ELTeaM
English Language Teaching Materials

ELTeaM International Conference

Proceedings

Volume 2

Editors:
Sudarsono
Urai Salam
Istiqamah
Ardi Marwan

English Language Teaching Materials (ELTeaM)
Pontianak – Indonesia

2014

Surabaya, 20 Mei 2019
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English Language Teaching Materials (ELTeaM)
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2014

PREFACE

ELTeaM International Conference on Language Teaching Materials is held once in every two years and its 2nd International Conference will be held on 31 October – 1 November 2014 in Pontianak, West Kalimantan, Indonesia. Elteam Association organizes this conference in collaboration with Tanjungpura University (Undergraduate (S1) and Masters (S2) Study Programs of English Language Education, Language Centre, and American Corner) and RELO. The theme of this 2nd International Conference on Language Teaching Materials is Authenticity, Creativity, Innovation, and Culture in Language Teaching.

All papers presented at this conference are compiled in this proceeding. The papers discuss various topics like English teaching materials, English teaching techniques, bilingual education and sociolinguistics, internet-based language learning, literacy, and so forth.

The working papers also vary, from classroom to non-classroom-based studies reported by the practitioners from teachers, lecturers, as well as postgraduate students, language teaching researchers, and language experts. In essence, the reports and findings from the papers presented in the conference would, to some extent, benefit present and future scholars, researchers and practitioners of language teaching alike.

These proceedings are compiled by members of Elteam Association namely Sudarsono, PhD, Urai Salam, PhD, Dr. Ardi Marwan, and Dr. Istiqomah. They are respectively working at Masters Study Program of Tanjungpura University, Undergraduate Study Program of English Language Education of Tanjungpura University, State Polytechnic of Pontianak (Polnep), and State Islamic Institute of Pontianak (IAIN).

Pontianak, 20 October 2014

Chief Editor

Sudarsono, PhD

s_darsono2004@yahoo.com

Surabaya, 20 Mei 2019
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Contents

PREFACE 1
Contents 2
DEVELOPING ELT MATERIALS FOR YOUNG LEARNERS OF FOREIGN ENGLISH LANGUAGE LEARNERS 10
Background of ELT of Material Development 10
Theoretical Review of Materials Development 13
Teacher's Experience of Material Development 16
Discussion 18
Conclusion 22
Reference 22
MATERIAL DEVELOPMENT IN THE TEACHING OF RHETORIC OF BUSINESS COMMUNICATION 23
Introduction 23
Theoretical Basis 24
The Five Canons of Rhetoric 24
Material developments in rhetoric of business communication 24
Teaching Procedures 25
Pre-teaching 25
Whilst-teaching 26
Post-teaching 28
Reflection 28
Conclusion 28
References 29
Appendix 1: Speech to Inform 29
Appendix 2: Speech to Persuade 31
FROM NEED ANALYSIS TO MODEL DEVELOPMENT: THE PROCESS-GENRE MODEL FOR TEACHING ESSAY WRITING 34
Introduction 34
Literature Review 35
Instructional Model 35
Need Analysis 37

Mengesahkan
Salinan/foto copy sesuai dengan aslinya
Surabaya, 10/5/2019
Kepala LPPM
(Dr. Drs. Ribut Basuki, M.A.)
NIP. 92-019

Writing in English as a Second/Foreign Language 38
Process-Genre Approach to Teaching Writing 41
Research Methodology 43
Finding and Discussion 43
Input 44
Text Types 45
Types of Topic 46
Types of Task/Activity 47
Syllabus Development 48
Learning Strategy 50
Development of Teaching Materials 51
Conclusion 52
References 52
AN ANALYSIS ON ENGLISH TEXTBOOK "*BAHASA INGGRIS: WHEN ENGLISH RINGS THE BELL*" 54
Introduction 54
The Method of Research 57
Level 1 Analysis: 'What is There' 57
Level 2 Analysis: 'What is Required of Users' 58
Level 3 Analysis: 'What is Implied' 58
Findings and Discussion 59
Findings 59
Level 1: 'What is There' 59
Level 2: 'What is Required of Users' 60
Discussion 62
Level 1: 'What is There' 62
Level 2: 'What is Required of Users' 64
Level 3: 'What is Implied' 67
Conclusion 69
References 70
A MODEL OF TEACHING MATERIAL OF WRITING SCIENTIFIC ARTICLE FOR TEACHER OF BAHASA INDONESIA IN MIDDLE SCHOOL (SLTP) 72

