

## ***Ability to Write Advertising Text for Deaf Students Using the Canva Application***

**Ichlasul Amal<sup>1</sup>, Kamaruddin<sup>2</sup>, Herman Budiono<sup>3</sup>**

<sup>1,2</sup>Indonesian Language and Literature Education Study Program, Jambi University

**Corresponding Author:** <sup>1</sup>[ikhlasul00034555@gmail.com](mailto:ikhlasul00034555@gmail.com)

### ***Abstract***

*This study aims to describe the ability to write advertisement text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application. The approach in this research is a quantitative approach and the type of research used in this research is descriptive. Data collection techniques in this study were observation, interviews, and performance tests in the form of writing ad text tests using the Canva application which were carried out by students. Data analysis in this study included assessing student work as assessed by two assessors, namely assessor I (Indonesian teacher), and assessor II (researcher) accompanied by a table to calculate the average student writing results. The results showed that the ability of deaf students in class X SMALB Negeri 1 Jambi City in writing advertisement text using the Canva application could be categorized as very capable, with an average score of 89.6. Evaluation of the elements of the theme gets an average score of 100, which means that students are very capable in developing advertising themes. Elements of advertising content obtain an average value of 84.3, indicating the ability of students to convey capable advertising content. Sentence structure elements obtained an average score of 82.8, indicating that students were able to compose adequate sentences. Evaluation of the spelling element resulted in an average score of 85.7, indicating that students were very capable in terms of spelling. Meanwhile, the appearance element obtained an average value of 95.00, indicating that students were very capable of presenting advertisements with an attractive appearance.*

**Keywords:** *Writing, Advertising, Canva*

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### **Article history**

*Received:*  
18-10-2023

*Revised:*  
15-11-2023

*Accepted:*  
30-11-2023

*Published:*  
20-12-2023

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### **Introduction**

Deafness is a hearing disorder. A child who has hearing loss will have difficulty receiving sound. As a result, the child cannot communicate as usual. Children who have this disorder have equal rights in learning, but their potential for achievement is low due to low language skills. Language skills in deaf children can be seen both

orally and in writing in language learning. The skill of writing ad copy is one of the skills that must be mastered by deaf children. According to Wright (Dukainubun 2015, 15) advertising is a form of conveying information. Furthermore, Alo Liliweri defines that advertising is a promotional medium for traders or service sellers in the form of persuasive information. In line with this, (Mawaddah 2018, 31) says that advertising is a form of communication. Advertisements are divided into two, namely written advertisements and oral advertisements. Written advertisements are published in newspapers, magazines, and so on. While oral advertisements are published in electronic media such as the internet, radio and television.

In teaching advertising text material in schools, most teachers only teach the theory of making advertising text without direct practice. Most teachers still teach using conventional methods, relying on unilateral explanations from the teacher to students. By using teaching methods like this, students become more passive in learning. In addition, this conventional teaching method also uses up a lot of time. Especially for them or children who are deaf, this method is not very effective. Therefore it is necessary to use learning methods using the Canva application with the aim of making it easier for students to make an advertisement.

According to Wright (Dukainubun 2015, 15) advertising is a form of conveying information. Furthermore, Alo Liliweri defines that advertising is a promotional medium for traders or service sellers in the form of persuasive information. In line with this, (Mawaddah 2018, 31) says that advertising is a form of communication. Advertisements are divided into two, namely written advertisements and oral advertisements. Written advertisements are published in newspapers, magazines, and so on. While oral advertisements are published in electronic media such as the internet, radio and television.

By using Canva media in designing learning media, students can be more interested in participating in learning. This is because there are many features contained in the Canva application as a tool for editing, students become interested in mixing and matching between features. This also adds to the creativity of students in learning. Besides that, designing using Canva doesn't need to use a laptop, designing can also be done on student devices. The canva app is perfect for learning to write ad copy. This is because by using the Canva application, time and energy are spent more efficiently. In addition, students can easily design according to what they want. The use of the Canva application in this study is expected to help students determine their ideas and ideas into writing. Researchers assume that using the Canva application will make it easier for students to have skills in writing ad text.

