THE EFFECT OF MEME IMAGE MEDIA FOR SPEAKING SKILL IN ENGLISH LEARNING AT SMA NEGERI 7 KOTA JAMBI

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ABSTRACT

This research aims to determine the effect of meme image for speaking skill in English learning at the eleventh grade student at SMAN 7 Kota Jambi. This study uses a quantitative approach with a quasi-experimental design. This research uses three concepts, namely pre-test, treatment and post-test. The pre-test would be carried out before giving treatment, the treatment would be carried out in five meetings, and post-test would be given after treatment. The results of data analysis showed that the mean of post-test both experimental and control class are different, they are 75.00 and 65.75. The result of t-test obtained is $0.000 \leq \alpha = 0.10$. The result indicated the alternative hypothesis was accepted and the null hypothesis was rejected. This finding shows that the meme image has significant effect on students' speaking skills. Based on the findings, could be said that the media picture is very useful for teachers to improve students' speaking skills, and easy to learn for students.

Keywords;Meme Image, Speaking Skill

INTRODUCTION

English is one of the mandatory subjects that all high school students must take in accordance with National Education Minister Regulation No. 69 of 2013 concerning the high school curriculum. English language skills cover four 4 aspects, namely: reading, listening, writing and speaking. Reading and listening are considered passive English, while writing and speaking are active English. In each aspect there are things that can be applied to be able to learn effectively.

Speaking ability is a basic ability that is crucial for the development of other language skills including listening, reading and writing (Rahman et al., 2019). Speaking is a very important oral skill because it provides a way for everyone to communicate with each other. A person will be able to participate and interact with others if they can master these aspects of skills. Of course, this aspect plays a major role in communication. A person will be lame if they don't master this aspect and it will even disrupt their daily interactions. The ability to speak English can be proven from every conversation and social language students use every day. Mastering this element requires strong motivation and interest in learning (Laia, 2018). Speaking skills are closely related to the entire learning process and must be mastered by students. According to Aufa (2020), a student's learning success at school is largely determined by his mastery of oral skills.

The implementation of developing speaking skills requires more effective and interesting methods, the essence of which lies in students' lack of interest in speaking, because it is difficult to understand and easily gets bored when learning to speak. According to Magdalena (2021), the use of adequate image media allows the learning process to be carried out optimally. This image media can help students to express the information contained in the problem so that the relationship between the components in the problem can be seen more clearly.

Problems that are often faced in the English learning process are the speaking skills of students that are to be achieved. This can be caused by many factors, such as lack of vocabulary, lack of self-confidence, and lack of motivation of students in learning English. In instilling learning materials, teachers should know that in English lessons each student has different abilities, not all students like learning English. Therefore, in effective and efficient learning requires the ability of teachers to build student understanding and then provide challenges and motivation to students so that the learning process runs well. To achieve these learning objectives, a teacher needs to design an English learning media that can overcome these problems and achieve an increase in students' speaking skills.

Based on the results of observations conducted by researchers in class XI SMA N 7 Kota Jambi on August 5-7, 2024 during the English subject, researchers stated that the teacher's teaching and learning process plays a dominant role and information only flows in one direction, namely most students only listen to what is conveyed and note the learning materials needed during the teaching and learning process. So that student involvement in speaking skills is less effective. In this case, the learning process that takes place is less

enjoyable and feels boring during class hours. In addition, students provide less feedback and are less actively involved in finding material concepts, so that students gradually become indifferent to the material presented by the teacher. Therefore, the use of appropriate and effective learning media is very necessary. One of the learning media that researcher want to do is to use meme image media which is expected to help teachers in carrying out learning that is easy for students to understand, so that learning can take place fun and can improve speaking skills in learning English.

Meme Image Media is a work of art that is very popular with the public, especially netizens and the younger generation because the context of memes seems easy to understand by both lower and upper classes (Umbaran et al., 2021). By utilizing meme image media, teachers aim to train and further develop natural speaking skills in students.

