

**DEVELOPING INFOGRAPHICS OF CAKEAPP BASED
TEACHING SPEAKING IDEAS FOR TOURISM VOCATIONAL
HIGH SCHOOL TEACHER AT SMKN 1 SINGARAJA**

BY

KETUT AYA SASMITHA

NIM 2112021074

PENDIDIKAN BAHASA INGGRIS

BAHASA ASING

FAKULTAS BAHASA DAN SENI

UNIVERSITAS PENDIDIKAN GANESHA

SINGARAJA

2025

**DEVELOPING INFOGRAPHICS OF CAKEAPP BASED
TEACHING SPEAKING IDEAS FOR TOURISM VOCATIONAL
HIGH SCHOOL TEACHER AT SMKN 1 SINGARAJA**

SKRIPSI

Diajukan Kepada

Universitas Pendidikan Ganesha

Untuk Memenuhi Salah Satu Peryaratan dalam Menyelesaikan

Program Sarjana Pendidikan Bahasa Inggris

Oleh:

Ketut Aya Sasmitha

NIM. 2112021074

PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS

JURUSAN BAHASA ASING

FAKULTAS BAHASA DAN SENI

UNIVERSITAS PENDIDIKAN GANESHA

SINGARAJA

2025

SKRIPSI
DIAJUKAN UNTUK MELENGKAPI TUGAS DAN
MEMENUHI SYARAT-SYARAT UNTUK MENCAPAI
GELAR SARJANA PENDIDIKAN

Menyetujui,

Pembimbing 1,



Prof. Dr. I G A Lokita Purnamika Utami, S.Pd., M.Pd.
NIP. 197910232003121001

Pembimbing 2,



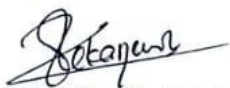
Dewa Ayu Eka Agustini, S.Pd., M.S.
NIP. 198108142009122002

Skripsi oleh Ketut Aya Sasmita

Telah dipertahankan di depan dewan penguji

Pada tanggal 23 Juli 2025

Dewan Penguji,



Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd.
NIP. 198104192006042002

(Ketua)

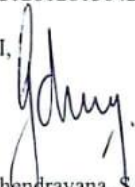
Penguji I,



Luh Gede Eka Wahyuni, S.Pd., M.Pd.
NIP. 198812012015042003

(Anggota)

Penguji II,



Gede Mahendrayana, S.Pd., M.Pd.
NIP. 199007252015041002

(Anggota)

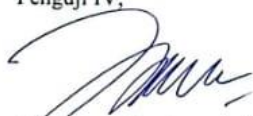
Penguji III,



Prof. Dr. I G A Lokita Purnamika Utami, S.Pd., M.Pd.
NIP. 198304022006042001

(Anggota)

Penguji IV,



Dewa Ayu Eka Agustini, S.Pd., M.S.
NIP. 198108142009122002

(Anggota)

Diterima oleh Panitia Ujian Fakultas Bahasa dan Seni
Universitas Pendidikan Ganesha
Guna memenuhi syarat syarat untuk mencapai gelar sarjana pendidikan

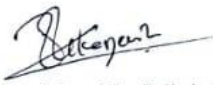
Pada

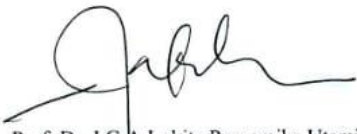
Hari : Jumat
Tanggal : 25 Juli 2025

Mengetahui,

Ketua Ujian,

Sekretaris Ujian,


Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd.
NIP. 196609081991022002


Prof. Dr. I G A Lokita Purnamika Utami, S.Pd., M.Pd.
NIP. 197910232003121001

Mengesahkan


Dekan Fakultas Bahasa dan Seni,

Drs. I Gede Nurjaya, M.Pd.
NIP. 196503201990031002

PERNYATAAN

Dengan ini saya menyatakan bahwa karya tulis yang berjudul **“Developing Infographics of CakeApp Based Teaching Speaking Ideas for Tourism Vocational High School Teacher at SMK N 1 Singaraja”** beserta seluruh isinya adalah benar benar karya sendiri dan saya tidak melakukan penjiplakan dan pengutipan dengan cara cara yang tidak sesuai dengan etika yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung risiko/sanksi yang dijatuhkan kepada saya apabila kemudian ditemukan adanya pelanggaran atas etika keilmuan dalam karya saya ini atau ada klaim terhadap keaslian karya saya ini.

