

## Correlation Between Children's Habits of Watching Advertisement on Television and Students; Speaking Arts Competency Class VIII of SMP 01 Sosopan

Windi Khoirunnisa Hasibuan<sup>1\*)</sup>, Sutikno<sup>2</sup>

<sup>1,2)</sup> Universitas Muslim Al Washliyah, Medan, Indonesia

e-mail: windikhoirunnisa411@gmail.com<sup>1</sup>, sutikno@umnaw.ac.id<sup>2</sup>

Correspondence Authors: windikhoirunnisa411@gmail.com

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### ABSTRACT

*The problems in this research are as follows: (1) What is the speaking ability of class VIII students at SMP Negeri 01 Sosopan for the 2024-2025 academic year? (2) What is the correlation between children's habits of watching television and the speaking skills of class VIII students at SMP Negeri 01 Sosopan for the 2024-2025 academic year? The aim of this research is to analyze the correlation between children's habits of watching television and the speaking skills of class VIII students at SMP Negeri 01 Sosopan for the 2024-2025 academic year. This study used a quantitative approach. This is based on the definition of these two aspect; namely, quantitative research includes every type of research that is based on calculating percentages, averages, chi squares, and other statistical calculations. The researchers chose class VIII-2 with a total of 25 students. The research results were as follow: (1) In this research, the data collection tool (instrument) used was a non-test, namely in the form of a questionnaire. Based on the calculation of the t-test results on the habit of watching advertisements on television, a hypothesis was obtained that stated that the results of the questionnaire on the habit of watching advertisements on television for class VIII SMP Negeri 01 Sosopan for the 2024-2025 academic year reached 70% of what was expected. (2) Based on the calculation of the t-test results on speaking skills, it is obtained that  $t_{hitung} = 4.88$  while  $t_{tabel}$  with a dk of  $25-1=24$  and an error rate of  $\alpha = 5\%$ . So the hypothesis states that the results of the oral test on speaking skills for class VIII SMP Negeri 01 Sosopan are at least 60% of what was expected. From the results of the product moment test for variables.*

**Keywords:** Correlation, Children's Habits, Watching Advertisements, Competence, Speaking

### I. INTRODUCTION

The development of science and technology in the current era of globalization is very rapid. This development has had an impact on people's lives, including in the field of education. Education is a major aspect in building the quality of human resources. Philosophically, education is a humanitarian process that provides opportunities for everyone to grow and develop into cultured and civilized humans. Education can also give humans various abilities to address various challenges and problems of life (Gaffar, 1994: 14).

Education is a process that improves national conditions. Learning educational process. Learning is a process of learning and teaching that is carried out gradually to change a person's behavior (Sumadi, 1994:253). Learning is a system in which teaching consists of a number of components that are regularly interconnected and dependent to achieve the goals that have been set. The difference between learning and teaching is more about the process and who performs it. Learning is a teaching and learning process; however, teaching is the process of giving lessons. These components include teachers, students, curriculum, learning resources, media, and facilities. Teachers are

Human resources are important for achieving learning goals. Teachers knowledge, media use, methods, and others, which are used by teachers, greatly influence student development.

The success of teaching and learning is also influenced by student factors. According to the opinion put forward by Clark in Sudjtna (2008:39) that 70% of student learning outcomes in schools are influenced by student abilities and 30% are influenced by the environment. The success and behavior of student learning

depend on the environment. Learning media, both two-dimensional and three-dimensional, have a great influence on improving learning achievement. In this case, the learning achievement in question is in the material of speaking ability. Speaking is a very important normal human life activity because, by speaking, we can communicate with each other, express opinions, convey intentions and messages, express feelings in all emotional conditions, etc.

According to Sumeto (2008:21), conveying simple things may not be a problem, but conveying an idea/concept, opinion, explanation of a problem, or describing a central theme usually has a fairly high level of difficulty for a speaker who is not used to it, and not everyone is able to do it well.

The ability to speak is essential for everyone, especially students, whose activities require communication, either one-way, reciprocal, or both. A person's ability to speak is greatly influenced by two main supporting factors; internal and external. Internal factors are all potentials that exist within the person, both physical and non-physical (psychic). Physical factors are related to the perfection of the organs of the body used in speaking, for example, vocal cords, tongue, teeth, and lips, while non-physical factors include; personality (charisma), character, and temperament, talent, ways of thinking, and intelligence levels. External factors, such as education level, habits, and social environment. However, speaking ability or skill cannot be automatically obtained or owned by someone, even though they already have good internal and external supporting factors. Good speaking ability can be achieved by honing, processing, and training all existing potential (Sumeto, 2004: 241).

