

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

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ABSTRACT

Digital tools are crucial for teaching speaking skills in today's classroom, particularly in vocational schools. However, a lack of resources and training presents difficulties for many English teachers in Indonesia, especially those working in the tourism industry. In order to assist SMKN 1 Singaraja's 12th grade English teachers in teaching speaking skills, this study intends to create and assess infographics based on CakeApp. In this study, the Design and Development (D&D) research methodology was used, specifically, the Analysis, Design, Development, and Evaluation (ADDE) framework. The instruments used include an interview guide, Content Expert judgment validation, Media expert judgment validation, and User review sheet. The findings show that the infographics created are well suited to the curriculum objectives and can help teachers deliver more dynamic and engaging speaking lessons. Four main phases were conducted in the development process: needs analysis, material search, infographic design development, and expert evaluation. The interactive features of CakeApp were incorporated into the infographic to support speaking exercises that are in line with the tourism vocational curriculum. Data were collected through expert validation involving content and media experts, followed by formative revision based on the experts' suggestions. The validation results showed that the content experts rated the product at 91.88%, while the media experts rated it at 91.25%, indicating that the infographics were classified as “excellent” in terms of both content and design. In addition, the teachers involved in this research subject gave positive reviews on the developed infographics, namely the well-designed and attractive infographic design, as well as the interactive, imaginative, and cooperative CakeApp content that can provide a new perspective in using tools to teach speaking. Overall, the results show that the infographics created based on the Cakeapp application can be used as a creative and Overall, the research results indicate that infographics created using the CakeApp application can be used as a creative teaching tool and can be used immediately without requiring a significant amount of time to learn, even amidst the busy teaching schedule.

Keywords : Media Development, CakeApp, Infographics, Teaching Speaking, Speaking Skills, Vocational Tourism School .

**PENGEMBANGAN INFOGRAFIS IDE PENGAJARAN BERBICARA
MENGUNAKAN APLIKASI CAKE UNTUK GURU SEKOLAH MENENGAH
KEJURUAN PARIWISATA DI SMKN 1 SINGARAJA**

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ABSTRAK

Alat digital sangat penting dalam mengajar keterampilan berbicara di kelas saat ini, terutama di sekolah kejuruan. Namun, kurangnya sumber daya dan pelatihan menjadi kendala bagi banyak guru bahasa Inggris di Indonesia, terutama yang bekerja di industri pariwisata. Untuk membantu guru bahasa Inggris kelas XII di SMKN 1 Singaraja dalam mengajar keterampilan berbicara, penelitian ini bertujuan untuk menciptakan dan mengevaluasi infografis berdasarkan CakeApp. Dalam penelitian ini, metodologi penelitian Desain dan Pengembangan (D&D) digunakan, khususnya kerangka kerja Analisis, Desain, Pengembangan, dan Evaluasi (ADDE). Alat yang digunakan meliputi panduan wawancara, validasi penilaian ahli konten, validasi penilaian ahli media, dan lembar ulasan pengguna. Hasil penelitian menunjukkan bahwa infografis yang dibuat sesuai dengan tujuan kurikulum dan dapat membantu guru menyampaikan pelajaran berbicara yang lebih dinamis dan menarik. Proses pengembangan dilakukan melalui empat fase utama: analisis kebutuhan, pencarian materi, pengembangan desain infografis, dan evaluasi ahli. Fitur interaktif CakeApp diintegrasikan ke dalam infografis untuk mendukung latihan berbicara yang sesuai dengan kurikulum vokasi pariwisata. Data dikumpulkan melalui validasi ahli yang melibatkan ahli konten dan ahli media, diikuti dengan revisi formatif berdasarkan saran para ahli. Hasil validasi menunjukkan bahwa ahli konten memberikan penilaian 91,88%, sementara ahli media memberikan penilaian 91,25%, menunjukkan bahwa infografis diklasifikasikan sebagai “sangat baik” baik dari segi konten maupun desain. Selain itu, guru yang terlibat dalam penelitian ini memberikan ulasan positif terhadap infografis yang dikembangkan, yaitu desain infografis yang baik dan menarik, serta konten CakeApp yang interaktif, imajinatif, dan kooperatif yang dapat memberikan perspektif baru dalam penggunaan alat untuk mengajar berbicara. Secara keseluruhan, hasil penelitian menunjukkan bahwa infografis yang dibuat berdasarkan aplikasi CakeApp dapat digunakan sebagai alat pengajaran kreatif dan dapat digunakan segera tanpa memerlukan waktu belajar yang signifikan, bahkan di tengah jadwal pengajaran yang padat.

Kata kunci: Pengembangan Media, CakeApp, Infografis, Pengajaran Berbicara, Keterampilan Berbicara, Sekolah Kejuruan Pariwisata.