

CHAPTER 1

INTRODUCTION

1.1 Research Background

Education is very important for everyone to get knowledge that will be used in learning and can be used in real life. Education is very influential on people in various ways such as in the learning process that is found throughout the world. Muhamad (2014) stated that good education is usually supported by various aspects involved in the learning process. One important aspect that must exist in the world of Education, especially in the learning process is the use of media in the delivery of material when learning. In the 21st century, all competed to develop something in terms of technology and digital. Everyone wants ease in solving the problem. Technology and digital are very important and very developing, especially in the use of instructional media.

In the international world Education at this time is mandatory for its citizens. Various countries in the world compete in terms of education, especially in the learning process. At this time in the 21st century schools in developed countries that are famous in their education compete in terms of technology in the learning process as a mandatory means in it to facilitate teachers to deliver learning material. In Indonesia as a developing country in this century began to greatly utilize technology as a means of supporting learning in all aspects of Education. The media used have also begun to vary and compete with the international world. Bali as an island that is very concerned with Education, especially in the district of Buleleng, known as the city of Education, is very enthusiastic in developing learning media to facilitate student learning. In the junior high school in Buleleng regency currently has used technology in teaching.

The teacher as a facilitator in learning will greatly utilize the appropriate media for students in the learning process to facilitate the delivery of material to be given. Muhamad(2014) stated that, media commonly used in the learning process are media in the form of images, videos, infographic and various media that can be enjoyed or seen by the eye in the learning process. This media plays an important role in the delivery of learning material in the hope that students can quickly understand the learning topics provided by a teacher. The media will also affect several aspects of students, one of which is the emergence of a spirit of learning when viewing interesting learning media, students will also enjoy learning without feeling bored. The teacher will try to find the right media so that important aspects that students want can be achieved and streamline the learning time

to understand the material provided. Muhamad(2014) stated that in theory students generally want interesting and not boring learning, so that the material taught or information provided can be conveyed well and clearly. At this time when technology is developing media is a place or place of information that is very useful for students to get information about learning. Visual media will be able to help in the lesson because in addition to the information obtained in accordance with learning and students, especially for 8th grade junior high school will feel more interested in learning, because in general students in junior high school quickly experience boredom when learning. Therefore, the visual media will be very influential for students in junior high school.

Infographics are important media in getting information visually and media that attract attention. According to Ferreira (2014), infographic is a visual representation of information that has benefits for conveying ideas or exploring problems. Smiciklas (2012) stated that is a type of image that blends a data with a design that will facilitate individuals or groups to briefly convey information to their audience. Ferreira (2014) stated that infographic is a visual media that can be enjoyed directly through the eyes related to information or data. The use of infographic will be very easy to use for teachers as supporting media in student learning processes. infographic contains the points of information that will be conveyed by the teacher based on the material that will be given. Research infographics that have been carried out. Al-Mohammadi (2017) stated that, infographics as a medium of approach in the learning process develop analytical thinking skills. The influence of infographics also affects student achievement and perceptions, resulting in positive things in the use of infographics in various aspects of learning in schools Alrwele (2017). Infographic is very suitable to be used as a visual learning media that will help in conveying information quickly through important points that have been obtained to be conveyed to the audience, especially for teachers to their students. In previous studies only discussed thinking skills and student achievement and student perceptions.

Visual learners learn by means of charts or pictures in understanding information. According to Pourhosein (2011), visual learners will learn by means of charts or pictures in understanding information. Visual learning styles have a dependence on the instructor to understand the learning material and understand it, they only focus on enjoying the information that has been presented and make important notes related to the information displayed. Boneva & Mihova (2012) stated that visual learners do not really pay attention to the voice or dialogue of someone who provides learning material, they will only pay

attention and tend to think in pictures. Visual learners will find it very important when educational material is presented using a diagram, chart, infographic, and other visual media. Menik & Yuhendri (2016) stated that visual learners have a learning style by looking for visual images that are able to be remembered. A student who has characteristics as a highly visual student is a student who pays attention to the overall appearance of the image and does not read it, sees the purpose of the picture as a whole and will remember it. Learning style using visual media, especially using infographics as a helper in providing information related to learning for students, will greatly affect the student's learning process in quickly understanding the points on the learning topic that will be given and requires efficient time in learning. In addition, infographic media will increase students' enthusiasm for learning by displaying an interestingly designed infographic in providing learning material.