Another factor that can affect student learning achievement, especially in speaking ability materials, is the habit of watching television. Television media is a three-dimensional learning medium that is highly effective in improving student knowledge (Mulyono, 2012: 10-12). Television media are very helpful for students to display moving images and objects that cannot be seen directly.

The development of mass media, both print and electronic, also greatly influences the morality of the nation. Mass media for society not only plays the role of disseminators of information and events that occur, but also plays the role of a medium for entertainment, education, socialization, and propaganda (Hiebert, 1999:56). Other functions of the media are to persuade people to buy new goods, persuade them to adopt innovation, and even change a person's cultural tastes. Media plays a very important role as a control system and creates public opinion. Society makes information from electronic mass media and print media its main source.

Television electronic mass media platform, has several advantages in its presentation. The advantage is that television can master distance and space. Television can reach a large mass and the information delivered is very up-to-date. Television also has an attraction; namely, the information or news delivered is shorter, clearer, and more systematic, so that viewers no longer need to study the contents of the message when capturing television broadcasts (Kuswandi, 1996: 192).

The development of television is rapid, with many choices of shows on various television stations, which affect people's lifestyles. Television has both positive and negative impacts on viewers. Television with various programs has been able to attract the interest of its viewers and is able to captivate its viewers to watch various shows broadcast on television, ranging from infotainment, entertainment, soap operas, and advertisements.

The presence of televisions has led to various phenomena. Television is indeed able to broadcast such interesting programs because it has been added with accessories that make its viewers admire television. Even without realizing this, television can change them little by little. Everything that is created must have two impacts that accompany it, namely negative and positive impacts. Thus is the presence of television. The presence of these electronic mass media platforms has many benefits. By watching television, someone can obtain actual information that occurs anywhere quickly and clearly. In addition, television makes it easier for a company or business entity to promote its products. However, television has a negative impact on people's lives. This is very much felt in children whose souls are still very unstable and in the process of identifying their identity. Television and children are two components that are difficult to distinguish. Children are a number of television media fans. On average, children use most of their time watching television shows without thinking about whether the show they are watching at that time is appropriate. Even though children are at a vulnerable age, they cannot yet determine what is good or bad. They usually imitate the habits that they often encounter.

Dwyer (2005:91) concluded "as an audiovisual media, TV is able to capture 94% of the channels of entry of messages or information into the human soul, namely through the eyes and ears. TV enables people to remember 50% of what they see and hear on the television screen, even though it is only broadcast once. In general, people will remember 85% of what they see on TV after three hours and 65% after three days."

Thus, especially for children who generally always imitate what they see, it is possible that their behavior and attitude will follow the television program they watch. If what he watches is a more educational program, it will be able to provide a positive impact, but if what he watches is more about things that have no meaning or even contain negative elements or deviations, even to the point of violence, then this will also have a negative impact on the behavior of children who watch television programs.

Television advertising is one of the factors that must be considered when changing student learning achievements. Television advertising and the habit of watching information programs are two interrelated factors that influence student behavior. Television shows can be divided into three types.

1. Educational programs, namely types of programs that aim to increase the knowledge of viewers. Educational programs on television are divided into two categories: school and non-school education. School education includes school subject knowledge programs (Mathematics, PA, etc.) and quizzes. Non-school educational programs include religious lectures.
2. Information programs, namely types of programs that aim to provide information to viewers, such as news, information about health, celebrity profiles, and documentary films.
3. Entertainment events, namely, types of events that aim to provide entertainment to the public, in the form of films, soap operas, quizzes, dramas, comedies, music, etc.

In this regard, the knowledge of the audience will vary greatly, which can be related to what type of program is most liked and watched. A person's knowledge can be supported by the information they receive on television. This research is highly influential in the development of television programs. Television viewers must be aware of the benefits of their shows. Television viewers must also be aware of the influence of their environment to increase their knowledge. Hapsari (1995) found that television has a positive influence on the knowledge of school students. According to Hapsari's research (1995), the frequency of watching films greatly affects students' knowledge; for example, students watching horror films can affect their knowledge and perceptions of the reality of the supernatural world around them. According to Riana (1995), television positively affects students' knowledge. This can be observed in students who know a lot outside the lessons taught at school.

