

**LEARNING TO WRITE PERSUASIVE TEXT USING COMMUNITY  
SERVICE ADVERTISING MEDIA THROUGH EDMODO ONLINE  
MODE ON STUDENTS OF CLASS VIII  
PASUNDAN 1 BANDUNG JUNIOR HIGH SCHOOL  
ACADEMIC YEAR 2020/2021**

***ABSTRACT***

This research is motivated by the low ability of students in writing persuasive texts. This is because the use of media is less varied so that the interest of students is less. Students have difficulty in expressing and developing their ideas or ideas. The Covid-19 pandemic has also made the implementation of learning switch to online. Therefore, researchers conducted a study by applying public service advertising media to learning to write persuasive texts through the online mode of Edmodo. This research is expected to improve students' ability in writing persuasive texts. The research method used is an experimental method with a quasi-experimental research design. The subjects of this study were students of Pasundan 1 Bandung Junior High School. The results showed that the researcher was able to plan learning in the experimental class by obtaining a value of 3.67 and the value of learning implementation of 3.65 with an average value of 3.66 which was included in the very good category. Experimental class students were able to write persuasive texts with an average score of 38.80 for the pre-test and 85.50 for the post-test and evidenced by the statistical results of the Wilcoxon test, which showed that the significance results obtained from the pre-test scores and post-test experimental class that is  $0.000 < 0.05$ . Public service advertising media is effectively used in learning to write persuasive texts. This is evidenced by the statistical results of the Mann-Whitney Test (Gain) which proves the significance result is  $0.023 < 0.05$ . There is a significant difference between the ability of the experimental class students and the control class in learning to write persuasive texts. It can be seen from the learning outcomes of the experimental class which showed a difference between the pretest and posttest of 46.70 while the learning outcomes of the control class showed the difference between the pre-test and post-test scores of 34.35. This is also evidenced by the statistical results of the Mann Whitney Test which shows a significance result of  $0.001 < 0.05$ . Thus, it can be concluded that the application of public service advertising media is effective in increasing the ability to write persuasive texts of students at Pasundan 1 Bandung junior high school significantly.

**Keywords:** Writing, Persuasive Text, Public Service Advertisement, Edmodo