Image media as a learning medium has advantages according to (Mirnawati, 2020). including:

Image media is a very versatile tool that can be easily incorporated into teaching and learning activities due to its easy-to-use nature and minimal equipment requirements. In contrast to other forms of learning media, image media is relatively cheap so it can be accessed by many educators and students. Obtaining image media is also hassle-free, as it can be obtained easily without requiring any financial transactions. The flexibility of the image medium is also an advantage as it can be utilized in a variety of ways at various levels of education, from kindergarten to university. This applies to various subjects, from social sciences to exact sciences. This adaptability allows the image medium to effectively translate complex concepts and ideas, helping clarify issues and increasing understanding across all age groups. By utilizing image media, educators can proactively prevent and correct misunderstandings and errors in understanding. One of the main advantages of image media is its ability to overcome the limitations of space and time. Not all items, items, or events can be physically brought into the classroom, and it may not always be possible to transport students to the location of the item. However, with the use of images, this limitation can be overcome effectively. Images provide a concrete representation of the subject matter, allowing students to visualize and engage with key issues more realistically than through purely verbal means. These visual elements enhance the learning experience and facilitate a deeper understanding of the content being taught.

METHODOLOGY
Population and Sampel

Population is the totality of a research object that has the same nature. The population is the whole of the research object. Based on the opinion of Sugiyono (2016: 117), "the population is a generalization area consisting of subjects or objects that have certain qualitias and characteristics determined by researchers to be studied and then draw conclusions". The population used in this study will be all class XI students at SMA Negeri 7 Jambi City.

Table 2.Popultaion of the Research

Sugiyono (2016) stated that the sample is part of the number of characteristics possessed by certain populations. If the population is large and research is not possible to study everything in the population, for example due to limited funds, energy and time, then research can use samples taken from the population. For this reason, the sample taken from the population must be really representative (representing).

Based on the explanation above, on this occasion the researcher will use the random cluster sampling technique as a sampling method. This sampling technique allows researchers to choose two of the class available in schools randomly. Class XI Phase 4 consisting of 35 students will become an experimental class taught by applying the meme image media and class XI Phase 5 consisting of 34 students as a control class that will be taught using conventional techniques.

NO	Class	Students
1	XI Fase 1	32
2	XI Fase 2	32
3	XI Fase 3	30
4	XI Fase 4	35
5	XI Fase 5	32

Table 3. Sample of the research

NO	Class	Students
1	XI Fase 4	35
2	XI Fase 5	32

Data Collection Techniques

In this study, the technique that researchers will use to collect data using pre-test and post-test. The first is pre-test or start. Pre-test is done to determine the score of understanding students before the treatment will be given. This pre-test aims to assess student speaking skills.

The research used the following steps to collecting data:

a) Pre-test

Before doing treatment, the researcher was to give a pretest as the first meeting to specify the students' basic ability speaking. In the pre-test, the researcher ask the student to introduce themselves, their hobbies and tell stories about their families because it related to the material to be tought, the researcher to make it easire in identifying the students' speaking skill.

b) Treatment

After give pretest, the researcher has given treatment five times to the students on a different day. Treatment means that the researcher used " Meme Image Media" in teaching speaking skill then the students expressed their opinion about what they have seen in the picture " Meme Image Media" according to the learning material.

c) Post-test

Post test was the last data collection method. Post-test has been given by researcher to know students' speaking ability after the students were give treatment. Same as pre-test, in the post-test, the researcher asked the students to tell thier hobbies and tell stories their families in using " Meme Image Media".

