

Vocabulary Learning Through Observation of Merchandise at Jumbo Supermarket Manado

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Abstract: Vocabulary consists of words that function as the building materials of a language. The larger the vocabulary range, the easier the language skills development will be. Therefore, vocabulary learning should be given a special priority in English teaching both as an integral part of each topic of skill learning such as listening, speaking, reading and writing and translating and as a special topic of vocabulary. Without the vocabulary as the language building materials, any language development will be ineffective. One of the effective ways of vocabulary learning is the application of observation that result in the expansion of vocabulary range. In this research, observation is focused on the merchandise available in Jumbo Supermarket Manado which starts from merchandise vocabulary surveying, continued to sentence construction using the vocabulary listed and ended in making and practicing conversations using the merchandise vocabulary. The results of the research show that learning vocabulary through observation is very effective, attractive and challenging.

Keywords: Vocabulary, Learning, Merchandise, Observation

I. Introduction

Vocabulary is the building material of a language. Without vocabulary there can be no language. A phrase, a sentence, a paragraph, a chapter and even a book are strings of words. Vocabulary is a very important element for building a language so that it can be said that language exists because there are vocabulary. The wider a person's vocabulary, the greater the language building. Recognizing the importance of vocabulary, learning vocabulary becomes very essential in learning a language. A broad vocabulary will support the development of language skills. Listening, speaking, reading and writing will be easier for a student who has a large vocabulary. One of the main problems of mastering English in elementary, middle and even tertiary schools is a lack of vocabulary, so learning other aspects of the language such as grammar, listening, speaking, reading, writing and translating is also constrained.

Vocabulary can be learned in many ways. Memorizing periodically a list of important and commonly used words is a traditional way that is still effective. Making lists and learning difficult words from a passage is also very helpful for vocabulary development. Making object groupings such as food groups, beverage groups, profession groups, animal groups, plant groups, school equipment names groups etc. is also a good way to expand vocabulary. Using a word chain game is also a way of developing vocabulary. Vocabulary can also be learned through songs. And there are many more ways that can be used for learning vocabulary. In this study, researchers used observation techniques for learning vocabulary. Observation is a very effective way of vocabulary development. Language learners can observe a location and find various objects there, all of which have names in the language of the language being studied, both those they already know and those they don't know, and this becomes the beginning of a vocabulary lesson. Learning about these objects is also related to the nature or state of these objects which are adjectives which are the properties or conditions of these objects. Activities around these objects will expand the vocabulary of students in the form of verbs. Thus, learning vocabulary through observation will help develop mastery of nouns, adjectives and verbs and other related words.

Learning : According to the directorate of education and learning, learning is a process of interaction between students and educators and learning resources in a learning environment. Meanwhile Rusli (2023) says that learning is any systematic effort to create educational interaction activities between two parties, namely students who carry out learning activities. In line with that, Setiawan (: 21) defines learning as a process of change that is carried out consciously and intentionally which is meant to point to a systematic activity in order to create a change in the individual towards a better thing. During the learning process occurs, students will be involved in various matters related to learning. Suardi (2018) suggests that learning (instruction) is an accumulation of the concept of teaching (teaching) and the concept of learning (learning). The emphasis lies on

the combination of the two, namely on the growth of student activity. The concept can be seen as a system. So that in this learning system there are components of students, goals, materials to achieve goals, facilities and procedures as well as tools or media that must be prepared. Trianto and Sutiah (2016), view learning as a product of continuous interaction between development and life experiences. They further state that learning is essentially a conscious effort by a teacher to teach his students (directing student interactions with other learning resources) within the framework of the expected goals.

Learning objectives : According to Junardi (2023), simply learning objectives are a term used to describe things that are expected to be achieved, owned and mastered by students in learning activities. While the collaboration between the Ministry of Education and Culture formulates learning objectives as descriptions of three aspects of student competence (knowledge, skills, attitudes) that need to be developed through one or more learning activities. The learning objectives are arranged chronologically based on the learning sequence from time to time which is a prerequisite for learning outcomes, with respect to learning objectives, Hamalik (2015; 85), states that learning objectives are sets of results to be achieved after students carry out learning ([http:// repository.unpas.ac.id](http://repository.unpas.ac.id)), Whereas Abidin in Wijaya, Sudjimat and Nyoto (2016: 270) suggests that 21st century learning contains 2 characteristics, namely (1) the learning process involves students' mental processes to the fullest which requires students' activities to think, and (2) learning is directed to improve students which in turn thinking activities can help students to acquire knowledge that they construct themselves, not just a transfer of knowledge, but also must make students think actively and critically so that students can build their own understanding of a knowledge.

