

**THE IMPLEMENTATION OF THINK TALK WRITE TECHNIQUE ON
STUDENTS' ABILITY TO WRITE ADVERTISEMENT TEXT**

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Research Title:

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STUDENTS' ABILITY TO WRITE ADVERTISEMENT TEXT**

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ABSTRACT

Writing is a form of communication that allows students to put their feelings and ideas on paper, to organize their knowledge and beliefs into convincing arguments, and to convey meaning through well-constructed text. Teaching writing is not easy because teachers might face several problems in the process of delivering materials in the classroom. Teachers must have an effective technique in the class while teaching writing, because sometimes students feeling confused for creating and expressing their idea in writing. This research aims to examine the use of think talk write (TTW) technique on students' ability to write. In conducting this research, the researcher used quantitative approach, applied pre-experimental method and used one group pre-test and post-test as the design. This research was conducted in 10th grade students of MA Negeri 1 Kota Bogor that consist of 23 students as the sample by using random sampling. The result shows that based on t-table, degree of freedom is 22 with significance level 0.05 is 2.07 with the total value is 5.43. It can be concluded that total value of t-test is higher than t-table ($5.43 > 2.07$). Afterwards, it was indicated that the alternative hypothesis (H_a) is accepted. Therefore, think talk write technique is effective in teaching advertisement text.

Keyword: teaching writing, think talk write, advertisement text