Introduction 72
Problem Formulation 75
Theoretical Referrence 76
The Essence of instructional materials 76
Definition of Model 76
Definition Of Instructional Materials 77
Developing Instructional Materials 78
Evaluation of Instructional materials 80
Needs Identification 80
Production of Insructional Materials 81
Instructional Materials Development and Teachers Trainings 81
Writing Articles 82
Essence of Writing 82
Scientific Articles 82
Scientific Articles of Research Results 82
The Characteristics of Scieintific Article Writing 82
Beginning to write an article 83
Research Methodology 84
Results Of Research And Development 84
Principles of Model Development based on Theoretical Study 84
References 89
MODEL OF CRITICAL LITERACY BASED INSTRUCTIONAL READING MATERIALS: RESEARCH AND DEVELOPMENT AT ENGLISH TADRIS DEPARTMENT OF IAIN SYEKH NURJATI CIREBON 95
Introduction 95
Methodology 99
Findings 100
Discussion 102
Concluding Remarks 103
References 103
ELESP STUDENTS' READING HABIT AND THE SUITABILITY OF CONTENT-AREA READING MATERIALS 107

Introduction 107
Methodology 109
Research Results and Discussion 110
Conclusions 120
References 121
SHOULD EAP TEACHING FOCUS ON SPECIFIC PURPOSES OR GENERAL PURPOSES? 123
Introduction 123
Problems in English for General Academic Purposes (EGAP) 123
Strategies of EAP teaching 127
Conclusion 129
References 129
AN ANALYSIS ON TEACHER'S ASSESSMENT FOR ENGLISH AS A FOREIGN LANGUAGE FOR YOUNG LEARNERS 131
Introduction 131
Children Characteristics 132
Assessment for Young Learners 132
Method of Research 134
Finding and Discussion 135
Conclusions and suggestions 135
References 136
A REVIEW OF THE NATIONAL EXAMINATION OF SECONDARY SCHOOLS IN INDONESIA 138
Introduction 138
The National Examination (NE) 139
The Purpose of Assessment 139
Formative and Summative assessments 140
Stakeholders and Accountability 143
Recommendations 144
Conclusion 145
References: 145
LECTURER'S WRITTEN CORRECTION IN WRITING CLASS 147
Introduction 147

Research Methodology 148
Findings and Discussion 149
Findings 149
Discussion 154
Conclusion 162
References 162
USING 3-2-1 STRATEGY IN READING COMPREHENSION TO IMPROVE STUDENTS' INVOLVEMENT IN ACTIVE LEARNING 165
Introduction 165
Methodology 168
Methods for Data Collection 169
Result And Disscussion 171
Conclusion 181
Suggestion 182
References 183
GRAPHIC ORGANIZERS TO ENHANCE STUDENTS' SPEAKING ABILITY 184
Introduction 184
Brief Exploration on Graphic Organizers 186
Teaching Steps of Graphic Organizers 187
The Advantages of Applying Graphic Organizers 188
Conclusion 189
References 190
IMPLEMENTING RAFT STRATEGY TO ENHANCE STUDENTS' SKILL IN WRITING FORMAL LETTER 192
Introduction 192
Methodology 195
Teaching Procedure 196
Results and Discussion 198
Conclusion 204
Suggestions 204
References 205
SRYPHOMAT FOR TEACHING VOCABULARY 207