Singaraja, 24 Juli 2025
Yang membuat pernyataan,



Ketut Aya Sasmita

DEDICATION

This undergraduate thesis is highly dedicated to

Ida Sang Hyang Widhi Wasa

My parents

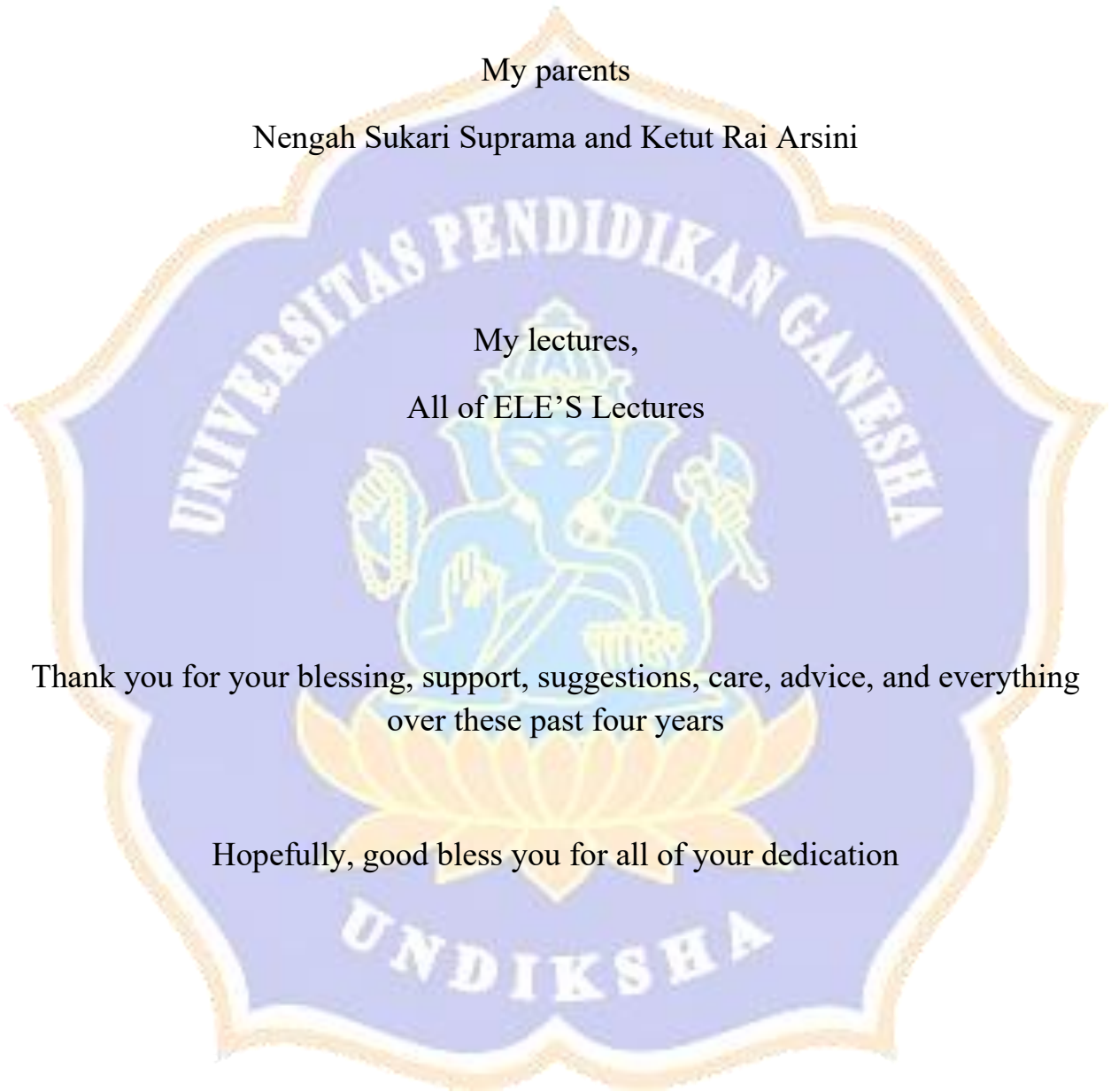
Nengah Sukari Suprama and Ketut Rai Arsini