Relevant research aims to support and become the basis for research that will be carried out in accordance with the results obtained from searches that have been carried out by previous researchers. There are several studies conducted by several researchers and discussing topics that are aligned with the research to be carried out are as follows: Marwadi Nova conducts research in 2022, entitled "Utilization of the Canva Application in Learning to Compose Class XII DKV Advertising Texts at SMKN 13 Surabaya". The results showed the use of the Canva application in learning to compose "very good" ad text. In addition, the teacher's success in carrying out the learning syntax was 93.75, which was almost perfect. The results of writing student news texts also increased, namely the highest score was 92 and the lowest was 59. From these two results, the application of learning ad text using the Canva

application obtained a result of 91.5 in the “very good” category. In addition, student responses in this study obtained a result of 3.26 with the “Meet” criteria

The similarity of this research with previous research is that both used the canva application, while the difference is that it lies in the school and students namely in previous studies of class 12 DKV students while this research was on deaf students.

Sinaga Wahab conducted research in 2019, entitled “Efforts to Improve the Ability to Write Advertising Texts, Slogans, Posters, Through Image Media for Class VIII Students of SMP Negeri 2”. The results showed that in the pre-cycle the value of students’ advertising text was 59.05, in the first cycle it was 68.75, and in the last cycle condition it was 76.67. It can be concluded that the ability to write advertisement text, slogans, posters in the pre-cycle with an average initial condition mean of 59.05 in the initial study, 68.57 in the first cycle, and 76.67 in the first cycle. In addition, the number of students who passed or completed increased from 6 people in the pre-cycle, 11 people in the first cycle, and 19 people in the last cycle.

The similarity of this research with previous research is that previous research was carried out in junior high school and did not use the canva application, while in this study it used the canva application. Nisa Alfiah conducted research in 2020, entitled “Ability to Write Advertising Texts for Grade VII SMPIT Insan Permata Students”. The results of the study show that class VIII students of SMPIT Insan Permata for the 2019/2020 academic year have insufficient ability to write advertisement text. These results are based on an average student score of 71.8. The ability of class VIII students of SMPIT Insan Permata in writing advertisement text in terms of aspects (1) writing product description sentences with an average score of 76, 88 and sufficient ability qualifications (2) writing persuasive sentences with an average score of 75.23 and ability qualifications enough and (3) write imperative sentences with an average score of 63.27 and less ability qualifications.

The similarity of this research with previous research is that previous research was carried out in junior high school and did not use the canva application, while in this study it used the canva application. Nafis Khairun conducted research in 2020, entitled “Ability to Write Advertisements for Grade VIII D Students of MTSN 8 Jombang for the Academic Year 2019/2020”. The results of this study indicate that: (1) the ability to write advertisements based on aspects of ad structure with an average value of 81.57 is included in the capable category. (2) The ability to write advertisements based on aspects of the language conventions of advertising text with an average value of 82 is included in the capable category.

The similarity of this research with previous research is that previous research was carried out in junior high school and did not use the canva application, while in this study it used the canva application

## **Method**

This research was conducted at SLB Negeri 1 Jambi City, South Jambi District, Jl. Sergeant Muslim RT 24 Phone (0741) 40525 Kelurahan Thehok – Jambi City Postal Code 36138. This research uses a quantitative approach and this type of research is descriptive. The population of this study were students in class X SMALB Negeri 1 Jambi City with a total of 19 students and the sample in this study were Deaf Class X SMALB Negeri 1 Jambi City totaling 7 students with 5 boys and 2 girls.

The technique in taking this sample is to use the sampling technique. According to (Martono 2016, 81) purposive sampling is a sampling technique by making certain considerations. While data collection techniques in the form of observation, interviews, and performance tests.

This study uses data analysis techniques in the form of quantitative descriptive data analysis. The data analysis technique in this study relates to calculations to answer the formulation that has been proposed by taking into account the following aspects. The final test results are taken based on the total score of each aspect. The aspects assessed in the ad writing test using the Canva application are 1) suitability of the ad theme with the title, 2) ad content, 3) sentence structure, 4) spelling, 5) appearance.

## **Results and Discussion**

### **A. Students Ability to Use Themes**

There are five indicators that must be used by students in writing advertising texts using the Canva application. In assessing the aspects of the theme elements, namely; (1) the ad theme that is set is in accordance with the title, (2) The ad theme is set in accordance with the title, (3) The ad theme that is set is quite in accordance with the title, (4) The ad theme that is set is not quite in accordance with the title, (5) The ad theme that is set is very less in accordance with the title. This indicator is used as a standard for evaluating the integrity of the ad writing component. After conducting an assessment to measure the ability to write advertisement text using the Canva application, then look for the acquisition value of each student using the formula  $N = (P1 + P2) / 2$  so that all students' scores in writing advertisement text can be seen based on aspects of the theme.