Validity

Validity is a standard or criterion that indicates whether an instrument is valid or not, namely the accuracy of the assessment and the evidence that supports the accuracy of the assessment (Maciejewski, 2020). According to Khademian et al. (2019), a test can be

said to be valid if it can measure what should be measured. The technique to be used to determine the validity of items, namely using the Product Moment Coleration Formula (Arikunto, 2012: 87):

$$\gamma_{pbi} = \frac{Mp - Mt}{St} \sqrt{\frac{p}{q}}$$

Explanation :

γ_{pbi} : Biserial correlation coefficient

M_p : The reality score of the subjects who answered correctly for the items whose validity is sought

M_t : Total score reality

SD_T : Standard deviation of the total score

P   : Population of students who answered correctly

$$p = \frac{number\ of\ students\ who\ answered\ correctly}{total\ number\ of\ students}$$

Q   : Population of students who answered incorrectly

Tabel 4. Classification of validity

Value	Category
0,80-1.00	Very high
0,60-0,80	High
0,40-0,60	Adequate
0,20-0,40	Low
0,00-0,20	Very low

Reliability Test

       Reliability is a measure of the accuracy of a research tool in measuring something that is measured, a test can be said to have good reliability if several tests show relatively the same results. To determine the reliability of the test, the K-R 20 formula is used.

$$r_{11} = \left(\frac{n}{n-1}\right)\left(\frac{S^2 - \sum pq}{n-1}\right)$$

Explanation :

r_{11} : Overall test reliability

p   : Proportion of subjects who answered an item correctly

q   : Proportion of subjects who answered the item incorrectly

$\sum pq$:The sum of the results of the multiplication between p and q

N   : Many items

S^2 : Standard deviation of the test (standard deviation is the square root of the variance)

Table 5. Categories of reliability

Value	Category
0,80-1.00	Very high
0,60-0,80	High
0,40-0,60	Adequate
0,20-0,40	Low
0,10-0,20	Very low

Data Homogeneity Test

       Test the homogeneity of variance on the final test data to see whether the two sample groups have homogeneous variance or not. According to Sudjana (2002:249), the homogeneity of variance test uses the F test using the following formula :

$$F = \frac{S_1^2}{S_2^2}$$

Where :

S_1^2 : Group variance 1

S_2^2 : Group variance 2

a. Testing hypothesis:

H0   : $\sigma_1^2 = \sigma_2^2$ (Homogeneous data variance)

H0   : $\sigma_1^2 \neq \sigma_2^2$ (Data variance is not homogeneous)

With :

$$Sy^2 = \sqrt{\frac{n\sum X^2 - (\sum x)^2}{n\,(n-1)}}$$

$$Sy^2 = \sqrt{\frac{n\sum y^2 - (\sum xy)^2}{n\,(n-1)}}$$

L test criteria :
1) If $F_{hitung} < F_{tabel}$, then Ho is accepted, both groups come from a homogeneous population.
2) If $F_{hitung} > F_{tabel}$, then Ha is accepted, both groups can be said to come from non-homogeneous populations.

The steps that can be taken to carry out the Fisher test are:
1. Establish a hypothesis, in the form of :
   $H0 : \sigma_1^2 = \sigma_2^2$
2. Divide the data into two groups.
3. Find the standard deviation of each group.
4. Determining F count with the formula :
   $$F = \frac{S12}{S22} = \frac{Varian\,s\,terbesar}{Varian\,s\,terkecil}$$
5. Determine the testing criteria in the form of :
   a) If $F_{hitung} < F_{tabel}$, then H_0 is accepted, both groups come from a homogeneous population.
   b) If $F_{hitung} < F_{tabel}$, then H_1 is accepted, both groups can be said to come from non-homogeneous populations.
   c) Find the dk of the numerator (varians terbesar) and dk of the denominator (varians terkecil) using the formula:
   $DK_1 = n-1$ $dk_2 = n-2$
   d) Determine F_{hitung} and F_{tabel}. Then compare the results of F_{hitung} and F_{tabel} based on the specified criteria.
   e) The homogeneity test is used to test the equality of variance of scores in both research groups.