Introduction 207
Literature Review 209
Teaching Vocabulary 209
Approach, Method and Technique of Teaching 210
Sryphomat 212
Story 213
Photograph 213
Matching Game 215
Research Design 216
Conclusion 220
References 221
CROSS CULTURAL COMPETENCE AND LANGUAGE TEACHER 223
Introduction 223
Defining Cross Cultural Competence 224
Cultural Competence in the Classroom 225
Ways of Developing Competence in Cross-cultural Communication 228
Conclusion 230
Reference 230
NON-NATIVE TEACHERS OF ENGLISH : IMPROVING THEIR QUALITY AND CONFIDENCE 232
Introduction 232
Conclusion 237
References 237
ONLINE DISCUSSION IN ONTELL: AN ANALYSIS ON STUDENTS' SENTENCE SRUCTURES 240
Introduction 240
Method 243
Research Findings And Discussion 245
Conclusion 255
REFERENCES 256
ANALYZING THE IMPLEMENTATION OF BLOG UTILIZATION IN ENGLISH LANGUAGE LEARNING 258

Introduction 258
Research Problem 261
Research Purpose 261
Significance 262
Literature review 263
Conceptual framework 264
Research Methodology 266
Research Design and Procedure 266
Research Participants 267
Data Collecting Technique 267
Tools of Data Collecting 268
Data Analysis 268
References 269
A STUDY ON THE USE OF TASK-BASED LANGUAGE TEACHING (TBLT) IN TEACHING WRITING HORTATORY EXPOSITION TEXT 271
Introduction 271
Method 275
Findings and Discussion 277
Conclusion and Suggestions 283
REFERENCES 285
SERVICE-LEARNING TO ENHANCE CHARACTER EDUCATION IN THE ENGLISH DEPARTMENT 286
INTRODUCTION 286
SERVICE-LEARNING IN THE ENGLISH DEPARTMENT 288
CONCLUSION 296
REFERENCES 296
ENGLISH HEGEMONY, BILINGUAL EUPHORIA PHENOMENON, AND MARGINALISATION OF LOCAL LANGUAGES IN INDONESIA 298
Introduction 298
Conclusions 306
References 306

CELEBRATING THE ENGAGING MOMENT: EMPOWERING ENGLISH LEARNING THROUGH LANGUAGE CORNER IN INDONESIA 308
Introduction 308
Communicative Competence and Oral Language Performance 310
Problems Affecting Oral Language Competence and Performance 312
Resources for Rebuilding Motivation & Active Oral Language Learning 314
Conclusion and Implication 317
References 319
MADURESE LANGUAGE IN WEST KALIMANTAN CONTEXT: THE OVERLAPPING OF SOCIAL GROUPS AND THE ENACTMENT OF SOCIAL IDENTITY. 321
Introduction 321
The Madurese Linguistics Shift 322
The understanding of speech level 322
New Variety of Madurese and the Creation of New Social Identity 324
Conclusion 326
References 327

Surabaya, 20 Mei 2019
Sesuai dengan aslinya :
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MATERIAL DEVELOPMENT IN THE TEACHING OF RHETORIC OF BUSINESS COMMUNICATION

Samuel Gunawan, Petra Christian University

Abstract

This paper is based on the author's first-hand experience in preparing taylor-made teaching materials and teaching a course entitled Rhetoric in Business Communication for students majoring in English Business Communication. Initially students were to grasp the canons of rhetoric to enable them to know the principles of rhetoric in order to be applied in the preparation of their own business speech. They were also to familiarize themselves with the forms and contents that made up various types of speechmaking such as speech to inform, speech to persuade, and speech to activate. In addition, their knowledge of textbuilding of the speech was also enhanced by examining closely and discussing some good practices in speechmaking by means of good examples of some recorded speeches as well as some relevant videocasts available on the internet. Subsequently they were assigned and assisted to prepare a text of business speech of their own with the local business content from their immediate surroundings to be finally delivered before their classmates.

