

CHAPTER 1

INTRODUCTION

A. Background of The Problem

Communication plays a vital role in human life because it enables people to exchange ideas, express feelings, and share information effectively. In the 21st century, English has become a global language that is widely used in international communication, education, technology, business, and access to information. The rapid development of globalization requires individuals to master English in order to compete and participate actively in various fields. Therefore, learning English is no longer optional but has become a necessity, especially for students who are preparing to face global challenges.

In Indonesia, English is taught as a foreign language starting from elementary or junior high school. However, despite being included in the school curriculum, English is rarely used in daily communication. Most students communicate using their local language and Indonesian as their primary languages. This limited exposure to English makes it difficult for students to develop their language skills effectively. As a result, many students face challenges in understanding and using English, particularly in mastering vocabulary.

Vocabulary is one of the most fundamental components in learning English because it serves as the foundation for developing the four essential

language skills: listening, speaking, reading, and writing. Without sufficient vocabulary knowledge, students cannot understand spoken or written texts, express their ideas clearly, or participate actively in classroom interactions. Students with limited vocabulary often feel unconfident, anxious, and less motivated to engage in English learning activities. Consequently, vocabulary mastery becomes a crucial element that determines students' overall English proficiency.

In response to these challenges, teachers need to integrate innovative and interactive learning media into the teaching process. In the digital era, technology provides various tools that can enhance language learning in a more engaging and meaningful way. One of the digital learning applications that can support English vocabulary learning is the Cake application. The Cake application is a mobile-based English learning platform that offers short videos, pronunciation practice, subtitles, quizzes, and daily vocabulary exercises. The application presents vocabulary in real-life contexts, enabling students to learn not only word meanings but also correct pronunciation and usage in authentic situations.

The Cake application is easily accessible through smartphones, which are already familiar to most students. It also promotes independent learning because students can practice anytime and anywhere according to their own pace. Through video and quiz features, students are actively involved in learning activities, which may increase their motivation, engagement, and vocabulary retention.

Therefore, the use of the Cake application is expected to provide a positive contribution to students' vocabulary mastery.

Based on the explanation above, the researcher is interested in conducting a study entitled “ Effect of Cake Application on Students' Vocabulary Mastery at the Grade VII of SMPN 1 Jujuhan Kab. Muaro Bungo.” This research aims to investigate whether the use of the Cake application gives a significant effect on students' vocabulary mastery.

The researcher chose SMPN 1 Jujuhan as the research location because the school has implemented technology-based learning in its educational system. The integration of digital media and technological tools in classroom activities supports innovative teaching practices, including the use of mobile learning applications. In addition, students at SMPN 1 Jujuhan are permitted to bring smartphones to school for educational purposes under the supervision of teachers. This policy creates a supportive environment for conducting research involving a smartphone-based application such as the Cake application. Since the students are already familiar with using smartphones and digital applications, the implementation of the treatment can run more effectively without significant technical obstacles. Moreover, although the school has adequate technological facilities, students' English vocabulary mastery is still relatively low. This situation provides a relevant and appropriate context for examining whether the integration of a mobile learning application can significantly improve students'

vocabulary mastery. Therefore, SMPN 1 Jujuhan is considered a suitable and strategic location for conducting this research.

B. Identification of The Problem

In the context of English learning, vocabulary acquisition is an important component that significantly influences students' overall language proficiency, many students struggle with limited vocabulary, which hinders their ability to understand texts and express themselves effectively in English. Traditional teaching methods often fail to engage students or provide them with the interactive experiences necessary for effective vocabulary learning.

Moreve students are active in learning, but lack motivation and interest in learning English. Several factors that can cause these difficulties include learning media that is less interesting and boring, which hinders their ability to understand texts and express themselves effectively in English.

Last, students' vocabulary mastery is also related to the learning media used by the teacher, such as the Cake application, which can provide interactive and engaging learning experiences to support students in improving their vocabulary.

C. Limitation of The Problem

After identifying the problems of this research, it is necessary for the researcher to limit and focus the research problem on "The Influence of Cake Application on Students' Vocabulary Mastery in Grade VIII of

SMPN 1 Jujuhan." The researcher focuses on the materials used, food, and expressing taste, describing people, and families. Furthermore, the researcher also limits the study to written assessment only, which is conducted through a multiple-choice test consisting of 25 questions.

D. Research Question

Vocabulary mastery is one of the essential components in learning English, especially for junior high school students, because it supports the development of listening, speaking, reading, and writing skills. However, many students still face difficulties in mastering vocabulary due to limited learning media and monotonous teaching methods. Therefore, the use of technology-based learning applications, such as the Cake application, is expected to help students improve their vocabulary mastery in a more interesting and effective way. Based on this background, the research question of this study is:

“Does the Cake application give a significant effect on students’ vocabulary mastery at the grade VII of SMPN 1 Jujuhan, Kabupaten Muaro Bungo?”

E. Purpose of The Research

To know whether cake application gives significant effects on students’ vocabulary mastery at the Grade VII of SMPN 1 jujuhan.

F. Definition of Key Terms

1. Vocabulary

Vocabulary is one aspect of language which should be learned by the students. In Oxford dictionary (1987), vocabulary is described as all the words that a person knows or uses, while in Webster (1995), it is described as all the words used in a language or by person, group, and etcetera. In this research, vocabulary referred knowledge about the words which is known by the students and they can use it in daily activities.

2. Vocabulary Mastery

Vocabulary mastery is one of the factors to master English as foreign language. It means that the students have the ability in understanding and using the word and meaning. The larger vocabulary the students master, the better they perform their language. By having a limited vocabulary, the students will find difficulties in mastering English skill.

3. Cake Application

The Cake application is an English application that can be used to improve students' English skills, especially speaking skills. According to experts, the Cake application can be used as an effective new approach to inspire students' interest and improve their speaking competence and mastery of English vocabulary. According to Sinha (2019) as cited in Nuraeni (2020), cake application serves recording feature that can be listened by the users and the cake application is an English learning application that serves to improve student learning activities in the field of

English. This application provides features of speaking, writing, listening, and reading. So, the Cake application can help students to learn English.

G. The Significance of the Study

This study is important because it shows how the Cake application can help improve students' vocabulary. In today's digital era, integrating technology into learning is essential, and this research highlights how Cake can support language learning. For teachers, this study offers a new way to teach vocabulary using a fun and interactive tool. It can help make lessons more engaging and effective. For students, the Cake application encourages independent learning and makes it easier to remember new words through practical exercises and interactive features. Overall, this research provides valuable insights into how technology can improve language learning and inspire further studies on similar tools.

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