

RENCANA PEMBELAJARAN – JANUARI 2022

Satuan Pendidikan : SMP Anak Terang Salatiga

Kelas/Semester : IX/2

Tema : Teks Khusus

Sub Tema : *Advertisement*

Pembelajaran ke : 2

Alokasi Waktu : 10 menit

A. TUJUAN PEMBELAJARAN

Setelah mengikuti proses pembelajaran, peserta didik diharapkan dapat:

- mengidentifikasi struktur dan unsur kebahasaan teks khusus *advertisement*
- membuat dan mengkomunikasikan teks khusus *advertisement* dengan kreatif dan percaya diri

Catatan: Peserta didik sudah mendapatkan pengenalan tentang *advertisement*, kemampuan berbicara di depan umum, dan penyuntingan video sederhana (terintegrasikan dengan pembelajaran Teknologi Informasi dan Komunikasi). Pada pertemuan sebelumnya, peserta didik juga sudah merumuskan ide pembuatan penemuan baru untuk *advertisement* mereka dalam kelompok.

B. KEGIATAN PEMBELAJARAN

Langkah Pembelajaran	Aktivitas	Alokasi Waktu
Kegiatan Pendahuluan	<ul style="list-style-type: none">• Guru menyapa peserta didik, membuka kelas dalam doa, dan mengecek daftar hadir peserta didik• Guru mengecek perkembangan konsep penemuan baru peserta didik dari pertemuan sebelumnya• Guru menjelaskan pada pertemuan kali ini bahwa peserta didik akan memainkan <i>role play</i> dengan menjadi pembuat video iklan untuk produk penemuan baru mereka supaya laku terjual	2 menit
Kegiatan Inti	<ul style="list-style-type: none">• Guru memainkan satu video tentang iklan suatu produk (<i>Coca-Cola Emoticons Advertisement</i>)• Guru menanyakan beberapa pertanyaan terkait tentang video iklan produk tersebut:<ol style="list-style-type: none">1. <i>What is the brand of the product?</i>2. <i>Is there any logo in that advertisement?</i>3. <i>What is the slogan of the product?</i>4. <i>Is there any price stated in the advertisement?</i>	6 menit

	<p>5. <i>What is the product's specialty?</i></p> <ul style="list-style-type: none"> • Guru meminta peserta didik untuk membuat tayangan presentasi (<i>PowerPoint</i> atau <i>Canva</i>) terkait tentang merk, logo, dan slogan produk penemuan baru mereka seiring dengan penjelasan dari guru • Guru menjelaskan konsep dasar tentang membuat merk yang baik untuk produk penemuan baru peserta didik (lampiran terlampir) • Guru meminta peserta didik untuk merumuskan merk produk penemuan baru mereka • Guru mengajak peserta didik untuk menebak logo dari beberapa produk terkenal di dunia (https://logoquiz.net/) • Guru menjelaskan pentingnya logo pada produk, dan meminta peserta didik membuat logo produk penemuan baru mereka • Guru menampilkan beberapa slogan produk terkenal dunia dan meminta peserta didik menyebutkan merk produk dari slogan yang dimaksud • Guru menjelaskan pentingnya slogan pada produk, dan meminta peserta didik membuat slogan produk penemuan baru mereka • Peserta didik mempresentasikan tayangan presentasi (<i>PowerPoint</i> atau <i>Canva</i>) yang menjelaskan merk, logo, dan slogan produk penemuan baru mereka 	
Kegiatan Penutup	<ul style="list-style-type: none"> • Guru menyimpulkan hasil pembelajaran • Peserta didik dapat merevisi rancangan iklan produk penemuan baru mereka jika dibutuhkan • Peserta didik akan melanjutkan pembuatan penemuan baru mereka pada pertemuan berikutnya (membuat replika produk dan menyiapkan perlengkapan pembuatan video iklan produk penemuan baru) 	2 menit

C. PENILAIAN PEMBELAJARAN

a. Affective

Observation

No.	Name	Aspects		Total Score	Final Score	Letter Score
		Creativity	Confidence			
1.	...	75	50	125	62,5	B
2.	...					