Hypothesis Testing

Hypothesis testing aims to determine whether the research hypothesis is accepted or rejected. To determine whether there is an influence of meme image media on students' speaking skills, from the two sample groups, statistical tests were carried out. The statistical test used for normally distributed data has homogeneous variance. According to Sugiyono (2013:128) the t-test formula is :

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{S^2_P\left(\frac{1}{n_1} + \frac{1}{n_2}\right)}} \quad \text{and}$$

$$S^2 = \sqrt{\frac{(n_1 - 1)\,S1^2 + (n_2 - 1)\,S^2}{(n1 - n2 - 2)}}$$

Explanation:
$\overline{x_2}$ = average score of experimental group
$\overline{x_2}$ = average score of control group
S_g = combined variance
S_1 = experimental group variance
S_2 = control group variance
n_1 = number of members of the experimental group sample
n_2 = number of members of the control group sample

The steps in the t test are as follows :
1. Calculate the t-value using the t-test formula.
2. Determine the degrees of freedom (dk), with the formula :
   $dk = (n_1 - 1) + (n_2 - 1)$
3. Determining t table
4. Hypothesis testing, with the following criteria:
   H_0 is rejected, if $t_{hitung} > t_{tabel}$, in other words H_1 is accepted.
   H_1 is accepted, if $t_{hitung} < t_{tabel}$, in other words H_1 is rejected.

Result and Discussion

In this study researcher presented the result of analyzing of pres-test and post-test in figure out wheter there is

significant effect of using meme image for speaking skill. The researcher,which began in Mei and continued through Juni, was carried out in the eleventh grade of SMAN 7 Kota Jambi. The information came from both the experimental and control classes. In the experimental class, meme image media were used , whereas short dialogue were used in to tell their hobbies and tell their families in using " meme image media.the researcher determines the pre-test and post-test scores for the experimental class by using SPSS 22program. The speculation test in this study uses t-test. This study must first complete the prerequisite analysis, which includes the normality homogeneity test and the T-test.

If the significant value of sig > 0.20 the data is normally distributed

If the significant value of sig < 0.20 the data not normally distributed

In this study the researcher determines the pre-test and post-test scores for the experimental class and control class by using SPSS 22 program. The speculation test in this examination utilized examination of t-test. This study must first complete the pre-requirement analysis, which includes the normality homogeneity and T- tests.

If the significance value of sig > 0,05 the data is normally distributed.
If the significance value of sig < 0,05 the data is not normally distributed.

The result of the test normality of pre-test and post-test by using the computer-assisted program by SPSS 22 version could be seen as follow.
Based on the table above showed , it can be seen that the sig value of the pre-test experiment is

0.200>0.020, the data is normally distributed, the sig value of the post-test experiment is 0.200>0.05, the data is normally distributed, the sig value of the pre-test control is 0.019>0.20, the data is normally distributed, and the last sig value of the post-test control is 0.020. Therefore, the researcher concludes that all data studied are normally distributed.

In this study, the homogeneity test conducted was the Levene test conducted on the Windows program using SPSS 22 with the following criteria:

If the significance value of sig >0.20 the data is homogenous

If the significance value of sig <0.20 the data is not homogenous

H_a : There is significant effect of Meme image media towards speaking skill students at eleventh grade of SMAN 7 Kota Jambi

H_0 : There is no significant effect of Meme image media towards students' speaking skill at eleventh grade of SMAN 7 Kota Jambi.

Based on the SPSS output result above stated that the niull hypothesis is rejected and the alternative hypothesis is accepted because the sig value (2-tailed) is 0.00>0.20. This means is a significant influence between descriptive image media and students' speaking skill.

Conclusion

Based on the findings and discussion int the preceding chapter, that

using picture media to learn English in the eleventh grade at SMAN 7 Kota Jambi effective, especially in students' speaking skill. It can be seen from descriptive statistics data, comparing the result of the post – test both exprimental class , after getting treatment the result of experimental class is 75.00 its means the result of experimental class is higher.

In addition, based on the paired sample t-test with a significance level of a = 0.020, it is known that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted because the significance results (2 tailed) for the experimental class are lower than the significance level (0.000 <a = 0.20) in

accordance with the results of the study that image media is effective in improving students' speaking skills at SMAN 7 Kota Jambi. By using this media, students are more active in learning English, especially to improve speaking skills.

After conducted research in the eleventh grade of SMAN 7 Kota Jambi , the writer found several positive influences in learning English, especially in learning students' speaking skill. There are several important things that can be suggested, especially students and the next researcher.

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