The following is presented in the table for evaluating the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application based on the theme.

Table 1  
Student Assesment Table in Using the Theme

No	Student's name	Evaluation		Assessment score
		P1	P2	
1	Fahrur rohman	5	5	5
2	Keisya priscillia islami	5	5	5
3	M. Khafif farras putro dhika	5	5	5
4	Mahmuda razan islami	5	5	5
5	Muhammad sa'id fadhi	5	5	5
6	Muhammad abdullah fadhil	5	5	5
7	Retno wulandari	5	5	5

### **B. Students ability to use advertising content**

There are five indicators that must be applied by students in writing advertisement text on the assessment of aspects of the elements of advertising

content, namely; (1) The content of the ad is an important point in the ad, (2) The content of the ad can express thoughts, feelings, and information, (3) The content of the ad can reveal experiences, (4) The content of the ad uses clear ideas or ideas, (5) the advertisement uses a different language from the title given by the teacher, it is difficult to understand. This indicator is used as a criterion for assessing whether or not the ad text elements are complete by class X SMALB students using the Canva application. After conducting an assessment to measure the ability to write ad text using the Canva application, then look for the acquisition score of each student using the formula  $N=(P1+P2)/2$  so that all students' scores in writing ad text can be seen based on aspects of the ad content.

The following is presented in the table for assessing the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City by using the Canva application for ad content.

Table 2  
Student Assesment Table in Using Advertising Content

No	Student name	Evaluation		Assessment score
		P1	P2	
1	Fahrur rohman	4	4	4
2	Keisya priscillia islami	3	3	3
3	M. Khafif farras putro dhika	4	3	3,5
4	Mahmuda razan islami	4	4	4
5	Muhammad sa'id fadhi	5	5	5
6	Muhammad abdullah fadhil	5	5	5
7	Retno wulandari	5	5	5

### C. Students Ability in Using Sentence Structures

There are five indicators that must be used by students in writing advertising texts on the assessment of aspects of sentence structure, namely; (1) Utilization of complete phrases, effective and easy-to-understand sentence structure, and use of influencing sentences, (2) Use of complete and easy-to-understand sentences, (3) Use of complete but less diverse sentences, (4) Use of comprehensive sentences but not effective, (5) The sentences are incomplete, ineffective, and the essay is difficult to understand. This indicator is used as a standard for evaluating whether the elements of writing ad text are complete or not. After conducting an assessment to measure the ability to write advertisement text using the Canva application, then look for the acquisition value of each student using the formula  $N=(P1+P2)/2$  so that all students' scores in writing advertisements can be known based on sentence structure aspects.

The following is presented In the table for assessing the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application based on sentence structure.

Table 3  
Student Assesment Table in Using Sentence Structure

No	Student name	Evaluation		Assessment score
		P1	P2	
1	Fahrur rohman	4	4	4
2	Keisya priscillia islami	4	3	3,5
3	M. Khafif farras putro dhika	3	4	3,5
4	Mahmuda razan islami	4	4	4
5	Muhammad sa'id fadhi	4	4	4
6	Muhammad abdullah fadhil	5	5	5
7	Retno wulandari	5	5	5

#### **D. Students Ability to Use Spelling**

There are five indicators that must be applied by students in writing advertising text on the assessment of the spelling aspect, namely; (1) Using capital letters, correctly and punctuation, periods, commas, in accordance with enhanced spelling, (2) Using capital letters and punctuation marks correctly, (3) Using capital letters and punctuation marks correctly but using marks commas are not read correctly, (4) There are 2-3 errors in the use of capital letters and punctuation of periods and commas in writing good and correct advertisements, (5) There are more than three errors in the use of capital letters and punctuation of periods and commas. This indicator is used as a criterion to assess whether or not the elements of writing ad text are complete or not. After carrying out an assessment to measure the ability to write ad text using the Canva application, then look for the acquisition score of each student using the formula  $N=(P1+P2)/2$  so that all students' scores in writing ad text can be seen based on the spelling aspect.

The following is presented in the table for assessing the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application based on spelling.

