

META- ANALYSIS OF THE USE MOVIE TRAILER IN EFL CLASSROOM

Umi Halimatus Saidah, Aang Fatihul Islam

English Department
STKIP PGRI Jombang

Abstrak: Adegan dalam trailer yang ditampilkan adalah semua jenis adegan yang menarik dan menonjol untuk menarik perhatian calon pemirsa dan mampu menggambarkan keseluruhan isi film tanpa terlalu banyak memberi informasi. Trailer dibuat untuk mempromosikan rilis film teatrical selain itu trailer film adalah klip yang mengandung semua bagian dari film yang diiklankan, ditampilkan sebelum pemutaran film lain di bioskop, dan bertujuan agar audiens datang untuk menonton. Cara terbaik mengajar Bahasa Inggris adalah menggunakan materi yang menarik, metode pengajaran yang tepat, penggunaan teknologi yang bisa menjadi salah satu alat pendukung yang penting dan juga efektif. Meta-analysis pada hakekatnya merupakan sintesis sebuah topik yang diambil dari beberapa laporan penelitian. Berdasarkan sintesis tersebut ditarik kesimpulan mengenai topic yang diteliti. Penelitian ini menggunakan beberapa hasil penelitian yang sejenis sebagai data dasar dalam melakukan kajian dan kesimpulan. Dari lima penelitian yang sama diambil kesimpulan bahwa Movie Trailer efektif sebagai media pembelajaran karena dapat meningkatkan pemahaman dalam pembelajaran Bahasa Inggris.

Kata Kunci: *Movie Trailer, Meta-Analysis, EFL Classroom*

Abstract: The scenes in the trailer shown are all sorts of interesting and prominent scenes to attract the attention of potential viewers and be able to describe the entire contents of the movie without giving too much information. The trailer was created to promote theatrical release of the movie and the movie trailer was a clip containing all the parts of the advertised movie, shown before other movie screenings in the cinema, and aimed for the audience to come to watch. The best way to teach English is to use interesting material, appropriate teaching methods, the use of technology that can be one of the important and effective support tools. Meta-analysis is essentially a synthesis of a topic taken from several research reports. Based on the synthesis is drawn conclusions about the topic under study. This research uses some similar research results as basic data in conducting studies and conclusions. From the same five studies, it is concluded that Movie Trailer is effective as a learning medium because it can improve understanding in English learning.

Key words: *Movie Trailer, Meta-Analysis, EFL Classroom*

INTRODUCTION

The movie trailer is a video that contains some selected scene snippets from the entire movie. Movie trailers are made to give an overview of the movie story as well as attract the target market to watch the movie. The scenes in the trailer shown are all sorts of interesting and prominent scenes to attract the attention of potential viewers and be able to describe the entire contents of the movie without giving too much information.

The definition of the trailer above is the conclusion of several definitions of the following world cinema experts. Lisa Kernan in a book which title *Coming Attractions: Reading American Movie Trailers* said that the movie trailer is a short overview of a movie, containing one to three minutes of cinematic experience featuring images of the film intact and emphasizing on the quality aspects of the film. The trailer was made to promote

theatrical release of the film. Another expert named Hixson gave the definition that the movie trailer is a clip containing all the parts of the advertised movie, shown before other movie screenings in the cinema, and aims to make the audience come to watch. G. E. Belch and M. A. Belch, in a book which title Advertising and Promotion: An Integrated Marketing Communications Perspectives mentioned that the movie trailer is an affective ad because of the visual and emotional side. Differences Trailer, Teaser, Clip, Featurette, TV-Spot and Behind-the-Scenes (1) Trailers, in the world of cinema, trailers are more often interpreted as a form of promotion of a movie that will be aired. The length of a trailer video is approximately 2-3 minutes. First appeared in 1913 to promote the film *The Pleasure Seekers in Amerika*. The trailer also contains the core plot of the story in the film, including the cast, the director, the producer, the distributor and the movie's run time. The movie trailer was famous in the mid-1990s, when the internet began to infect the entire world. Even today, movie trailers through video on the internet as if it has become the most effective promotional media in the promotion of a film. Some film producers blockbuster released their movie trailer video a year before its showcase time in theaters (2) Teaser was released with the intention to tease or make people curious over a movie. With a duration of approximately 1 minute, the teaser loads all the scene footage in a movie and minimal information about the film. The film teaser was also released before the movie trailer and was made for early promotions introducing a movie to be aired for the purpose of public discussion (3) Clip, Shorter than the teaser, the clip is intended to focus on the core scenes of a movie. Although with a duration of between 30 seconds to 1 minute, the clip is made briefly, solid, clear and appealing to potential audiences (4) Featurette, is more defined as an excerpt in the film and is made to discuss some of the scenes in a trailer with the cast in the film. Some featurette is also used as an additional feature in the DVD movie fragment. Featurette is usually displayed after a movie trailer is released. The featurette duration is usually 3 minutes (5)

