

ABSTRACT

The research reports on issues centred on Instant Messaging Activity in Writing English Slogans to Stimulate the 10th Grade Vocational Students' Critical Thinking. The instant message used by researchers is WhatsApp and to design the slogan is Foto Grid. Nowadays, writing skills are still difficult for students because of the difficulty of memorizing vocabulary to be written and translated into sentences, therefore researchers have taken this topic for research. This research was conducted to determine activities in the classroom using instant messaging to support students in writing skills, using slogan material. Apart from that, the aim is to find out the activity of instant messaging in the teaching process of writing English slogans and linguistic features students use. In this activity, students can think critically in choosing words when writing English slogans. The method used by researchers is a qualitative case study method using observation, a document of narrative slogans and a semi-interview. Thirty-three students from X-OTKP have participated in this research. To analyze observation by using field notes and descriptive explanation, to analyze a document of the narrative slogan by using the theory of J.A. Cuddon (1998), and to analyze the interview by audio recording and writing in the transcript. As a result, several students were able to create slogans well and correctly even though there were still some vocabulary words written incorrectly in the slogans. In conclusion, several students were able to create interesting slogans and instant messaging activities were able to provide a pleasant learning atmosphere. Unfortunately, there are still some less motivated students. Therefore, future researchers are advised to motivate students to learn and determine the effectiveness of instant messaging using quantitative methods.