

PENERAPAN *GENRE-BASED APPROACH*
DALAM PENULISAN TEKS PIDATO PERSUASIF KELAS 4-5A
BANDUNG INDEPENDENT SCHOOL

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan penerapan *Genre-Based Approach* dalam pembelajaran penulisan teks pidato persuasif di kelas 4–5A Bandung Independent School serta menganalisis dampaknya terhadap kemampuan menulis. Teks pidato persuasif dipilih karena pemelajar BIPA di Bandung Independent School belum pernah mempelajarinya, sementara jenis teks ini menuntut kemampuan menyampaikan gagasan secara meyakinkan dan sistematis. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan desain *Single Subject Research* (SSR). Subjek penelitian berjumlah lima pemelajar BIPA yang dipilih berdasarkan hasil observasi awal. Teknik pengumpulan data meliputi observasi, analisis dokumen, dan penilaian menggunakan rubrik yang telah dirancang sebelumnya. Penelitian dilaksanakan melalui empat tahapan, yaitu Membangun Konteks Pengetahuan Awal (*Building Knowledge of the Field*), Menelaah Model Teks (*Modeling of the Text*), Merekonstruksi Teks Bersama (*Joint Construction of the Text*), dan Unjuk Kerja Mandiri (*Independent Construction of the Text*).

Hasil penelitian menunjukkan bahwa penerapan *Genre-Based Approach* memberikan kontribusi positif terhadap kemampuan pemelajar BIPA dalam menulis teks pidato persuasif. Pemelajar mampu menyusun teks dengan struktur yang tepat, seperti pernyataan posisi, argumen pendukung, dan penegasan ulang. Mereka juga menunjukkan peningkatan dalam penggunaan kosakata persuasif dan kohesi antarparagraf. Pendekatan ini mendorong keterlibatan aktif, meningkatkan rasa percaya diri, serta memperkuat pemahaman terhadap fungsi sosial teks. Pembelajaran berperan penting sebagai fasilitator dalam setiap tahapan, terutama saat pemelajar mengalami kesulitan dalam memahami konsep. Dengan demikian, penerapan *Genre Based-Approach* terbukti efektif dalam mengembangkan kemampuan menulis pemelajar BIPA, khususnya dalam menyusun teks pidato persuasif secara sistematis dan komunikatif.

Kata kunci: *Genre Based Approach*, teks pidato persuasif, BIPA, keterampilan menulis, SSR.

THE IMPLEMENTATION OF GENRE-BASED APPROACH IN WRITING PERSUASSIVE SPEECH TEXTS IN GRADE 4-5A BANDUNG INDEPENDENT SCHOOL

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ABSTRACT

This study aims to describe the implementation of the Genre-Based Approach in teaching persuasive speech writing to BIPA learners in Class 4–5A at Bandung Independent School and to analyse its impact on their writing skills. Persuasive speech texts were chosen because the BIPA learners at Bandung Independent School had never studied this type of text before, while the genre itself requires the ability to express ideas convincingly and systematically. This research employed a qualitative descriptive approach with a Single Subject Research (SSR) design. The subjects were five BIPA learners selected based on initial observation results. Data were collected through observation, document analysis, and assessment using a pre-designed rubric. The learning process was carried out in four stages: Building Knowledge of the Field, Modeling of the Text, Joint Construction of the Text, and Independent Construction of the Text.

The results show that the implementation of the Genre-Based Approach had a positive impact on BIPA learners' ability to write persuasive speech texts. Learners were able to compose texts with appropriate structures, including position statements, supporting arguments, and reaffirmations. They also demonstrated improvements in the use of persuasive vocabulary and paragraph cohesion. This approach encouraged active participation, increased self-confidence, and enhanced their understanding of the social function of the text. The teacher played a key role as a facilitator in each stage, especially when learners encountered difficulties in understanding the concepts. Thus, the Genre-Based Approach proved to be effective in developing BIPA learners' writing skills, particularly in composing persuasive speech texts in a structured and communicative manner.

Keywords: *Genre-Based Approach, persuasive speech text, BIPA, writing skills, SSR.*

PALARAPAN GENRE-BASED APPROACH DINA NULIS TEKS PIDATO PERSUASIF KELAS 4-5A BANDUNG INDEPENDENT SCHOOL

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RINGKESAN

Panalungtikan ieu tujuanana pikeun ngajelaskeun palaksanaan Genre-Based Approach dina diajar nulis teks pidato persuasif di kelas 4–5A Bandung Independent School, sarta nganalisis pangaruhna kana kamampuh nulis. Teks pidato persuasif dipilih lantaran para pamelajar BIPA di Bandung Independent School can kungsi diajar ngeunaan éta teks, padahal jinis teks ieu merlukeun kamampuh pikeun nyangkemkeun gagasan sacara ngayakinkeun jeung sistematis.

Panalungtikan ieu ngagunakeun pendekatan kualitatif deskriptif jeung desain Single Subject Research (SSR). Subjek panalungtikan nyaéta lima urang pamelajar BIPA nu kapilih dumasar kana hasil observasi awal. Teknik ngumpulkeun data ngawengku observasi, analisis dokumén, jeung panilaian ngagunakeun rubrik nu geus dirancang ti heula. Panalungtikan dilaksanakeun ngaliwatan opat tahapan nyaéta: Membangun Pangaweruh Widang (Building Knowledge of the Field), Ngimeutan Conto Teks (Modeling of the Text), Miboga Konstruksi Teks Babarengan (Joint Construction of the Text), jeung Ngawangun Teks Mandiri (Independent Construction of the Text).

Hasil panalungtikan nembongkeun yén palaksanaan Genre-Based Approach masihan pangaruh positif kana kamampuh nulis pamelajar BIPA dina nyusun teks pidato persuasif. Aranjeunna bisa nyusun teks kalawan struktur nu luyu, saperti pernyataan posisi, argumén nu nyokong, jeung panegasan deui. Maranéhna ogé nunjukkeun kamajuan dina pamakean kecap-kecap persuasif jeung kohési antarpangkalimat. Pendekatan ieu ngadorong kagiatan aktif, ningkatkeun kapercayaan diri, sarta nguatkeun pamahaman kana fungsi sosial teks. Guru mibanda peran penting salaku fasilitator dina unggal tahapan, utamana nalika pamelajar ngalaman kasulitan dina ngarti konsep. Ku kituna, palaksanaan Genre-Based Approach kabuktian épéktif pikeun ngamekarkeun kamampuh nulis pamelajar BIPA, utamana dina nyusun teks pidato persuasif sacara runtut jeung komunikatif.

Kecap Konci: *Genre-Based Approach, teks pidato persuasif, BIPA, kamampuh nulis, SSR.*