Vocabulary: According to Soedjito in Kurniawan (2022), vocabulary is all the words contained in a language, words used in a science, the wealth of words owned by the speaker or a list of words compiled by a dictionary as well as brief and practical explanations. While KKBI explains that vocabulary is vocabulary, the more words we master, the more vocabulary we have and in line with that, Kurniawan (2022) states that everything we say, everything we write and everything we write hear is a sentence composed of various vocabularies. Vocabulary is an important part of a language and is used in everyday life. And vocabulary is the main capital for someone to be able to compose new sentences and also help master other fields. Alqahtani (2015; 25) argues: vocabulary is the total number of words needed to communicate ideas and express speaker's meaning. A person's vocabulary is the set of all words that are likely to be used by that person to compose new sentences.

Table I. Examples Of Non-Standard Vocabulary And Standard Vocabulary

No	Kosa kata tidak baku	Kosa kata baku
1	Big shot	Important person
2	Bone bender	Doctor
3	Bone breaker	Wrestler
4	Bottle washer	Library assistant
5	Cheapskate	Stingy person
6	Cliff hanger	Adventurous, suspenseful film
7	Cold fish	Unfriendly, dull, unsexy person
8	Cop	Policeman
9	Egghead	An intellectual
10	Gruesome two-some	Steady lovers
11	Highbrow	An intellectual
12	Higher ups	Superiors, leaders, important people
13	Joint	Marijuana cigarette
14	Kids	Children
15	Mom, mommy	Mother
16	Dad, daddy	Father
17	Buck	Dollar
18	Hubby	Husband
19	Mouthpiece	Lawyer
20	Old lady	Wife, mother
21	Old man	Husband, father
22	Painted woman	Prostitute
23	Yard bird	Prisoner
24	Yard bird suite	Cell
25	Gonna	Going to
26	Wanna	Want to

27	Gotta	Get to
28	Ain't	Isn't, aren't, im not, was not were not
29	Alum	Alumnus, alumna
30	Aristo	Aristocrat
31	Champ	Champion
32	Compo	Composition
33	Doc	Doctor
34	Nuts	Crazy
35	Moneyed	Rich
36	Make ends meet	To fulfill needs
37	Hanky	Handkerchief
38	Delish	Delicious
39	Kitty	Kitten
40	Biz	Business
41	Journo	Journalist
42	Telly	Television
43	Vegie	Vegetables
44	Prez	President
45	Cuz	Cousin
46	Brunch	Late breakfast (meal between breakfast and lunch)
47	Chick	Girl
48	Dims and bright	Days and nights
49	Skypiece	hat
50	Compo	Composition

Merchandise : Definition of Merchandise Sujana in Qothrunnada (2022), explains that in the business sector, merchandise is products that are sold by retailers in their outlets. However, merchandise is also referred to as unique and interesting items that are given as gifts or souvenirs. In addition, merchandise is defined as a product that is used by companies or business actors in promoting the products they are offering.

Various Kinds of Merchandise

1. Special Product Merchandise

Merchandise can also be in the form of unique items that are created in order to increase sales. Examples of special product merchandise are stickers, key chains, lightsticks, posters, hand fans, pins or brooches, etc.

2. Daily product merchandise

Daily product merchandise is the type of merchandise that is most often used or chosen because it can be used for daily needs. Examples of this type of merchandise are mugs/glasses, notebooks, pens, umbrellas, flashbacks, t-shirts, drinking bottles, tote bags, goodie bags, calendars, wall clocks, etc.

3. Fashion product merchandise

This type of merchandise is often chosen by fashion companies or brands to promote their newest products. Examples include jackets, hoodies, hats, t-shirts, etc.

II. METHOD

The method used in this research is descriptive qualitative method. According to Moleong (2016), qualitative research is intended to understand the phenomenon of what is experienced by the research subject such as behavior, perception, motivation or holistic action by describing it in words in a special natural context using the scientific method.

1. Research Objectives : 1. To find out whether vocabulary can be learned by observing goods in Jumbo supermarkets, 2. To describe how vocabulary can be learned by using the technique of observing merchandise in Jumbo supermarkets. 3. To describe how vocabulary can be used for creating new conversations.

3. Research location : This research was conducted at Jumbo Supermarket Manado.

4. Research Benefits : The results of this study are expected to increase student vocabulary about merchandise at Jumbo supermarket, to use the vocabulary in sentences and to make a conversation using vocabulary about merchandise in the supermarket.