Key words: Rhetoric in business communication, rhetoric and language skills, mastery of text-building

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Introduction

This paper is based on my first-hand experience in preparing taylor-made teaching materials and teaching a course entitled Rhetoric in Business Communication for students majoring in English Business Communication. From the outset, students are made aware that they should activate their four language skills, that is, listening, speaking, reading, and writing. To facilitate those ends, various teaching materials were used. They included video clips of speech delivery, power points and publications on the principles and application of rhetoric that were gathered from the internet sources. Video clips of business

presentation done by their seniors may also provide the students with examples of good practices in business speechmaking.

Theoretical Basis

The Five Canons of Rhetoric

As background knowledge to the students, they were to familiarize with the different types of speeches such as speech to inform, speech to persuade, speech to entertain, and speech to activate (Beebe & Beebe, 2005; 2009). However, the main focus of the course is on business speech to inform and business speech to persuade.Then, they were to familiarize themselves with the principles of speechmaking. They were to understand the following canons of rhetoric to be benefitted as guidelines of speech preparation.

- **Invention** to finding and deciding ideas and topic of the speech presentation.
- **Arrangement** refers to the order of presentation.
- **Style** refers to selecting appropriate ways of expressing ideas.
- **Memory** refers to recalling information for the speaker and how to make the messages more memorable to the audience.
- **Delivery** refers to presenting the prepared speech in line with the aim of speechmaking (to inform, to persuade, to activate, or to entertain).

Material developments in rhetoric of business communication

For the course "Rhetoric in Business Communication" that I was assigned to teach, I was inspired by Tomlinson and Masuhara (2010: 252) who convince us of the important role of local English teachers in providing locally-designed materials and use them to cater for the specific needs and wants of their real students. In line with that, Cahyono (2010) also encourages local English teachers to benefit internet resources to develop their own tailor-made teaching materials.

Some internet sources in the forms of videocasts or powerpoints can be of any use, among others, such as:

- The Art of Persuasion <http://www.youtube.com/watch?v=hHJlVRFJb6A>
- Effective Presentation <http:// www.youtube.com/watch?v=6-WD4X4IKEs>
- Great Opening and Closing < http://www. youtube.com/watch?v=NyE1Kz0e--0>
- Speaking with Confidence (Mary Ellen Guffey) <http://www.google.co.id/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0CB0QFjAA&url=http%3A%2F%2Fwww.calstatela.edu%2Ffaculty%2Fpthomas%2FBUS305%2Fch15.ppt&ei=BO8fVMn3HoOyuATetILoCg&usg=AFQjCNFmqssvWV6RhQo1r6Bu0-3llGOCUw>
- How to start your ownT-shirt Business (Speech to inform). <http://www.youtube.com/watch?v=cEl5eRqbzfI>
- Putting the Brakes on the Teenage Driving (Speech to persuade). <http://www.youtube.com/watch?v=3L5VJ2rOltE>

Some of the above materials can provide practical knowledge for the students to be applied in the preparation of their speechmaking. Relevant parts of text books on rhetoric focusing on speech to inform and speech to persuade are explained and discussed intensively in the class (Beebe & Beebe, 2009:25-41,1125-134, 197-203, 220-233).

Teaching Procedures

The following are the steps of :

Pre-teaching

- ✓ Well-selected videocasts of speeches can become good models pertaining to the choice of content and that of expression.
- ✓ In the case of "speech to inform", the students are to watch the videocast entitled "How to start your own T-shirt Business" (Ross, n.d.)
- ✓ In the case of "speech to persuade", they are to watch the videocast entitled "Putting the Brakes on the Teenage Driving".
- ✓ The students are to watch thoroughly a particular selected videocast. After that, they are to listen to the speech for the second time by simulateously examining its text.

Whilst-teaching

The students are to identify the audience for their speechmaking. Some important points as guidelines are discussed using their respective chosen topics of speeches.