Table 4  
Student Assesment Table in Using Spelling

No	Student name	Evaluation		Assessment score
		P1	P2	
1	Fahrur rohman	3	4	3,5
2	Keisya priscillia islami	4	4	4
3	M. Khafif farras putro dhika	5	5	5
4	Mahmuda razan islami	4	4	4
5	Muhammad sa'id fadhi	3	4	3,5
6	Muhammad abdullah fadhil	5	5	5
7	Retno wulandari	5	5	5

#### **E. Students Ability to Use Views**

There are five indicators that must be applied by students in writing advertisement text on the assessment of sentence structure aspects, namely; (1) Ads use a variety of shapes and color variations that are very interesting, (2) Ads use a variety of shapes and colors that are interesting, (3) Ads use a variety of shapes and color variations that are quite interesting, (4) Ads use a variety of shapes and variations unattractive colors, (5) Ads use variations in shapes and colors that are very unattractive. This indicator is used as a criterion to assess whether or not the elements of writing ad text are complete or not. After carrying out an assessment to measure the ability to write ad text using the Canva application, then look for the acquisition score of each student using the formula  $N=(P1+P2)/2$  so that all students' scores in writing ad text can be seen based on the appearance aspect.

The following is presented in the table for assessing the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application based on appearance.

Table 5  
Student Assesment Table in Using the Display

No	Student name	Evaluation		Assessment score
		P1	P2	
1	Fahrur rohman	5	5	5
2	Keisya priscillia islami	4	5	4,5
3	M. Khafif farras putro dhika	3	5	4
4	Mahmuda razan islami	5	5	5
5	Muhammad sa'id fadhi	5	5	5
6	Muhammad abdullah fadhil	5	5	5
7	Retno wulandari	5	5	5

#### **F. The Average Ability to Write Advertising Texts for Deaf Class X SMALB Students Using the Canva Application**

Table 6  
The Average Abilily to Write ad Text For Deaf Students Using The Canva Application

No	Name	T	I	Sk	E	Tm	Amoun t	Avera ge
1	Fahrur rohman	100	80	80	70	100	430	86
2	Keisya priscillia islami	100	60	70	80	85	395	79
3	M. Khafif farras putro dhika	100	70	70	100	80	420	84

4	Mahmuda razan islami	10 0	80	80	80	10 0	440	88
5	Muhammad sa'id fadhi	10 0	10 0	80	70	10 0	450	90
6	Muhammad abdullah fadhil	10 0	10 0	10 0	10 0	10 0	500	100
7	Retno wulandari	10 0	10 0	10 0	10 0	10 0	500	100
Amount								627
average								89,6

information T= theme  
I= ad content  
ST=sentence structure  
E= spelling

Based on the research conducted, it was found that the average ability of deaf students in class X SMALB in writing advertisement text using the Canva application can be categorized as very capable with an average value of 89.6. This finding can be concluded from the value analysis which shows that students have very capable abilities in various aspects of advertising writing, including in terms of theme selection, ad content, sentence structure, spelling, and appearance.

The results of grade processing show that students are able to write advertisement text well using the Canva application. They can correctly determine the theme of the ad, arrange the appropriate content, set up an effective structure, and produce an attractive appearance with the correct spelling. The use of the Canva application also makes a positive contribution in improving students' ability to write advertisement text. In this case, the application can provide features that make it easier for students to manage the appearance of advertisements and help them achieve success in important aspects of writing advertisements.

Data processing is writing advertisement text for deaf students of class X SMALB Negeri 1 Jambi City by using the Canva application on the assessment of aspects of the theme criteria for being very capable. The theme is the foundation or core of all advertisements and plays an important role in influencing the audience's perceptions and emotions towards the advertised product, service or brand. Choosing a theme in advertising involves a deep understanding of the target audience, advertising objectives and brand identity. A successful theme will create an emotional bond between the brand and the audience, influence attitudes and behavior, and differentiate the brand from its competitors.

The ability to write advertisement text for deaf students of class X SMALB Negeri 1 Jambi City by using the Canva application in assessing aspects of the theme obtained a score of 100, the criterion of being very capable. In using the Canva



application to create ad text, students have been able to choose a theme that fits the context, namely the offer ad theme. This shows the ability of students to identify and choose themes that are relevant to the purpose of the advertisement, namely to offer a product or service to the audience.