TV-Spot, True to the point, TV-spot videos for movie trailers are intended for promotion in the television media. Short with a duration ranging from 20-30 seconds, TV-spot seems to be made in a solid context, easy to understand and should summarize the entire contents of the movie that will be aired, with the hope of direct to the prospective audience in general (6) Behind-the-Scenes, is a snippet of video featuring a snapshot of a movie making process. Behind-the-Scenes is usually guided by the director, producer and player in the film. Its duration is almost the same as a movie trailer, 2-3 minutes.

According to Marcel Danesi, (2010: 134) the film is a text that contains a series of photographic images that resulted in the illusion of motion and action in real life. Meanwhile, according to Himawan Pratista, (2008: 1) a film is formed from two elements, namely narrative elements and cinematic elements. Narrative elements relate to aspects of the story or movie theme. Each story film can not be separated from the narrative elements and each story must have elements such as characters, problems, conflicts, location, time, and others. All these elements form the whole narrative element. The aspect of causality with the elements of space and time is the basic element of the formation of a narrative. Michael Rabiger describes something similar about the movie. Every movie is interesting and entertaining, and makes the audience think. Each piece of work is unique and interesting so there are many ways that can be used in a documentary to convey ideas about the real world (Rabiger, 2009: 8). According to Palapah and Syamsudin (1986: 114) defines the film as "one of mass media characteristic, which is a combination of moving pictures and words". Thus it can be concluded that the definition of film is a social communication medium formed from the incorporation of the two senses, sight and hearing, which has the core or theme of a story that many reveal the social reality that occurs around the environment where the film itself grows. According to Danesi (2010: 134), the film has three main categories, namely: feature films, animated films, and documentation. Film feature is a

work of fiction whose structure is always a narrative. Animated film is a technique of film usage to create the illusion of movement from a series of two or three dimensional objects. Documentation films are nonfiction films depicting the real-life situations that occur in society and each individual in them describes their feelings and experiences in the situation as it is, without preparation, and directly on the camera or the interviewer. Division of film in general according to Prastisa (2008: 4), there are three types of films, namely: documentary, fiction, and experimental. Fiction films have a clear (narrative) narrative structure while documentary and experimental films lack a narrative structure. Conceptually, the documentary has a realism concept that is a concept contrary to an experimental film that has the concept of formalism (abstract). Fictional films can also be influenced by documentaries or experimental films either narrative or cinematic (Prastisa).

Through social media, Disney released a new trailer. Duration 2 minutes 31 seconds, the trailer features some beautiful footage of each movie scene lifted from an animated film titled the same in 1991. "My dear Belle, you are so ahead of your time. This is a small village. And it's small-minded as well. But small also means safe." The sentence is said by Belle's father who played Emma Watson early in the trailer. Not only the initial scene, but each scene is presented in the trailer 'Beauty and the Beast' is very spoil the eyes and classic like the previous film, like the scene Gaston often praise himself while looking in the mirror. Beast's character was no less fascinating with the other players are made to resemble the previous animated characters. At the end of the trailer, collaboration of John Legend and Ariana Grande in singing original song 'Beauty and the Beast' complete with scenes that awaken the memory of childhood make the hair stand up. After all these years, the story lives inside us.