III. Discussion

Observation is a very effective and motivating technique. In this chapter, we will explain how observation techniques are used in learning vocabulary. The First at this stage, students are assigned individually

or in groups to observe goods in the supermarket. They were assigned to record 100 items in Indonesian, and after completing their observations they were asked to translate them into English. Then the teacher checks the truth. The following table presents examples of items recorded in the first observation

Table 2. List Of Merchandise In Jumbo Supermarkets In Indonesian

No	Indonesian	English
1	Rica	
2	Bawang putih	
3	Bawang merah	
4	Bawang prei	
5	Tomat	
6	Kunyit	
7	Jahe	
8	Sayuran	
9	Labu	
10	Selada	
11	Ketimun	
12	Jagung	
13	Wortel	
14	Kol	
15	Bunga kol	
16	Seledri	
17	Buah-buahan	
18	Apel	
19	Manga	
20	Buah anggur	
21	Rambutan	
22	Durian	
23	Nangka	
24	Salak	
25	Advokat	
26	Manggis	
27	Pisang	
28	Papaya	
29	Jeruk	
30	Pinang	
31	Kacang	
32	Susu	
33	Gula	
34	Kopi	
35	The	
36	Biscuit	
37	Roti	
38	Minyak goreng	
39	Ikan	
40	Daging	
41	Daging sapi	
42	Daging kambing	
43	Daging babi	
44	Ayam	
45	Mujair	
46	Ikan mas	
47	Tongkol	
48	Tuna	
49	Kepiting	
50	Udang	
51	Gelas	

52	Piring	
53	Sendok	
54	Garpu	
55	Wajan penggorengan	
56	Panci	
57	Termos	
58	Sepatu	
59	Kaos kaki	
60	Sepatu olahraga	
61	Kemeja	
62	Dasi	
63	Celana pendek	
64	Celana panjang	
65	Blus	
66	Kaos	
67	Sapu tangan	
68	Serbet	
69	Topi	
70	Jaket	
71	Ikat pinggang	
72	BH	
73	Celana dalam	
74	Syal	
75	Stiker	
76	Gantungan kunci	
77	Hanger	
78	Poster	
79	Paying	
80	Bir	
81	Cocacola	
82	Sprite	
83	Fanta	
84	Cuka	
85	Tepung	
86	Tepung roti	
87	Tepung maizena	
88	Sabun	
89	Sabun cuci	
90	Sabun mandi	
91	Shampoo	
92	Minyak wangi	
93	Cat bibir	
94	Bedak	
95	Cat kuku	
96	Sisir	
97	Bola lampu	
98	Ceret	
99	Penanak nasi	
100	Kompur	

Table 3. List Of Goods In Jumbo Supermarkets In Indonesian And English

No	Indonesian	English
1	Rica	Pepper
2	Bawang putih	Garlic
3	Bawang merah	Onion
4	Bawang prei	Leek
5	Tomat	Tomato

Vocabulary Learning Through Observation Of Merchandise At Jumbo Supermarket Manado

6	Kunyit	Turmeric
7	Jahe	Ginger
8	Sayuran	Vegetables
9	Labu	Pumpkin
10	Selada	Lettuce
11	Ketimun	Cucumber
12	jagung	Maise, corn
13	Wortel	Carrots
14	Kol	Cabbage
15	Bunga kol	Cauliflower
16	Seledri	Celery
17	Buah-buahan	Fruits
18	Apel	Apple
19	Manga	Mango
20	Buah anggur	Grape
21	Rambutan	Rambutan
22	Durian	Durian
23	Nangka	Jackfruit
24	Salak	Zalacca
25	Advokat	Avocado
26	Manggis	Mangosteen
27	Pisang	Banana
28	Papaya	Papaya
29	Jeruk	Orange
30	Pinang	Areca nut
31	Kacang	Peanut
32	Susu	Milk
33	Gula	Sugar
34	Kopi	Coffee
35	Teh	Tea
36	Biscuit	Biscuit
37	Roti	Bread
38	Minyak goreng	Cooking oil
39	Ikan	Fish
40	Daging	Meat
41	Daging sapi	Beef
42	Daging kambing	Mutton
43	Daging babi	Pork
44	Ayam	Chicken
45	Mujair	Tilapia
46	Ikan mas	Carp
47	Tongkol	Cob
48	Tuna	Tuna
49	Kepiting	Crab
50	Udang	Shrimp
51	Gelas	Glass
52	Piring	Plate
53	Sendok	Spoon
54	Garpu	Fork
55	Wajan penggorengan	Frying pan
56	Panci	Pan
57	Termos	Thermos
58	Sepatu	Shoes
59	Kaos kaki	Socks
60	Sepatu olahraga	Sport shoes
61	Kemeja	Shirt
62	Dasi	Tie