Notes:

- Scoring criteria :
 - 90,00 – 100,00 = A
 - 75,00 – 89,99 = B
 - 00,00 – 74,99 = C
- Maximum score : sum all of aspects
- Final score : total score: 2

b. Cognitive

Students' grade = $\frac{\text{Number of correct slides in making sentences and question}}{5} \times 100$

5

Grammar	No grammatical mistake at all	There are grammatical mistakes in 1 sentences or question	There are grammatical mistakes in 2 sentences or question	There are grammatical mistakes in 3 sentences or question	There are grammatical mistakes in more than 4 sentences or question
Score Reduction	0	0,25	0,5	0,75	1

c. Psychomotor

Student's Presentation Assessment Rubric

Name : _____

Elements	Aspects to be assessed	1	2	3	4	5
Language	Fluency	Speech is slow, hesitant and strained except for short memorized phrases; difficult to perceive continuity in speech; inaudible.	Speech is frequently hesitant with some sentences left uncompleted; volume very soft.	Speech is relatively smooth; some hesitation and unevenness caused by rephrasing and searching for words; volume wavers.	Smooth and fluid speech; few hesitations; a slight search for words; inaudible word or two.	Smooth and fluid speech; few to no hesitations; no attempts to search for words; volume is excellent.
	Pronunciation and accent	Pronunciation is lacking and hard to	Pronunciation is okay; No effort towards a	Pronunciation is good; Some effort at accent,	Pronunciation is good; good effort at accent	Pronunciation is excellent;

		understand; No effort towards a native accent	native accent	but is definitely non-native		good effort at accent
	Language and Vocabulary	Weak language control; vocabulary that is used does not match the task	Weak language control; basic vocabulary choice with some words clearly lacking	Adequate language control; vocabulary range is lacking	Good language control; good range of relatively well-chosen vocabulary	Excellent control of language features; a wide range of well-chosen vocabulary
	Grammar	Frequent grammatical errors even in simple structures; meaning is obscured	Frequent grammatical errors even in simple structures that at times obscure meaning	Frequent grammatical errors that do not obscure meaning; little variety in structures	Some errors in grammatical structures possibly caused by attempt to include a variety	Accuracy & variety of grammatical structures
Presentation	Eye Contact	Give almost no amount of eye contact in front of camera	Give poor amount of eye contact in front of camera	Give adequate amount of eye contact in front of camera	Give good amount of eye contact in front of camera	Give excellent amount of eye contact in front of camera
	Body Language	There are some nervous expressions, presentation isn't oriented to audience	There are any nervous expressions, presentation is slightly oriented to audience	There aren't any nervous expressions, presentation is slightly continuously oriented to audience	There aren't any nervous expressions, presentation isn't continuously oriented to audience	There aren't any nervous expressions, presentation is continuously oriented to audience
Content	Product Advertisement Concept	Description is so lacking that the listener	Description lacks some critical details that make it	Adequate description; some additional details	Good level of description; all required	Excellent level of description; additional details

		cannot understand	difficult for the listener to understand	should be provided	information included	beyond the required
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LAMPIRAN