Another Disney animation that was lifted to the live-action version. And like any other Disney tradition, its fantastic impression is still felt. Almost the same as the animated version in 1950, Cinderella presents a lot of

magic that charms you in the movie. curious as what? his new trailer can answer it. This inaugural trailer explains the red thread of the story with a clear without needing to cover up. the article almost all the audience in the world know exactly what the series of stories. Therefore director Kenneth Branagh emphasizes on the side of keaktingan and visualisasinya to give a fresh impression in it. This latest Cinderella movie will feature Lily James as the Cinderella or ella nickname. His life instantly turned 180 degrees when his rich dad married a widow (cate blanchett) with two anastasia and drisella. Life Cinderella was filled with daily tasks that make it like a housekeeper. A glimmer of hope arose when he met the handsome prince and also the fairy mother (Helena Bonham Carter) who was ready to help her. Cinderella starring Hayley Atwell, Stellan Skarsgård and Derek Jacobi.

One of the best ways to teach English for teens is to use other outside learning support media than textbooks and classrooms, video. Videos are very accessible because they are available in a variety of forms, from traditional video cassettes, DVDs and TVs, to the most modern and simple of laptops and internet access. Through video, with teacher guides, learners can do various activities from Reading, Listening, Speaking, and Writing using video reference interviews, movie trailers, music videos, and more. The best way to teach English for teenagers is to involve not only interesting material and appropriate teaching methods, but the use of technology is now one of the most important and effective support tools. Every day, many teenagers access the internet to find out information about their idols, the latest Hollywood movies, to songs, all of which are mostly English. If teachers use this opportunity to discuss their daily activities that involve the above activities, it would be easy to get effective learning outcomes. Teaching and learning process there are two important elements of teaching methods and learning media. These two aspects are interrelated. The use of learning media in teaching and learning process can generate new desires and interests, generate motivation and stimulation of learning activities, and even bring

psychological influences on students. The use of learning media at the learning orientation stage will greatly help the effectiveness of the learning process and delivery of messages and content of the lesson of the time. In addition, Sudjana & Rivai (in Arsyad, 2011: 23) suggests the benefits of learning in the learning process of students, namely (a) learning will attract more students so that it can grow motivation to learn, (b) learning materials will be more clear meaning so that more (c) teaching methods will be more varied, not merely verbal communication, (d) students can do more learning activities because not only listen to the teacher's description but also other activities such as observing , performing, demonstrating, playing, and others. One of the learning media that can improve the ability to write short stories of students is the audio visual trailer or film trailer. With audio-visual media, students can see snapshots of images or scenes contained in the movie and hear the sounds generated by the film. With film footage students can develop their thoughts, ideas, experiences, and develop their imagination based on movie trailers that are shown in the learning process.

RESEARCH METHOD

Research or scientific study is defined as a systematic and objective effort to solve problems by using a particular methodology. Briefly, research aims to get answers to one or more questions, as Tuckman puts it:” Research is a systematic attempt to provide answers to questions, (Tuckman:1978). Thus the main requirements of a study are planned, systematic, logical and objective. To be able to meet that requirement, then in planning the research, the problem and purpose of research formulated with clear and measurable. By using certain methods and techniques the data is collected, processed, and analyzed objectively so as to produce conclusions or findings that are scientifically accountable. The results are usually presented in a systematic, logical, objective, original, ethical report and using good and correct language. Research can be categorized into various types, viewed from the paradigm, its purpose,

place and data. Based on data sources, research can be divided into two, namely primary research and secondary research. Primary research requires data or information from the first source, commonly called the respondent. Data or information obtained through written questions by using questionnaires or orally by using interview techniques. The research methods included in this category are case studies, and surveys. While the meaning of secondary research is research using data obtained not from the first source to answer research questions. This research is also called research with literature study approach/ documentation. Methods fall into this category ie content analysis, Meta-analysis, library research.

