

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Studies by Center on the Developing Child at Harvard University (2014) confirms that the children's creativity, critical thinking skills, and flexibility of the mind are increased in learning second language significantly. The result of the research shows that human ability to learn develops 50% by the age of 5 years old. From the facts above, the writer can conclude that learning foreign language beside mother tongue is not a bad thing.

Aside learning English from parents or school, children can use educational games as a good companion in learning vocabulary. The materials should be interactive to attract children in language learning without feeling burdened. For example, the children learn English while they are playing. Educational games are a good solution from the issues.

The writer found out that there are many kinds of vocabulary games in the market either printed or online. This study aims to explore the teacher and the children's attitude on the writer's product. The writer had an opinion that young learners will be better in learning vocabulary by using the printed one. Children will find it difficult to learn with gadget since it give lot of entertainments. As a reference, the writer compared a previous study by Margawignya (2015) who designed a game software for learning English vocabulary in SD Negeri 3 Purwodadi. The result of the previous study shows that the game she designed was

unattractive in terms of the pictures, fonts and colors. As a comparison, the writer searched good criteria for educational game and used references from Nation (2001) and decided to make an appropriate game to help children develop their vocabulary.

In order to create a good product that comply with all good criteria, the writer also designs activities to make it more exciting to be played. Moreover, the product contains catchy images and colors, suitable learning materials for the children to train their abilities in vocabulary in playful way. Therefore, the writer hopes that the product would be satisfied both the parents and the children.

1.2. Field of the Study

The field of this study is applied linguistics as it discussed on how to create media to improve young learners' vocabulary and entrepreneurship since the writer studied in Faculty of Language and Arts. The writer's major was in Englishpreneurship which combined two aspects, English and Entrepreneurship. Therefore, the writer produced the products in the form of flashcards that could be marketed.

1.3. Scope of the Study

Linguistics has so many subfields, which according to Aitchison (2010) there are applied linguistics, psycholinguistics, syntax, pragmatics and so on. Applied linguistics is a solution about language based problem that people encounter in real life (Davies & Elder, 2003). Environment, media, teachers, learners, facilities, and material affect student's learning success. The writer concentrated on how to create

appropriate flashcards to develop children's vocabularies. The flashcards provided attractive images and colors in order to help children imagine the actual object easily.

1.4. Problem Formulation

The writer attempted to answer the following question: what do the teacher and the children's think about the writer's product (vocabulary flashcards)?

1.5. Objective of the Study

The objective of the study is: to explore teachers and children's attitude on the use of flashcards as teaching aids.

1.6. Significance of the Study

The purpose of this study is to explore the consumer's perception about the flashcards that the writer made. The flashcards hopefully can become an appropriate medium to help children learn English vocabulary. With the help of this teaching aid, children cannot easily get bored. The writer hopes that aside from learn English, children also learn about problem solving, social interaction, motivation and creativity.

1.7. Definition of Terms

The terms used in this study are:

a. Young Learners

The term of young learner covers a larger chronological age span from 3 to 15 years old. Young learners also can be defined as learners at the age of: 3-5 years old, 6-8 years old, and so on (Nunan, 2010).

b. Card Game

A card game is a game that is played using a set of playing cards.

c. Educational Game

Educational game is an effective tool for teaching because it contains instructional principles and techniques that used in reinforcement at difficult levels (Gentile, Lynch, Ruh, & Walsh, 2004).