BASIC CONCEPT OF CREATING BRAND OF PRODUCT

- 1. Picking a Name That Never Been Used Before.** The first thing that can be done before choosing a name for the company's brand is to choose a name that has never been used. So that later the name that has been determined will not be used by other companies. In addition, the name is also free from patents that are usually applied. Therefore, you must be careful before choosing a brand name for your product. One example to check is to use a facility in the form of a Google search, to see what names have been used by other companies. Plus, it can see if the chosen name isn't really associated with anything bad, so you can change the name if needed.
- 2. Designing a Unique and Short Name.** Before making a name for a brand, you should make a design that is unique and also brief. Because if the name for the brand has these two properties, it will provide many advantages for a business. Where the unique brand name will be easier for consumers to remember. The choice of this name should only use one to two words that match the product. But make sure you avoid choosing names with negative connotations. Because the choice of a bad name will later affect the image of a business that has been run.
- 3. Very Easy Listening and Speaking.** The name of the product must also be easy for others to hear. So that the name will be easy to remember and easily digested by one's brain so that it is not easy to forget. In addition, this name should also be easy to pronounce. Avoid using names that are difficult or difficult to hear, such as using foreign language names. Because not everyone does not know foreign languages. In addition, the writing and pronunciation of these foreign languages are also not the same. So, it is likely that consumers will forget the name of a brand.
- 4. Brand Name Must Have Positive Meaning.** Like the expression that someone's name is a prayer that is expected. Likewise with the name of a brand that must have a good name. Besides being good, it also has a positive meaning. Because the name will have a huge impact on the business. Therefore, before choosing a brand for your business, first know the meaning of the name. Do not let the name chosen is unique and short but does not pay attention to the meaning it has. So that the business that is run may not run well as expected.
- 5. A Name That Can Be a Product Reflection.** The product reflection referred to in this case is a name that is identical to the product being offered. Where the name of the chosen product reflects this will be a big influence on the target market in a business. The target market in question is for women in the clothing business. For example: you can choose a name for a brand such as Kencana Putri for necessities or women's clothing. So the process for product branding can be easier. Not only that, the introduction of businesses in the community can also be easier. Therefore, there is no need to explain at length.

BASIC CONCEPT OF CREATING SLOGAN OF PRODUCT

- 1. Clear and Short.** Create a slogan with a clear message. In a sense, the slogan must be able to explain all sides of your business. Starting from the right products, benefits, advantages, and business goals.
- 2. Customize the Products or Services Offered.** Even though the slogan sentence is so short, it doesn't mean you can't explain your business well. Precisely with the slogan that was created, consumers can easily recognize what products or services you offer. For example, Singapore Airlines' slogan is "A great way to fly". From the slogan, Singapore Airlines tries to explain that their business provides transportation services with the best service.

3. **Inviting (Persuasive).** To create a tagline that is an invitation, it has to be persuasive. This method is quite effective in getting consumers to easily remember your product. Then, there is also the slogan of the Directorate General of Taxes, namely "Wise People Pay Taxes". The tagline intends to invite taxpayers to pay taxes on time.
4. **Honest and What It Is.** Avoid words that mean one-sided claims. For example, "best, cheapest, or number one in Indonesia." Why is that? Because these words will be misinterpreted by customers as promises and build high expectations for your business. The effect, if the customer is disappointed, will have a pretty bad impact on your brand as a whole. Therefore, try to be honest and what it is in your tagline. Unless, if your product or service has already received a certain certification or award from a trusted institution.
5. **Avoid Copying Taglines.** A tagline is something that is unique and represents your brand. If you copy the tagline of another brand blatantly, consumers will have a bad view of your brand. You will lose originality and be perceived as a copycat. Especially if the tagline you copied has registered it as copyright, you might be penalized.

HOW TO MAKE GOOD ADVERTISEMENT

Dewangga Putra, M.Pd.

SMP ANAK TERANG SALATIGA



CREATING PROPER ADVERTISEMENT

- name of the product (brand)
- logo
- slogan
- price
- products' specialty

WATCH THIS VIDEO, THEN ANSWER THE FOLLOWING QUESTIONS



- What is the brand of the product?
- What kind of product it is?
- Is there any logo in that advertisement?
- What is the slogan of the product?
- What is the new innovation of the product?

CREATING BRAND OF PRODUCT

Now create!
your brand!

- Picking a Name That Never Been Used Before
- Designing a Unique and Short Name
- Very Easy Listening and Speaking
- Brand Name Must Have Positive Meaning
- A Name That Can Be a Product Reflection

LET'S PLAY GUESSING LOGOS

<https://logoquiz.net/>

Now create!
your logo!

Now create!
your slogan!

HOW MANY SLOGANS CAN YOU
GUESS?

HOW TO CREATE GOOD SLOGAN

- Clear and Short
- Customize the Products or Services Offered
- Inviting (Persuasive)
- Honest
- Avoid Copying Taglines

NOW POUR ALL OF YOUR IDEA
IN A PRESENTATION
(YOUR TIME IS 5 MINUTES
TO CREATE A POWERPOINT)

