

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The development of science and technology which is marked by progress in the field of information media and technology at this time has run so rapidly. As felt at this time various types of media are very easy to find in a day's life, among these media are television and gadgets, This media is a medium that is easily found and owned by everyone, among various other media, television and gadgets are audio-visual media that attract children's attention because of the combination sound and images that make them more interested in knowing what they see and simultaneously hear. Even most people on television and gadgets are an integral part of their daily activities.

Media is a channel for various kinds of ideas, concepts, and even ideologies that cause various kinds of effects for society. Messages conveyed by the mass media can bring behavior changes and language methods due to exposure of these messages to the public. That is, what affects us is not only what

is conveyed by the media, but also the communication media that we use. Speaking of media, audio visual media is a set of tools that can project images and sounds. Tools that include audio visual media such as television, VCD videos, gadget, *sound slides* and films. One of the electronic media that is able to reach a relatively large audience is television. Children are very interested and like audio-visual media such as television, VCD videos, gadget, *sound slides* and films rather than other media,

From the various spectacle programs presented by the media can make various behaviors from the media that they see and hear everyday and can be easily imitated by children, both physical behavior, social behavior, and language behavior. because basically children easily copy what they see and they hear from the programs they use. This phenomenon of media use also occurs in the village of Meurande Dayah Dsn. Bahagia II, Lorong Meunasah, Langsa City.

Based on these problems, research is taken on the influence of the media on children language production in langsa city, because previously no one has examined this phenomenon in the city of langsa. On the basis of the description, the focus of this research is only on words that can be uttered by children produced from the media they always watch and hear. This study aims to determine the effect of media audio visual on the children's language production.

1.2 The Problems of the Study

Based on the background the problem that will be explained is:

1. Are there influences of media toward children language production?
2. How does the media influence children language production?

1.3 The Purpose of the Study

The purposes of this research are:

1. To know whether there is or is not the influence of media toward children language production.
2. To find out how does the media influence children language production

1.4 Significance of the Study

as the aim of the study ,the researcher hope that this study will contribute to :

1. Parents

The results of this study are expected to provide input to parents Associated with shows on the media, and parent understand how influential the media is towards the growth and development of children in the acquisition of the language they speak. and if possible for parents willing to always accompany the child in watching the program or television shows.

2. Researchers

As an application of the theory obtained from college with concrete experience in the field, so research will receive facts of conformity or discrepancy between theory and practice.

3. To The next researcher who want to do research children language production, and give them some reference from my research result.

1.5 Scope of the Study

This study aims to find out how the influence of the media on the words uttered by children, which are the subjects in this study are preschool child's as

many as six people who are in Meurande Village Dayah Dsn, Bahagia II Lorong Meunasah Langsa City. The focus of this research is only on vocabulary they produce from the media they watch and hear as language production.