In the theme of offer advertisements, students can emphasize the advantages of the products or services offered, provide information about discounts, promotions or special offers, and invite the audience to take action immediately or take advantage of existing opportunities. In assessing the aspects of the theme, all students or 7 students get the very capable category.

The elements of the content of the advertisement from the results of data processing are writing advertisement text for deaf students of class X SMALB Negeri 1 Jambi City by using the Canva application in the assessment of the aspect of the content of the advertisement, the criterion is capable with a value of 84.3. Advertising content has a key role in attracting the attention of potential consumers and influencing their decisions. The content of the advertisement is well prepared, it can build interest and desire in the minds of the audience. Informative, creative, and persuasive content can trigger a positive response from consumers, such as longer attention to the ad, interest in the product or service being offered, and finally, conversion to a buyer. In addition, advertising content can also differentiate a brand or product from its competitors.

The results of data processing on the ability to write advertising text for deaf students of class X SMALB Negeri 1 Jambi City using the Canva application in assessing aspects of the content of advertisements obtained a very capable criterion score of 84.3. In assessing the aspect of the content of the advertisement, it was seen that 3 students were very capable, 3 students were capable, 1 person was quite capable. Sentence structure elements from the results of processing data on the ability to write advertisement text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application for assessing aspects of sentence structure elements with the ability criteria. Sentence structure is very important in writing an effective ad. In the context of advertising, sentence structure refers to the arrangement of advertising content to achieve peak interest and maximum interest from the audience. Sentence structure in advertising involves systematically arranging information and persuasive elements, building interest and interest gradually to culminate in the desired core message.

The results of data processing on the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application in assessing aspects of sentence structure elements obtained a criterion score of 82.5. In assessing the aspect of sentence structure, it can be seen that there are 2 very capable categories, 3 capable categories, 2 capable enough categories.

The spelling element from the results of processing the ability to write advertising text data for deaf students class X SMALB Negeri 1 Jambi City by using the Canva application for assessing aspects of the spelling element has very capable criteria. Correct spelling is very important in writing ad copy. Spelling mistakes can reduce the credibility of your ad and make it look unprofessional. In a marketing context, advertising is a way to represent brands and products to an audience, so it is important to demonstrate quality and attention to detail. When spelling is inconsistent or there are glaring errors, it can distract the audience from the main

message of the ad. This can reduce the ad's effectiveness in attracting attention, influencing emotions, and driving audiences to action. In addition, misspellings can also lead to misunderstandings or misinterpretation of the information conveyed in the ad. Incorrect or ambiguous messages can obscure an ad's core message and reduce persuasion.

The results of data processing on the ability to write advertising texts for deaf students of class X SMALB Negeri 1 Jambi City using the Canva application in assessing the aspect of spelling elements obtained a very capable criterion value of 85.7. people, quite capable category 2 people.

The display element from the results of processing the ability to write advertising text data for deaf students class X SMALB Negeri 1 Jambi City by using the Canva application in the assessment of aspects of display elements has very capable criteria. An attractive appearance in writing advertisements is the key to attracting attention and influencing the audience. In the context of advertising, display includes visual elements such as layout, typography, colors, and selection of attractive images. The results of data processing on the ability to write advertising text for deaf students class X SMALB Negeri 1 Jambi City by using the Canva application in the assessment of the display element aspect obtained a very capable criterion value of 95.00.

The assessment of these five aspects is the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application. Obtaining grades in the very capable category amounted to 5 students, the capable category numbered 2 people. This proves that the ability to write advertising text for deaf students in class X SMALB Negeri 1 Jambi City using the Canva application is in the very capable category.

## **Conclusion**

Based on the results of the study, it can be concluded that the ability of deaf students in class X SMALB Negeri 1 Jambi City in writing advertisement text using the Canva application can be categorized as very capable, with an average value of 89.6. Evaluation of the elements of the theme gets an average score of 100, which means that students are very capable in developing advertising themes. Elements of advertising content obtain an average value of 84.3, indicating the ability of students to convey capable advertising content. Sentence structure elements obtained an average score of 82.8, indicating that students were able to compose adequate sentences. Evaluation of the spelling element resulted in an average score of 85.7, indicating that students were very capable in terms of spelling. Meanwhile, the appearance element obtained an average value of 95.00, indicating that students were very capable of presenting advertisements with an attractive appearance.

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