Meta-Analysis Procedures

Meta-analysis can simply be interpreted as an analysis of the analysis. In the study, meta-analysis is a review of a number of research results in similar problems. Meta-analysis as a method of research was first introduced by Karl Pearson in 1904 for studies in health or medicine. In the development of meta-analysis as the type and method of research used to study various problems or topics and for various purposes. In the world of meta-analysis began in the 1970s by Gene Glass, Frank L, Schmidt, and John E. Hunter. Meta-analysis is essentially a synthesis of a topic taken from several research reports. Based on the synthesis is drawn conclusions about the topic under study. This research uses some similar research results as basic data in conducting studies and conclusions. In the world of education, meta-analysis is usually used to see a significant treatment or intervention on the subject of learning, ie students. It can also be used for research that is not experimental design. David B Willson and George A Kelley suggest various steps that can be taken in conducting meta-analysis research. Although the two experts do not have exactly the same opinion, the steps that can be done are as follows;

1. Determining the topic
2. Determining the period of all the research results used as a source of data.
3. Read the title and abstract of research to see the suitability of content and issues to be studied.
4. Focus research problem, research methodology (type, place and time of research, method, population, sample, sampling technique, data analysis technique), data analysis, and result.
5. Categorize each study based on paradigm, such as quantitative research or qualitative research. Quantitative research is usually in the form of experiments to measure the influence or relationship between the independent variable to the dependent variable. Qualitative research is usually in the form of descriptive explorative with critical analysis.
6. Compare the results of all studies according to the category. To get the conclusion of the magnitude of influence or relationship between variables in quantitative research using the formula:

Note:

D = effect sized

X_e = Experiment group

X_c = Control Group

S_p = Deviasiation Standart

As for knowing the conclusion of quantitative research, can be done through the calculation of the percentage of the same findings for similar problems.

7. Analysis of the conclusions found by reviewing all the results of that study by reviewing methods and data analysis in each study so it can be known advantages and disadvantages of previous research.
8. Draw the conclusions of meta-analysis research based on all the above steps.

The Finding of Meta- Analysis in the Use of Movie Trailer in Some Research

1. The effectiveness of Using Movies in the EFL Classroom-A Study Conducted at South East European University by Merita Ismaili, MA. (2013) in Acedemic Journal of Interdisciplinary Studies Published by MCSER-CEMAS-Sapienza University of Rome. This paper analyzes the effects of

using movies in the EFL classroom. It reveals its effects on developing students listening and communication skill. The study was conducted on a sample of two groups: an experimental and a control group taught conventionally .The study was carried out at the South East European University in the academic year 2011/2012. The participants in this study were pre-intermediate and intermediate level of students, aged 18-25. The results of the study have shown that significant differences between experimental and control group of students on integrated skills, using video incorporated in the teaching material. The study concluded that movies attract students' attention, present language in a more natural way that found in course-books. What is more important movies offer a visual context aids which help students understanding and improve their learning skills.

2. The New Call-Based Set Of Short Reading Activities At [Www.English-Trailers.Com](http://www.English-Trailers.Com). By Andrew Johnson and Neil Heffernan. (2004) in Proceeding in Clasic. One essential element for increasing comprehension in a second or foreign language is the building of target language vocabulary. Recently, a new CALL based set of reading activities at www.englishtrailers.com has been created focusing on vocabulary retention centering on vocabulary found in movie trailers. One hundred vocabulary words, corresponding to ten movie trailers found at the site, were chosen. Each of the first 10 short readings introduces 10 new vocabulary words in addition to recycling words previously introduced. By the time students have completed the series of short readings, they will have been exposed to each word numerous times. After each reading, students are given a 2-part multiple-choice quiz. Students are quizzed on new vocabulary in the first part and previously introduced vocabulary in the second. Student scores are saved in a database in which the teacher can then access to monitor student progress. To further aid in

long-term retention, students can listen to the 100 new words being used in a natural context in movie trailers found on www.englishtrailers.com.