My lectures,

All of ELE'S Lectures

Thank you for your blessing, support, suggestions, care, advice, and everything over these past four years

Hopefully, good bless you for all of your dedication



MOTTO

“Even though my mind feels heavy and my steps feel slow, I choose to keep moving because healing, growing, and becoming a better version of myself takes time.”

-Ketut Aya Sasmitha



ACKNOWLEDGEMENTS

The author expresses his gratitude to God Almighty for all His grace and mercy. The author can complete the undergraduated thesis entitled "Developing Infographics of CakeApp Based Teaching Speaking Ideas For Tourism Vocational High School Teacher at SMKN 1 Singaraja."

In completing this undergraduated thesis, the author received a lot of assistance in the form of both moral and material assistance from various parties who have helped in completing the making of this proposal. For that, on this occasion, the author would like to thank:

1. Prof. Dr. I. G. A. Lokita Purnamika Utami, S.Pd., M.Pd., as the first supervisor, As the first supervisor, I have provided guidance and academic advice for the completion of this undergraduated thesis.
2. Dewa Ayu Eka Agustini, S.Pd., M.S., as the second supervisor who has helped in completing this thesis by providing input, encouragement, and useful advice while guiding in writing this undergraduated thesis.
3. Gede Sukerama, S.Pd, M.Pd., as a teacher or user reviewer who has helped in this research by providing input and some data needed in this research.
4. SMK N 1 Singaraja for giving permission to conduct research and providing all the information and materials needed in the completion of the undergraduated thesis.
5. The examiners, who have provided feedback and evaluation related to the undergraduated thesis that has been made, which is very helpful in perfecting this undergraduated thesis.
6. Parents, who have provided encouragement and support in the process of making this undergraduated thesis.

x

7. The author himself has done his best, has tried to complete this undergraduated thesis, and has struggled to be tough, strong, and persistent in overcoming the problems found and facing all the challenges found during the completion of this undergraduated thesis.

The author realizes that what is presented in this undergraduated thesis is far from perfect due to his limited abilities. For this reason, and for the sake of the perfection of this undergraduated thesis, the author expects all constructive criticism and suggestions from various parties. The author hopes that this undergraduated thesis can be useful and beneficial for all of us, especially for the development of the world of education.

Singaraja, 29 April 2025



Ketut Aya Sasmita

Nim. 2112021074

TABLE OF CONTENTS

TABLE OF CONTENTS.....	xii
LIST OF TABLES.....	xiv
LIST OF FIGURES	xvi
ABSTRACT.....	xviii
CHAPTER INTRODUCTION	1
1.1 Research Background.....	1
1.2 Problem Identification.....	9
1.3 Research Limitation	11
1.4 Research Questions	12
1.5 Research Objectives	12
1.6 Research Significance	12
1.7 Product Specification	14
CHAPTER II LITERATURE REVIEW	16
2.1.1 Teaching Speaking Skills	16
2.1.2 Instructional Design in teaching speaking.....	18
2.1.3 Speaking Content Development and Learning Media Validation.....	19
2.1.4 The Use of Digital Tools in Speaking Class.....	21
2.1.5 CakeApp	22
2.1.6 Cakeapp Based Teaching Speaking Ideas	23
2.1.7 Infographics	25
2.2 Empirical Review.....	27
CHAPTER III RESEARCH METHOD	37
3.1 Design and Development Research.....	37
3.2 Research Setting.....	46
3.3 Research Subject	47
3.4 Research Object.....	49
3.5 Method of Data Collection.....	50