Identifying the Audience	• having clear information about the audience • considering specific cultural backgrounds of the audience • adjusting the speech to the audience in focus
Right Focus of the Topic	• specific needs of audience (*starting a business, better managing a business, etc.*) • specific event (*promotion, fair, roadshow, etc.*) • your interests, talents & experiences that can back up your presentation in line with the audience's interest
Types of General Purposes	• To inform or to persuade?
Topic	• **To Inform**: ..... (*teach, define or clarify*) • How to create your own online shop • Effective advertising ways for your small business • How to attract your customers • **To Persuade**: .... (*change or strengthen beliefs, values or attitudes*) • Face-to-face sales promotion can become more successful • Online advertising is better than traditional Advertising • Selling healthy traditional snacks can become more profitable

Specific Purpose	• **To Inform:** o At the end of my speech, the audience will be able to identify • . . . *(some ways of creating their own online shop)* • . . . *(some of the ways to advertize their small business more effectively)* • . . . *(some of the ways to attract their customers)* • **To Persuade** o At the end of my speech, the audience will be able to be influenced/persuaded • . . . to choose face-to-face sales promotion for their business • . . . to choose online advertising • . . . to choose to do a business in selling healthy traditional snacks

Speech Organization

- The students are to examine the speech organization of a given speech consisting of 3 broad divisions:
  - Introduction
  - Body
  - Conclusion

Central Idea

- The students are to write the central idea of their speeches as the most essential thought of their speeches, for example:
  - "You need to know 3 skills such as technical skill, conceptual skill, and interpersonal skill in order to be a successful manager" (see Appendix 1)
  - "Online advertising has a bigger chance to be seen by many people and become better means of advertising than traditional advertising" (see Appendix 2)

Generate Main Ideas and providing supporting details

- The central idea is developed to become the main ideas of the paragraphs of the body.
- Developing each main idea by providing supporting details to derive completed paragraphs of the body.

Post-teaching

- The students are to complete their own text with the assistance of the instructor.
- Having completed their individual texts of speeches, the students are requested to rehearse at their convenient time at home and get ready to deliver their speeches in front of their classmates.

Reflection

Having watched the videocasts on both "How to start your own T-shirt Business" as a speech to inform (Cartess, n.d.) and "Putting the Brakes on the Teenage Driving" as a speech to persuade (Anonymous, n.d.), the students' familiarity with the rhetorical principles of both types as also stated by Beebe & Beebe (2005 & 2009) became more complete. The remaining time after the students accomplish their respective speech writing is to coach them to be able to deliver them.The whole class instruction and activities for one type speech can be designed to take several class meetings depending on the number of students in the class.

Conclusion

In this paper I have demonstrated that English teachers can be more creative in preparing their own teaching materials by using internet sources in order to come closer to the special needs of their local students. The teacher can enrich their teaching by combining sources of teaching materials both from the library and internet sources for the theoretical guidelines and from Youtube for speech samples, enabling the students to build up and strengthen their rhetorical skills.

**I wish to thank my students of Rhetoric in Business Communication, Semester 1 of Academic Year 2014/2015 for insightful discussions into the theoretical tenets of rhetoric and their application in business communication, especially Rachel and Jane for allowing their samples of speeches to be referred to.*

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Appendix 1: Speech to Inform

Three Skills Needed to be a Successful Manager

Introduction

Ladies and Gentlemen, who do you think a manager is? Actually, to some extent, all of us are managers. We are potential managers. One day, we will be managers whether in a company, in a shop or in a warehouse. However, is it easy to be a manager? Or is it a big burden? Yes, it is a pleasure to be a manager, but the burden is great: it really is. There are many things you have to do in order to become a successful manager, but in this occasion I just want to focus on three things. Those three things are skills that you must possess, namely technical skills, conceptual skills and interpersonal skills. I am going to discuss them in this presentation.