Kuswandi (in Wini, 2003: 11) said that there are several effects and impacts caused by mass media, especially television broadcasts, on viewers, as follows:

1. Cognitive impact, namely, the ability of a person (viewer) to absorb and understand programs broadcast on television, generates knowledge for the viewer.
2. The impact of imitation is that viewers are faced with actual trends broadcast on television, such as clothing styles, hair styles, lifestyles, and so on.
3. Behavioral impact, namely, the process of embedding socio-cultural values that have been broadcast on television, then applying them in daily life.

This study will determine the positive relationship between the habit of watching television advertisements and students' speaking ability, whether there will be a negative relationship, or whether there will be no relationship at all. The condition of class VIII students of SMP Negeri 01 Sosopan in the 2024-2025 academic year is generally of sufficient social status. Almost all students have adequate information facilities, such as television, which can motivate them to learn.

Therefore, a thought emerged to evaluate the influence of the habit of watching television advertisements on students' speaking skills. It is hoped that a real form will emerge to minimize the negative influence of television media on children's development. The author further expressed this idea in an article entitled "Correlation Between Children's Habits of Watching Television Advertisements and the Speaking Arts Competence of Class VIII Students of SMP Negeri 01 Sosopan in the 2024-2025 Academic Year".

## II. METHODS

This study examines the relationship between children's habits of watching television advertisements and the speaking ability of class VIII students of SMP Negeri 01 Sosopan in the 2024-2025 academic year. The approach used in this study is a quantitative. This is based on the definition of both of these things, namely quantitative research that includes every type of research based on calculations of percentages, averages, chi squares, and other statistical calculations. In other words, quantitative research involves calculations, numbers, and quantities. This research is a correlational type, namely, research designed to determine the level of relationship between variables in a population.

Correlation research, as Gay said in Sukardi (2012:166), is one part of ex-post facto research because researchers usually do not manipulate the existing variable conditions and directly look for the existence of

relationships and the level of relationship between variables reflected in the correlation coefficient. This research is not only descriptive, but can also determine how big the relationship is between variables.

Because this research is correlational, the relationship between variables in this research is in the form of an asymmetrical relationship that aims to determine the magnitude of the relationship between the variables and independent variables.

on television) to a dependent variable (speaking ability). Thus, it can be known from the data obtained that has been analyzed regarding how much the independent variable (the habit of watching advertisements on television) has a relationship to the dependent variable (speaking ability) which is shown in numbers because this study uses a quantitative approach.

### Population

The study population comprised the entire research subject. The population of class VIII students of SMP Negeri 01 Sosopan in the 2024-2025 academic year consists of six classes, namely class VII-1, and VII-2 with a total of 46 students. However, the researcher will not take the entire population, but only a sample, so that the subjects studied are not too many.

### Data Collection

The research began by collecting data. These data are then analyzed to find conclusion/problem solving, which is the endpoint of the research. Data analysis aims to manage data such that its truth can be accounted for. To analyze the data, this study used the following techniques and steps.

## III. RESULTS AND DISCUSSION

### A. Research Result

To obtain a valid picture of the habit of watching television, an observation was conducted. The research instrument that was given to students according to the sample had four answer choices as follows: strongly agree, point 4; agree, point 3; disagree, point 2; and strongly disagree, point 1.

After the information was obtained from the results of the questionnaire instrument that has been given to students, the researcher conducted a search using the 1 sample t-test formula by first obtaining the standard deviation.

Table 1. Data Used to Obtain Average Value

Interval	Frequency( $f_i$ )	Median( $\chi_i$ )	( $f_i$ ) $\times$ ( $\chi_i$ )
40-43	1	41.5	41.5
44-47	1	45.5	45.5
48-51	7	49.5	346.5
52-55	11	53.5	588.5
56-60	5	57.5	287.5
	N=25	$\sum f_i \chi_i$	1309.5
		Average	52.38

After determining the average value in the grouped data, the next step is to enter it into the standard sample formula.