3. Using Walt Disney Movie Trailer to Teach Tenth Graders in Writing Narrative by Mei Relawati and Rahayu Kuswardani, S.Pd., M.Appl. This research was a descriptive qualitative which used field note, observation checklist, and questionnaires as instruments to gather the data. This research was done at SMA Negeri 11 Surabaya and the subject was tenth graders in X-6. The result showed that Walt Disney Movie Trailer in the teaching – learning process made the students interest in writing narrative text because they were enthusiastic in the classroom. The students' responses result showed that they have positive responses to ward the implementation of Walt Disney Movie Trailer because the media could help them solve the problems in writing narrative text. Thus, it could be concluded that using Walt Disney Movie Trailer could overcome the students' problems in writing narrative text. They could compose good writing. It is suggested for the teachers to use this media in teaching and learning process especially write a narrative text.
4. A Study on the Application of Task-based English Movie Clips to Listening and Speaking Class in Higher-Vocational College, by Xu Xiaochen, Ren Jingbo, Ma Qinyuan, Zhu Yuhong, Gao Chao. (2016) in *Saudi Journal of Humanities and Social Sciences* ISSN 2415-6248 (Online) Dubai, United Arab Emirates. This research explains that English movies can be effective supplementary teaching materials to make up for the lack of communicative use in daily life for English learners. However, the application of the movies is not so sufficient and it is not suitable to use a whole movie in class for college students because of their limited English level. The paper analyzes the current situation of English class based on movies, and put forward some points for attention. These
- include the movie chosen should do some help to set up correct outlook on life and the world of the students; teachers are required to apply suitable movie clips instead of the entire movie to English class and use task-driven approach and cooperative learning. At last, the paper introduces teaching methods for listening and speaking class based on movies in higher-vocational college in detail by an example.
5. FL Vocabulary Acquisition through Movie Trailers: An approximate replication of Johnson & Heffernan's (2006) study on vocabulary recycling employing readings and movie trailer by Miguel A. Varela. (2014). this paper presents approximate replication of Johnson & Heffernan's (2006) study on vocabulary recycling through readings and movie trailer. Johnson and Heffernan investigated the assumption that a recycling method can help with vocabulary acquisition and retention over time. In their view, when L2 learners are able to understand authentic materials, their confidence is boosted and their desire to continue studying the target language is prolonged. The study consisted of a series 15 readings, where 94 target words were thought assessed in order to assist students in comprehending 10 movie trailers. Johnson & Heffernan found that on average students made significant gains. However, they were not as high as they had expected. Johnson and Heffernan hypothesized that students' knowledge of target words can be enhanced through a high concentration repeated exposure of those words in written and audio visual media in a confidence building learning experience. The aim of this replication is to confirm whether recycling on vocabulary items through readings can help comprehend movie trailers and boost student's confidence. It duplicates the reading activities, quizzes, movie trailers, and pre and post-test. The replication expanded on tests used in the original study by including pre and post like confidence test. It altered the target language (Spanish), and participants in the replication study were high-school students

from mixed nationalities. The result from the replication do support Johnsons & Heffernan's findings, on both achievement and confidence scores.

From some of the same research, it was concluded that movie trailer as learning media can be used all English skill that is listening, speaking, reading and writing. When applied to the student's enthusiastic learning increases, the student's grades are good. In the above research also explained that the research method can be quantitative or qualitative, both have significant results on learning English. Instruments used vary according to the purpose of data to be obtained by researchers. And the research is conducted inside and outside the country. So the conclusion that Movie Trailer is effectively used as a medium in learning English because of its short duration so that students do not get bored and can stimulate students to think more critical and better in using English.

CONCLUSSION

Movie Trailer is a short overview of a movie, containing a one to three minute cinematic experience featuring images of the film intact and emphasizing on the quality aspects of the film, in addition to the movie trailer is also described an affective ad because of the visual and emotional side. The best way to teach English for teenagers is to involve not only interesting material and appropriate teaching methods, but the use of technology is now one of the most important and effective support tools. Meta-analysis can simply be interpreted as an analysis of the analysis. In research, meta-analysis is a review of a number of research results in similar problems; Meta-analysis is essentially a synthesis of a topic taken from several research reports. Based on the synthesis is a drawn conclusion about the topic under study.

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