Body

First of all, a successful manager needs to have some technical skills. A manager must have an expertise in a particular field. Can you think of a big company with all things that are computer-operated, but the manager doesn't know how to operate a computer? A poor company, isn't it? If there is something wrong, the only thing that the manager can do is to ask his employees to fix it. If it happens that an employee cheat his company, do you think that the manager knows it? I don't think so. I think sooner or later the company will be bankrupt because the manager cannot operate the computer. So, in this case, a manager needs to have some skills in accounting, computer, designing, etc. At least, the manager should have some skill which is important for his or her company. Another thing is that a manager should know well all the procedures needed in his or her company. If there is something wrong, who will take care of and solve the problem? And then who will be in charge of doing the follow up? Also, if the company needs to inform important issues, how does the information flow? How is the organization's structure in his or her company? Not only that, if the company needs to send something to other companies, what particular things do they need to consider? How is the contract conducted between these two companies? So, a manager must really understand the procedures in his or her company, if not, there will be some confusion in the company. As a result, it will bring about big impacts on the company's image.

Next, besides having some technical skills, a manager must have some conceptual skills. A manager should think logically and critically. What does "logically" mean? What does "critically" mean? "Logical" means something that makes sense. "Critical" means deep. So, if a problem arises, a manager must be able to know how it is related to another problem, how it can affect another aspect if he or she does plan A. Not only that a manager should really understand what actually the main problem is. Sometimes a manager only notices the surface of the problem. For example, if there is an employee stealing in his company, he should know what is actually behind that? What motives made him steal in his company? Why is it needed to know? Because it is related to our next point. Not only think logically and critically, a manager must know how to solve the problem. The most important thing that a manager should do is to controll and to manage all things in his or her company. In other words, if there is a problem, it is the manager's duty to solve it. Although the manager can think logically and critically, but if he or she cannot find the solution, it is useless. Therefore, it is important to know what the main problem is, so that the manager can give the best solution to solve it.

Last but not the least, to be a successful manager, one must have human and interpersonal skills. He or she should cooperate with other colleagues. Working in a company is a teamwork. We never work by

ourselves. He or she needs her subordinates and works together them. It is not an easy thing, because sometimes when people have higher positions, they tend to underestimate their subordinates. Therefore, we need to think that our employees are not our subordinates, indeed they are our colleagues. Not only cooperate with colleagues, but a manager must also motivate and encourage them. A manager will be an example for his or her employees. What he or she does will be imitated by his or her employees. If the manager does anything bad, the employees will judge and imitate the bad things. A good manager must also encourage and motivate the employees. This can be done in many ways. One of the ways is by holding a social gathering. In this event, you can share whatever you want them to know. You can share values that are needed in a job especially in your company. Keep in touch with them, so your employees know that you are a good manager for them. In this kind of event, you can motivate them and build your relationship with them.

Conclusion

In a conclusion, to be a successful manager, one must have some technical skills, conceptual skills and interpersonal skills. These three things must complement each other. It is not enough that a manager only has two skills or even one skill. He or she is required to have three skills as I have mentioned above. So, the manager's leadership must be proved by actions, not only by words; and those three skills require real actions.

(Rachel)

Appendix 2: Speech to Persuade

Online Advertising is Better than Traditional Advertising

Good morning ladies and gentlemen. To begin with, is there anyone of you here who runs your own business? Try to think about it, have you advertised your business effectively and efficiently?

As we know, every business person's goal is to have a succesful business. To have that, one of the important things to do is certainly to have a good advertising. Advertising is indeed very important, not only for small business, but also certainly for big business. No one will know how good your products are if you do not advertise it effectively and efficiently. Advertise your products effectively and efficiently here means, it should cost a little money but bring about a big impact on your business' growth. There are many ways to advertise your product, like making use of local newspaper, brochures, flyers, or billboard, which we can call as traditional advertising, the mainstream way that most people do. Aside from that, as sophisticated technology nowadays has developed, there is also an online advertising way. Online advertising here, uses internet technology to help businesspeople

advertise their products. There are various types of online advertising, which could be basic text ads, online videos or large web pages load. Some of you are probably wondering which ways of advertising is the best one for your business.

