

## TABLE OF CONTENTS

	<b>Page</b>
<b>ABSTRACT</b> .....	ii
<b>ADVISOR APPROVAL</b> .....	iii
<b>ADMISSION</b> .....	iv
<b>CURRICULUM VITAE</b> .....	v
<b>DEDICATION</b> .....	vi
<b>MOTTO</b> .....	vii
<b>ACKNOWLEDGEMENT</b> .....	viii
<b>TABLE OF CONTENTS</b> .....	x
<b>LIST OF TABLES</b> .....	xii
<b>LIST OF APPENDICES</b> .....	xiii
<b>I. INTRODUCTION</b>	
1.1. Background of the problem .....	1
1.2. Formulation of the Problem .....	5
1.4. Objective of the Research .....	5
1.5. Uses of the Research .....	5
1.6. Scope of the Research .....	6
1.7. Definition of Terms .....	6
<b>II. LITERATURE REVIEW</b>	
2.1. Concept of Reading .....	8
2.2 Concept of Reading Comprehension .....	10
2.3. Concept of Authentic Material .....	13
2.4. Concept of Advertisement .....	18
2.5. Concept of Information Transfer Technique .....	20
2.6. Concept of Translation Technique .....	25
2.7. Theoretical Assumption .....	31
2.8. Hypothesis .....	32
<b>III. RESEARCH METHOD</b>	
3.1. Research Design .....	33
3.2. Subject of The Research .....	34
3.3. Data Collecting Technique .....	35
3.4. Research Procedures .....	36

3.5 Scoring System.....	38
3.6 Analysis Research Instrument.....	38
3.7 Data Analysis .....	43
3.8 Data Treatment.....	44
3.9 Hypothesis Testing.....	45

#### **IV. RESULTS AND DISCUSSIONS**

4.1. Result of the Research.....	47
4.1.1. Result of Try Out Test.....	47
4.1.2. Result of Pre Test.....	48
4.1.3. Result of Post Test.....	53
4.1.4. Normality Test.....	58
4.1.5. Homogeneity Test .....	59
4.1.6. Hypothesis Testing.....	59
4.2. Discussion .....	65

#### **V. CONCLUSIONS AND SUGGESTIONS**

5.1. Conclusions.....	70
5.2. Suggestions .....	71

<b>REFERENCES.....</b>	<b>72</b>
------------------------	-----------

<b>APPENDICES .....</b>	
-------------------------	--