63	Celana pendek	Shorts
64	Celana panjang	Trousers
65	Blus	Blouse
66	Kaos	T shirt
67	Sapu tangan	Handkerchief
68	Serbet	Servet
69	Topi	Hat
70	Jaket	Jacket
71	Ikat pinggang	Belt
72	BH	Bra
73	Celana dalam	Underwear
74	Syal	Scarf
75	Stiker	Sticker
76	Gantungan kunci	Key chain
77	Hanger	Hanger
78	Poster	Poster
79	Paying	Umbrella
80	Bir	Beer
81	Cocacola	Coca cola
82	Sprite	Sprite
83	Fanta	Fanta
84	cuka	Vinegar
85	Tepung	Flour
86	Tepung roti	Bread flour
87	Tepung maizena	Cornstarch
88	Sabun	Soap
89	Sabun cuci	Washing soap
90	Sabun mandi	Bathing soap
91	Shampoo	Shampoo
92	Minyak wangi	Perfume
93	Cat bibir	Lipstick
94	Bedak	Powder
95	Cat kuku	Nail polish
96	Sisir	Comb
97	Bola lampu	Bulb
98	Ceret	Kettle
99	Penanak nasi	Rice cooker
100	Kompor	Stove

The second, using vocabulary in sentences. Mastering vocabulary is not just knowing the meaning of words. Vocabulary mastery includes knowledge of word meanings, word functions and word positions in sentences. A word can have several meanings depending on its position in a sentence. For example, the word "Live/Lives". Note the use of the word "live/lives" in the following sentences. 1. John Lives in Manado (John lives in Manado), 2. There will be a live show tonight, 3. This is about the lives of many people (It's about the lives of many people).

In sentence 1, *Lives* as a verb, in the second sentence *live* as an adjective and in the third sentence, *lives* as a noun. From the examples above, it can be understood that the use of vocabulary is not only limited to the meaning of words, but also its function and position in sentences. So in this step, vocabulary learning is done by assigning students to use the words they learned in the first step in the sentence to make sure they understand the function and position of the words in the sentence.

Table 4. Example Of A List Of Words And Sentences

No	Words	Sentences
1.	Apples	How Much are the apples ?
2.	Eggs	Where can I find the eggs ?
3.	Pumpkin	I'm Looking for some pumpkins
4.	Cucumber	I want a cucumber

5.	Vegetables	Vegetables are good for our health
6.	Mangoes	Please give me some mangoes
7.	Bananas	It's easy to find bananas in this area
8.	Milk	I drink Milk Three Times a week
9.	Sugar	Do you Drink Coffee?
10.	Bread	Ronny eats bread for Breakfast
11.	Cooking Oil	Don't forget to buy Some cooking oil
12.	Meat	Eating too much meat is not good
13.	Frying Pan	Put some coconut oil in the frying pan
14.	Shoes	I need some pairs of shoes
15.	Tie	You need to wear a tie in the ceremony
16.	Belt	Wear a belt to tighten you trousers
17.	Scarf	Your scarf is beautiful
18.	Chicken	Fried chicken is my favourite food
19.	Beer	Hoe many glasses a beer can you drink?
20.	Flour	We need more Flour
21.	Areca Nut	I don't see any areca nut tree around here.
22.	Tea	Tea is a healthy drink.
23.	Comb	I need a comb
24.	Perfume	Your perfume smells very fragrant
25.	Washing soap	Washing soap is too expensive here
26.	Bathing soap	We have no more bathing soap
27.	Shampoo	I want five sachets of shampoo
28.	Sticker	How many stickers do you want ?
29.	Bulb	Where can I find bulbs ?
30.	T-Shift	Which T-shift will you buy ?

Base on the sentences , the student make create a new conversation. Below are examples of conversations that can be generated.

Conversation 1

Customer : Good afternoon
 Shop assistant : Good afternoon, sir, Can I help you?
 Customer : Yes,, I'm looking for apples, bananas, papaya and avocado. Where can I find them?
 Shop assistant : Please go to the Fruit section. Go straight and turn left at the end. There you are.
 Customer : Thank you.

Conversation 2

Shop Assistant : Good Morning, madam.
 Customer : Good morning
 Shop Assistant : Can I help you?
 Customer : Yes I want shoes and sandals. Can you show me where I can find them?
 Shop Assistant : Sure. Go to the Shoe Section. It is just next to the stationery section.

IV. Conclusion

Mastery of a language is largely determined by the breadth of a person's vocabulary because words are actually the building blocks of larger language units. There will be no phrases, sentences, paragraphs and even books without words. So that the charts of various language skills such as listening, reading, writing and speaking are heavily influenced by vocabulary. The level of fluency in speaking and the level of listening or reading ability is very dependent on the breadth of the vocabulary. Writing skills also will not be maximized without the support of the availability of vocabulary. Therefore learning vocabulary must get serious attention in learning English. Vocabulary learning can be done using various techniques and one of the effective techniques is learning vocabulary through observing merchandise in supermarkets.

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