3.6 Instrument of Data Collection	54
3.6.1 <i>Interview Guide</i>	54
3.6.2 Matrix of Syllabus Analysis	56
3.6.3 Development of an Infographic Blueprint.....	58
3.6.4 Product evaluation (expert judgment).	65
3.6.5 User Review Sheet.....	70
3.6.6 Infographic refinement sheet.....	73
3.7 Instrument Validation.....	73
3.8 The Procedure of Data Collection.....	85
3.9 Method of Data Analysis	87
CHAPTER IV FINDINGS AND DISCUSSIONS	91
4.1 Research findings.....	91
4.1.1 Development Procedure.....	91
4.1.2 The Quality of infographics.....	112
4.1.3 User's Review Results	125
4.2 Discussions	127
4.3 Implication	135
CHAPTER V CLOSURE	137
5.1 Summary	137
5.2 Conclusion	139
5.3 Suggestions	141
REFERENCES.....	144
APPENDICES	149

LIST OF TABLES

Table 3.0.1 Data Collection Techniques and Research Instrument	53
Table 3.0.2 Blueprint of the Interview Guide	55
Table 3.0.3 Matrix Of Syllabus Analysis.....	57
Table 3.0.4 Blueprint of Infographic	59
Table 3.0.5 Content Expert judgement validation	65
Table 3.6 Media Expert Judgment Validation	68
Table 3..7 User's Review Sheet (Teacher's review).....	71
Table 3.8 Infographic refinement sheet	73
Table 3.0.9 Matrix of Expert Result Calculation.....	74
Table 3.0.10 Cross-tabulation of Content Validity.....	75
Table 3.0.11 Formula of Content Validity.....	75
Table 3.0.12 Level of Content Validity	76
Table 3.0.13 Indicators of Success	77
Table 3.14 Content validity of the Content Expert Evaluation Sheet.....	78
Table 3.15 Content Validity Calculation	78
Table 3.16 Media validity of the Media expert Evaluation Sheet	79
Table 3.17 Media Validity Calculation.....	80
Table 3.18 The Formula of the Categorization of Data	88
Table 3.19 Level of accomplishment.....	89
Table 4.0.1 The Formula of the Categorization of Data	113
Table 4.0.2 Level of Accomplishment.....	113
Table 4.0.3 Result of Content Expert Judgement Rubric	114

Table 4.0.4 The Media Experts' Judgments Calculation.....	120
---	-----



LIST OF FIGURES

Figure 3.1 Research Steps by Richey and Klein (2005, p.24)	38
Figure 4.1 CakeApp Initial View.....	95
Figure 4.2 Search in the CakeApp application	97
Figure 4.3 Keywords Searched on CakeApp.....	98
Figure 4.4 Canva Platform Home View	99
Figure 4.5 Display Options for login or registration in canva	100
Figure 4.6 Infographics Templates in Canva.....	102
Figure 4.7 Infographic Content Display	103
Figure 4.8 Infographic Content Display with graphic icons.....	105
Figure 4.9 QR code in the infographic.....	107
Figure 4.10 QR code and complete Infographic.....	109



LIST OF APPENDICES

Appendix 1 Permission Letter for Conducting Research	150
Appendix 2 Proof of Conducting Research	151
Appendix 3 ATP (Teaching Purposes) / Syllabus Kelas XII Perhotelan SMK Negeri 1 Singaraja	152
Appendix 4 Learning Materials (Topics, Sub-topic) in One Semester at SMK Negeri 1 Singaraja	154
Appendix 5 The Interview Guides.....	155
Appendix 6 The Result of the Interview.....	156
Appendix 7 Blueprint of the infographics	158
Appendix 8 Instrument Validation Sheet.....	225
Appendix 9 The Result of Experts Judgements.....	232
Appendix 10 Infographics' Refinements.....	241
Appendix 11 Final Design of the Infographics.....	249
Appendix 12 Result of the User (Teacher) Review	254
Appendix 13 Documentation of Giving the Teacher the Developed Infographics	256