Here, if you want to advertise your products effectively and efficiently that does not cost a lot but may bring about a big impact on your business' growth, online advertising is definetely the best choice. Why? As we know, nowadays, there are so many people who use internet, they can easily have access to internet using their smartphone, tablet, laptop or computer. Online advertising has a bigger chance to be seen by many people and become better means of advertising than traditional advertising. It is clear that online advertising is better than traditional advertising because it saves costs, reaches wider target market, and easily connects the seller and buyer which makes it interactive and measurable.

First of all, online advertising can save much cost because through internet, you can provide more information at a low cost for many people. Besides, it runs twenty four hours seven days for everyone to see. You can make use of various features of social networking media that has million users to see your ad or webpage. Using social networking will not cost you any money because all you need is an internet connection. Compared to printed brochures, you need to pay each page you are going to distribute. Besides that, on a webpage you can put the details of your product by using link features and design it attractively; while on a brochure, you can only put little information about your products because it will be not interesting for the readers to see if there are too many words on it. Here, instead of wasting your money for traditional advertising that costs much, you are going to make much more money through online advertising.

In addition, online advertising can easily help you reach wider target market of your products. Like what I have stated before, nowadays, many people can easily have access to internet using their smartphone, tablet, laptop or computer all around the world. This means if you advertise your products through internet, there will be many people that can see it. You can reach your audience globally and even easily target the potential buyers to view the ads. For example, using Facebook ads features, you can opt to display your advertisements specifically to the Facebook users that list their interests that are related to your products. For example, you run a bookstore business, then, you can display your products only to those users who have interests on books. Again, compared to brochure or billboard advertising, this way is very effective and efficient because brochure or billboard advertisiments can only be seen by some people in a certain area; meanwhile online advertising can reach a lot of more people, even worldwide, through internet connection.

Finally, besides helping you save cost and reach much wider target market, online advertising also can help you connect better with your customers. Online advertising is very flexible as it can become interactive and measurable. You can easily control your advertisements. Internet features will make it possible for you to make an innovation for your advertisements so that it can keep more customers; and you can even measure the success of your advertisements. Through internet, you can see the response of your audience after they see your advertisements, like in comment box. If the audience is interested in your products but still has some questions, through internet, you can interact and reply to it personally. Compared to distributed brochure, it will be inconvenient for the customers to call the contact person if they still need further information. A good example of this interactive and measurable advertising is through a video advertising feature provided by Youtube. On Youtube, you can create your video advertisement for free. Here, when viewers see your video advertisement, Youtube will count the numbers of them. Here, you can also see the viewers's comment to see whether your products are good enough or still need improvement. From this, you can evaluate your products and make use of the viewers' feedbacks for a better improvement for your business.

In conclusion, online advertising that uses internet technology is the best way to help you advertise your products. Online advertising, like basic text ads, online videos or large web pages load, is better than traditional advertising, like local newspaper, brochures, flyers, or billboard, because it can save much cost, but reach much wider target market and easily connect between the seller and buyer so as to be interactive and measurable. So, if you want to promote your products and make your business become more succesful, online advertising is definitely the best choice for all of you.

Thank you.

(Jane)

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Pontianak - Indonesia, 29 October - 1 November 2014

"Authenticity, Creativity, Innovation and Culture in Language Teaching"

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SAMUEL GUNAWAN

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Kepala LPPM

(Dr. Drs. Ribut Basuki, M.A.)
NIP. 92-019

President of ELTeAM

Dr.Ikhsanudin

Secretariate: UPT Bahasa Universitas Tanjungpura
Jalan Jenderal Ahmad Yani, Pontianak
Phone: +62-561-7053194 , Fax: +62-561-7053194 Email: conference@elteam.web.id http://elteam.web.id