

ABSTRACT

Wrote one of the indirect communication activities . Writing is a productive activity One way to increase creativity in the creation learning writing that the presence of media that can encourage learners. Media movie trailer is considered sufficient effectively to enhance creativity in the learning process of writing.

Based on the results of the exposure above authors interested in doing research with the title: "Learning Producing imaginative Text Story by Using Media Trailer Film in Class XI IIS SMA Al-Falah Bandung". The title of the authors formulate several issues , including: 1) Can the author plan, implement , assess learning produce the imaginative story text using the medium of movie trailers in class XI SMA Al - Falah IIS Bandung ? 2) Can the students of class XI SMA Al - Falah IIS produce the imaginative text stories based on the structure of the text and linguistic characteristics of the imaginative story text using appropriate media Trailers movie? 3) Effective media movie trailers used in producing instructional text re- imaginative stories in class XI SMA Al - Falah IIS Bandung in the academic year 2015/2016?

This study aims to determine the ability of the author, the ability of learners, and movie trailers media effectiveness in producing instructional text re- imaginative stories in class XI SMA Al - Falah IIS Bandung.

The hypothesis that the writer formulated as follows: 1) The author is able to plan , implement , and assess learning imaginative producing the story text using the medium of movie trailers in class XI IIS SMA Al - Falah Bandung . 2) The students of class XI SMA Al - Falah IIS Bandung capable of producing text imaginative stories based on the structure of text and linguistic characteristics of the text. 3) Media movie trailers effectively used in producing instructional text re- imaginative stories in class XI SMA Al -Falah IIS Bandung.

The research method that I use is experimental method with engineering literature study, observation, testing, testing, and analysis technique. The results of his research as follows:

- 1. The author is able to plan, implement, and assess learning production imaginative narrative text by using media movie trailers in class XI SMA Al - Falah IIS Bandung. This is evidenced by the planning values of 3.90 and 3.60 implementation.*
- 2. Class XI IIS SMA Al - Falah capable of producing stories re- imaginative text by text structure and text linguistic characteristics of the imaginative story. This is evidenced by the average value of pretest 34,0 and posttest 73,4 With the rise 19%*
- 3. Media movie trailer appropriately used in producing instructional text re- imaginative stories on students Kela XI IIS SMA Al - Falah Bandung this is evident from the results of statistical calculation $t_{count} 20,73 > 2,05 t_{table}$ at a rate of 95% and by 21 db*
Based on these facts, the authors conclude that the author did successful learning.

Keywords: Learning, producing imaginative story text, text structure, linguistic characteristics, media movie trailers.