Table 2. Data to Obtain Standard Deviation

Interval	Frequency (fi)	Median( $\chi_i$ )	(xi- average)	( $xi - rata_2$ ) <sup>2</sup>	$fi(xi - rata_2)$
40-43	1	41.5	-10.88	118,3744	118,374
44-47	1	45.5	-6.88	47,3344	47,3344
48-51	7	49.5	-2.88	8,2944	58,0608
52-55	11	53.5	1.12	1.2544	13,7984
56-60	5	57.5	5.12	26,2144	131,072
$\Sigma fi(xi - rata_2)^2 =$					368.64

Then, find the hypothetical value of the habit of watching television advertisements of 70% as desired; the score is  $= 4 \times 15 \times 25 = 1500$  (four highest values for each question, 15 = number of questions, 25 = number of students). Average 1500: 25 = 60. For one of the dependent variables, namely the habit of watching television advertisements, which is expected, namely 70% is the highest and highest of what is expected, then  $0.70 \times 60 = 42$ . The hypotheses that can be used are as follows.  $H_0$  to predict that  $\mu$  is lower than or equal to ( $\leq$ ).  $H_a$  is greater than 70% of the expected ideal score.

$$H_0 : \mu \leq 70\% \leq 0.70 \times 60 = 42$$

$$H_a : \mu \geq 70\% \geq 0.70 \times 60 = 42$$

The obtained *thitung* price is then seen how it is equal to *ttabel* through the degrees of freedom ( $dk = N - 1 = (25 - 1 = 24)$ ) with class  $\alpha = 5\%$  for a one-tailed test. Based on  $dk = 24$  and  $\alpha = 5\%$  the price The value for a one-sided test = 0.404, because the value of *thitung* is greater than the value of *ttabel* then  $H_a$  is accepted and  $H_0$  is rejected.

From the results of the calculations above, it can be explained that the previously established hypothesis, that the habit of watching advertisements on television is 70% of what is desired, can be accepted.

From the results of the t-test analysis above, it is clear that the habit of watching advertisements on television of class VIII students of SMP Negeri 01 Sosopan in the 2024-2025 academic year is said to be good because it is more than 70% of what is expected.

To determine the level of speaking skills of class VIII students of SMP Negeri 01 Sosopan in the 2024-2025 academic year, the students who were the samples in this study were also given an oral test.

After the information is obtained from the results of the oral test given to students, the researcher conducts a search using the 1 sample t-test formula by first obtaining the standard deviation. The following formula used to determine the standard deviation value and the hypothesis that will be explained.

Table 3. Data To Find Average Value

Interval	Frequency( $f_i$ )	Median value ( $\chi_i$ )	( $f_i \times \chi_i$ )
5-6	1	5.5	5.5
7-8	0	7.5	0
9-10	1	9.5	9.5

Interval	Frequency( <i>f<sub>i</sub></i> )	Median value ( <i>χ<sub>i</sub></i> )	( <i>f<sub>i</sub></i> )× ( <i>χ<sub>i</sub></i> )
11-12	3	11.5	34.5
13-14	12	13.5	162
15-16	8	15.5	124
	N=25	$\sum f_i \chi_i$	335.5
		Average	13.42

After determining the average value in the grouped data, the next step is to enter it into the standard sample formula.

Table 4. Data to Find Standard Deviation Value

Interval	Frequencythe ( <i>f<sub>i</sub></i> )	Mark middle ( <i>χ<sub>i</sub></i> )	( <i>χ<sub>i</sub></i> - average)	( <i>χ<sub>i</sub></i> - rata2) <sup>2</sup>	<i>f<sub>i</sub></i> ( <i>χ<sub>i</sub></i> - rata2)
5-6	1	5.5	-7.92	62,7264	62,7264
7-8	0	7.5	-5.92	35,0464	0
9-10	1	9.5	-3.92	15,3664	15,3664
11-12	3	11.5	-1.92	3,6864	11,0592
13-14	12	13.5	0.08	0.0064	0.0768
15-16	8	15.5	2.08	4,3264	34,6112
				$\sum f_i(\chi_i - rata2)^2 =$	123.84

Then, to find the hypothesis value of speaking skills, which is equal to 70% of the expected, the score is =  $4 \times 4 \times 25 = 400$  (four4 highest scores for each item, four4 = number of instrument items, and 25 = number of respondents). Average 400: 25 = 16.

For one of the independent variables, namely the expected speaking skill, namely "70% is the highest and highest of what is expected, then  $0.70 \times 16 = 11.2$ . The hypotheses that can be used are as follows. Ho to predict that  $\mu$  is lower than or equal to ( $\leq$ ). Ha is greater than 70% of the expected ideal score.

$$H_o : \mu \leq 70\% \leq 0.70 \times 16 = 11.2$$

$$H_a : \mu \geq 70\% \geq 0.70 \times 16 = 11.2$$

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$$H_a : \mu \geq 70\% \geq 0.70 \times 16 = 11.2$$

## B. Discussion



This study was conducted in March, 2024. This research was conducted in class VIII of SMP Negeri 01 Sosopan in the 2024-2025 academic year, consisting of 25 students. Based on this number, students were used as samples or respondents. In this study, the researcher wanted to see the relationship between the habit of watching advertisements on television and the speaking skills of class VIII students of SMP Negeri 01 Sosopan in the 2024-2025 academic year.

