

Lembar Kerja Peserta Didik

LKPD

ADVERTISEMENT

FASE F | KELAS XI | SMAN 16 PALEMBANG



Nama : _____

Kelas : _____

LKPD INI BERISI

THIS LKPD CONTAINS

1. Watching advertisement videos to understand the meaning, purpose, structure, and linguistic characteristics of advertising texts.
2. Organizing students into groups and distributing text- and video-based worksheets.
3. Investigating the material in groups, including:
 - Composing a simple advertising text (writing) based on the video observed, paying attention to the appropriate vocabulary.
 - Writing down the purpose of the advertisement and the target audience of the advertising text created.
 - Composing all elements of an advertisement in writing, including the headline, body copy, slogan, and call to action.
 - Using appropriate grammar and diction in the advertisement text.
 - Preparing the written work for oral presentation in front of the class.
4. Presenting the results of the group discussion in front of the class and responding to other groups' presentations.
5. Collecting the LKPD after the presentation activity is complete.
6. Publishing the results of the group discussion on social media (Instagram/YouTube).

CAPAIN PEMBELAJARAN

Pada akhir Fase F, peserta didik mampu menulis berbagai jenis teks fiksi dan faktual secara mandiri, menunjukkan kesadaran peserta didik terhadap tujuan dan target pembaca. Mereka membuat perencanaan, menulis, mengulas dan menulis ulang berbagai jenis tipe teks dengan menunjukkan strategi koreksi diri, termasuk tanda baca, huruf besar, dan tata bahasa. Mereka menyampaikan ide kompleks dan menggunakan berbagai kosakata dan tata bahasa yang beragam dalam tulisannya. Mereka menuliskan kalimat utama dalam paragraf-paragraf mereka dan menggunakan penunjuk waktu untuk urutan, juga konjungsi, kata penghubung dan kata ganti orang ketiga untuk menghubungkan atau membedakan ide antar dan di dalam paragraf. Mereka menyajikan informasi menggunakan berbagai mode presentasi untuk menyesuaikan dengan pemirsa dan untuk mencapai tujuan yang berbeda-beda dalam bentuk cetak dan digital

INDIKATOR PENCAPAIAN TUJUAN PEMBELAJARAN

Learning Objectives

1. Students are able to write various types of fictional and factual texts independently, demonstrating their awareness of the purpose and target audience.
2. Students are able to plan, write, review, and rewrite various types of texts, demonstrating self-correction strategies, including punctuation, capitalization, and grammar.
3. Students are able to convey complex ideas and use a variety of vocabulary and grammar in their writing.
4. Students are able to write main sentences in their paragraphs and use time indicators for sequencing, as well as conjunctions, connecting words, and third-person pronouns to connect or distinguish ideas between and within paragraphs.
5. Students are able to present information using various modes of presentation to suit different audiences and to achieve different objectives in print and digital formats.

1. Brainstorming

Watch the video and take notes on the important points!

https://youtu.be/3Fj_tcZ5gdo?si=-A2CLOWUT13eICyz

Read and discuss the following question:

How can an advertisement influence people to buy a product or use a service?

Write your answer based on your experience and opinion:

.....

Please access the quiz using the link below. Read each question carefully and choose the correct answer. Answer all questions within the given time.

(<https://create.kahoot.it/share/advertisement-knowledge-quiz/3ed25557-6522-40db-ad59-c5bb527e91d3>)



2. PROJECT PLANNING

Work in groups of four, discuss the given theme, create an advertisement poster or video, and present your work to the class.

ADVERTISEMENT THEMES (CHOOSE ONE)

- Music Concert
- Cafe Promotion
- Anti-Smoking Campaign
- Local tourist Attraction

Planning Aspect	Group Answer
Group name	
Chosen advertisement theme	
Purpose of the advertisement	
Target audience	
Key message	
Group task division	

3. VIDEO OBSERVATION

Scan the QR code below to watch the video and learn how to use persuasive text in your advertisement. .



After watching the video, discuss with your group and write your answer in the table below.

Discussion Questions

1. Discuss and answer the following questions based on your chosen theme:
2. What is the purpose of the advertisement?
3. Who is the target audience of the advertisement?
4. Write a suitable headline for your advertisement.
5. Write a short body copy (2-3 sentences) to explain the advertisement.
6. Create a slogan related to your theme.
7. Mention at least two persuasive words or phrases used in your advertisement idea

INSTRUCTIONS

1. Complete this LKPD in groups.
2. All answers and draft texts must be written in English.
3. Prepare devices (laptop/smartphone) and an internet connection.

4. DRAFTING & WRITING

Work with your group to draft, write, and revise an advertisement text based on the chosen theme.

Writing Task !

Write an advertisement text in English by including:

- Headline
- Body copy
- Slogan
- Call to action

Use correct grammar, clear vocabulary, and persuasive language.

Advertisement Draft :

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5. PUBLICATION

Publish your advertisement poster or video on Instagram on YouTube .

Write the platform used:
Instagram / YouTube (circle one)

(link :)

6. PEER REVIEW ACTIVITY

Give constructive feedback on another group's advertisement.

	ASPECT	YOUR FEEDBACK
	Message clarity	
	Language use	
	Creativity	
	Overall impression	

REFLECTION

Answer the questions below honestly

1.What did you learn from this project?

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2.What difficulties did you face?

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3.How did your group work together?

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