Making infographics as a visual learning medium certainly has a comparison with other visual media why infographics were chosen as learning media. Infographics have advantages such as material or topics that will be informed to students already on the infographic which is only one page without the topic or material that a teacher will provide, making it easier for students to summarize and understand by looking at just one page (Alqudah et al., 2019). Compared to PowerPoint, Hashemi et al. (2012) states that PowerPoint in its use must be downloaded again according to the needs of its users. The difference with Yıldırım (2016), infographic states that infographic templates are available from the application according to your needs and can adjust to the topic you want. Based on this explanation, it can be said that infographics have an advantage in summarizing a material or topic that will be discussed on one page only, compared to PowerPoint which uses many pages to explain the important points of a material.

According to Ferreira (2014), infographics have the advantage of conveying information in the form of visual media that explains important points in learning material, so that it can be understood quickly which of course can be used easily by someone in conveying information. There are many experts who have used infographics as their research. One of the studies using infographics is about the use of infographics as support for online visual learning, using infographics in developing analytical thinking skills. What has not been found in previous research is the development of infographic as teaching media in junior high school with various levels as a tool to provide information related to learning material, which is especially found in 8th grade junior high school. This research will focus on Developing Infographic as English Teaching Media for 8th Junior High

School Students. This research was made aiming to facilitate the teacher as a facilitator to convey important points of learning quickly and attractively and to make students more easily understand the information provided by the teacher regarding learning material.

Preliminary observations were carried out at SMPN 4 Singaraja to observe the existing media and learning facilities. Based on preliminary observations, SMPN 4 Singaraja is a school that has good facilities for its students. In addition, teachers are also able to take advantage of various technology-based learning media. For visual media, teachers at SMPN 4 Singaraja usually use PowerPoint as a medium for teaching. The teacher at SMPN 4 Singaraja said he wanted to use new learning media that was more effective and efficient and could test students' understanding of the learning material. In the learning process from the previous one using Powerpoint which requires a lot of slides in explaining the learning material so that students feel bored and less interesting. Therefore, this study will take a setting at SMPN 4 Singaraja to implement infographics as a learning medium. So that the infographic will be used as a learning medium that serves to overcome these problems. Infographic learning media as a complementary English language learning media. Infographic media will be developed as learning media for 8th grade students of junior high school through Design and Development research based on what was stated by Richey & Klein (2005).

1.2 Research Question

There are two research questions of this research, namely:

1. How to develop an infographic as English teaching media for 8th grade of junior high school students?
2. What is the infographic's quality developed as English media for 8th grade of junior high school students?

1.3 Research Objectives

There are two objectives based on the general and specific objectives of this research namely:

1. General Objectives

In general, this study developed an infographic as English teaching media, and describing the quality of the infographic

2. Specific Objective

There is a specific objective in this study, namely:

- a. Development of an infographic as English teaching media for 8th grade of junior high school students.
- b. Description of the quality of an infographic as English teaching media for 8th grade of junior high school students

1.4 Research Significance

There are two significances of this research in the form of theoretically and practically.

1. Theoretical Significance

Theoretically, the result of this study developed infographic as English teaching media and facilitate the teacher in using infographic as teaching media.

2. Practical Significance

- a. Students: The results of this study will be used to improve students in learning English at Junior High School especially for 8th grade students.
- b. Teachers: The results of this study will also be useful for the teacher to be more creative in using visual media in learning English.
- c. Other researchers: This study can be used to provide further insight about the development of infographics as teaching media and develop research on this issue.

1.5 Scope of the Study

The scope of study is focused on developing infographics as English teaching media for 8th Junior High School. This infographic will be developed using the Design and Development method promoted by Richey & Klein (2005).