

## **ASSURE MODEL IN IMPROVING ENGLISH VOCABULARY OF GRADE 5 ELEMENTARY SCHOOL STUDENTS THROUGH INTERACTIVE SONGS AT SD HKBP MARANTHA, MEDAN**

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### **Abstract**

This study investigates the implementation of the ASSURE Model in teaching English vocabulary to Grade 5 elementary school students using interactive songs. Vocabulary acquisition is a fundamental aspect of language learning, yet many young learners struggle with traditional rote memorization methods. The ASSURE Model provides a structured instructional framework that enhances student engagement through the integration of multimedia, interactive participation, and assessment-based learning. Interactive songs, with their repetitive lyrics and rhythmic patterns, serve as an effective tool for reinforcing vocabulary retention. This research was conducted at SD HKBP Maranatha, Medan, involving a classroom of Grade 5 students. Data was collected through classroom observations, vocabulary tests, and student feedback. The results indicate a significant improvement in students' vocabulary acquisition and retention, demonstrating the effectiveness of the ASSURE Model when combined with interactive songs. The findings suggest that structured multimedia-based instruction can enhance young learners' English vocabulary learning experience.

Keyword: ASSURE Model, interactive songs, vocabulary acquisition, English learning, elementary school.

### **INTRODUCTION**

English is an essential international language that plays a crucial role in communication, education, and professional development. As globalization continues to connect people from diverse linguistic backgrounds, English proficiency has become a fundamental skill, particularly in non-English-speaking countries. To build a strong foundation in English, vocabulary acquisition is a key component, as it supports the development of speaking, reading, writing, and listening skills.

In Indonesia, English is introduced as a foreign language at the elementary level. However, many Grade 5 elementary school students face difficulties in mastering new vocabulary due to several challenges. Traditional teaching methods often focus on rote memorization rather than interactive learning, making it harder for students to retain new words. Additionally, the lack of engaging teaching materials and activities leads to low motivation among young learners. These challenges highlight the need for more innovative teaching strategies that can enhance vocabulary acquisition while keeping students actively engaged.