In this study, it is assumed that the habit of watching television advertisements is related to students' speaking skills. Data analysis techniques were used with a one-sample t-test.

Based on calculation of the t-test results on the habit of watching television advertisements obtained  $t_{hitung} = 13.27$  while  $t_{tabel}$  with dk of  $25-1 = 23$  and the error rate  $\alpha = 5\%$  it turns out that the price of  $t_{tabel}$  for the one-sided test = 0.404 because  $t_{hitung} > t_{tabel}$  ( $13.27 > 0.404$ ), then  $H_a$  is accepted. So the hypothesis states that the results of the questionnaire on the habits of watching television advertisements for class VIII of SMP Negeri 01 Sosopan in the 2024-2025 academic year reached 70% of what was expected.

Based on the calculation of the t-test results on speaking skills, it was obtained that  $t_{hitung} = 4.88$  while  $t_{tabel}$  with dk of  $25-1=24$  and the error rate  $\alpha = 5\%$ , it turns out that the  $t_{tabel}$  price for the one-sided test = 0.404 because  $t_{hitung} > t_{tabel}$  ( $4.88 > 0.404$ ), then  $H_a$  is accepted. So the hypothesis states that the results of the oral test of speaking skills for class VIII of SMP Negeri 01 Sosopan in the 2024-2025 academic year are at least 60% lower than expected.

Based on the results of the  $r_{XY}$ , it can be seen that the correlation between the teacher creativity variable (X) and critical thinking ability (Y) is 0.585. So there is a moderate or sufficient relationship between the two variables as can be seen in the interpretation table below.

Table 5. Interpretation of Correlation

The magnitude of the "r" product moment	Interpretation
0.00-0.20	There is indeed a correlation between variables X and Y, but the correlation is very weak or very low so that the correlation is ignored (it is assumed that there is no correlation between variables X and Y).
0.20-0.40	Between variables X and Y there is indeed a correlation very weak or low
<b>0.40-0.70</b>	<b>Between variables X and Y there is indeed a moderate or sufficient correlation</b>
0.70-0.90	Between variables X and Y there is indeed a correlation strong or tall
0.90-1.00	Between variables X and Y there is indeed a correlation very strong or very high

Interpretation in a simple or rough way, namely the assessment using data on the relationship between variables X and Y, interpretation of  $r_{XY}$  from the calculation above, it turns out that the correlation number between variables X and Y is not marked negative. Between variables X and Y there is a moderate or sufficient correlation by considering the magnitude of  $r_{XY}$ , namely (0.585) which ranges from 0.40-0.70.

After seeing the results of the research that the author has carried out and from the explanation above, the author concludes that students who have the habit of watching advertisements on television are related to their speaking skills.

#### IV. CONCLUSIONS

After discussing, analyzing and viewing the results of data processing and hypothesis testing, Based on the calculation of the t-test results on the habit of watching television advertisements, it was obtained that  $t_{hitung} = 13.27$  while  $t_{tabel}$  with dk of  $25-1=23$  and the error rate  $\alpha = 5\%$ , it turns out that the  $t_{hitung}$  price for the one-sided test = 0.404 because  $t_{hitung} > t_{tabel}$  ( $13.27 > 0.404$ ), then  $H_a$  is accepted. So the hypothesis states that the results of the questionnaire on the habits of watching television advertisements for class VIII of SMP Negeri 01 Sosopan in the 2024-2025 academic year reached 70% of what was expected. Based on the calculation of the t-test results on speaking skills, it was obtained that  $t_{hitung} = 4.88$  while  $t_{tabel}$  with dk of  $25-1 = 24$  and the error rate  $\alpha = 5\%$ , it turns out that the value of  $t_{hitung}$  for a one-sided test = 0.404 because  $t_{hitung} > t_{tabel}$  ( $4.88 > 0.404$ ), then  $H_a$  is accepted. So the hypothesis that states that the results of the oral test of speaking skills of class VIII SMP Negeri 01 Sosopan are at least 60% of what is expected. From the results of the product moment test of variables X and Y that have been carried out, it is proven that there is a moderate or sufficient relationship between the habit of watching advertisements on television and speaking skills with a magnitude of  $r_{XY}$  namely (0.585) which is between 0.40-0.70.

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