used as an aid in a language lesson”. Flashcard is a card with a word or picture on it, used in teaching one writer a question on a card and an answer overleaf.

In addition, Arsyad (2002.p.120) states that “flashcard is containing small card of picture, text, or symbol sign require students to remind something that relate to that text or picture. He hence that fairish flashcard usually 8 x12 cm, but it size measure earn accommodating the small and highly of class faced.

Flashcard is one of the media in teaching class to support the students writing ability to produce a business letter. One of the excess of flashcard is easy to get and easy made by teacher.
Therefore, the researcher chooses the flashcard as a basic to students writing in produce a business letter is that the way, the function of these flashcard just as the basic for helping the students to write. Particularly, produce in writing business letter.

There are several benefits of flashcard, Riva'i ( cited Azhar. 2002.p. 1 ), namely: (1) easy to carry, practical, (2) easy to store because of its size it does not require a large place (3) talking points easy to remember because it presented in the form of images strung together in sequence, (4) suitable for use in small groups (no more than 30 people), and (5) in addition to the teacher, the child involved at the time of presentation.

The procedure of teaching using flashcard as follows:

1. Teacher prepare flashcard contain word like a clue related to the material.
2. Teacher show the flashcard as the media of learning in writing business letter.
3. Teacher gives the flashcard in each group of students.
4. Students pay attention with some word or clue on the card according the object of material.
5. Students start to write a letter based on the clue in flashcard.

**Hypothesis of this research**

Hypothesis of this research is flashcard can develop students’ writing ability in business letter.
The previous study

Flashcards have conducted by other researcher such as:

Improving the student’s vocabulary by using flashcards. *(This research on students of fourth grade of SD Negri 33 Gorontalo)* by Nikma Abdullah Datau (2010). This research used qualitative method. The result of this research is there were 34 students 100% success in evaluation of the action. The differences with my research both of us are using flashcard but Nikma used flashcard to teach vocabulary in SD Negri 33 Gorontalo, however the researcher using flashcard to teach writing business letter at students in SMK.

Improving students’ ability in mastering WH-question by using flashcard. *(This research conducted at the eight class of SMA N 3 Kota Gorontalo)* by Hendrik Pulogu (2010). The result of this research for two cycle showed that the hypothesis can be proved. The difference with my research are same using flashcard but Hendrik used flashcard to teach WH-question in SLTP Negri 3 Kota Gorontalo, while I using flashcard to teach writing business letter at students in SMK.