

CHAPTER I

INTRODUCTION

Chapter I includes the research background, identification of the problem, scope of research, research questions, the purpose of the research, the specification of the product, the significance of the research, and definition of key terms.

1.1 Background

English has long been regarded as an international language that must be learned. The English language has now become highly significant to people. It aids people in communicating with people from different countries. According to Pearson (2001), English has become the most widely spoken language in this world. Since everyone knows the importance of learning English, English has already been taught in school. In Indonesian, English has been taught from elementary school until university. The importance of learning English in school is not only to communicate with people from around the world but also to prepare students to face the globalization era.

In this globalization era, almost all activities could not be separated from technology. Smartphones and PCs are media used to utilize technology in every sector of life, such as the economy, tourism, mental health, and education. In education, teachers implement technology to create learning materials, assist them in delivering the learning material to students, and organize their documents related to the teaching and learning process. Involving technology to support the teaching and learning process is called e-learning (Urdan and Weggen, 2000). In implementing e-learning, teachers created various innovative things to teach the

learning material. One of them is creating learning media to assist them in conveying the learning material.

In 2020, COVID-19 had a massive effect that caused anything in the world to be messed up, particularly in education. Indonesia's Minister of Education had already stated that education would be conducted online to prevent the spread of COVID-19. Most schools in Indonesia had not done full online learning before, but schools needed to find a way to keep up the teaching and learning process with this new regulation. The importance of technology was highly proven during the COVID-19 outbreak because teachers needed to utilize technology to create a learning media that fitted online learning during the pandemic. Implementing learning media in an online class could be beneficial. As Rovai *et al.*, (2007) stated, students would be highly motivated when conducting online learning using learning media.

Unfortunately, the use of learning media during online learning in SMK Negeri 1 Bangli could not be said to enhance students' motivation to learn successfully. Based on the short interview done by the researcher in SMK Negeri 1 Bangli, the researcher found that teachers only taught the students by distributing material in the form of documents in Whatsapp and rarely used various learning media, which cause the online learning process was monotone and could not motivate students to learn. The interview with an English teacher there also indicated that students did not understand when teachers taught English only using file documents because they used to learn by watching their teachers explaining the material. This was related to Hassan *et al.*, (2014) who stated that learning by watching the teacher indicated the effectiveness rather than not.

However, they could not watch their teachers explaining the material in front of the class anymore because they had to learn from home due to the COVID-19 pandemic.

In order to give a solution to this problem, the researcher introduced an application named ActivePresenter. ActivePresenter is an application that can record a laptop or computer screen, and then the result can be converted into video. This application also offers free hosting for videos we make and after making recordings with a simple interface and operation. This application also provides the users with video editing features like cutting and adjusting the size of the face camera. The result of this application can be converted into various formats such as MP4, AVI, or MKV. This screen recorder application can help teachers provide certain materials to students when teachers cannot conduct face-to-face teaching and learning processes like what happened in this pandemic.

Using video as learning media is also effective in teaching vocabulary. Pearson (2001) stated that video could help learn English vocabulary. The use of audio-visual learning during online learning could make students not only hear the language but also could see it as well. In this case, using a video made by ActivePresenter could make students see the objects of specific vocabulary through video. As a result, they would be able to understand and memorize the vocabulary.

Based on the explanation above, SMK Negeri 1 Bangli was chosen to conduct this study because this school needed an application that could help students learn English as if they were in the class listening to their teachers, and students would be highly motivated to learn. Thus, the researcher developed a

learning media in the form of a video made by a screencast application named ActivePresenter to help the teachers teach English during COVID-19 and increase students' vocabulary skills in SMK Negeri 1 Bangli.

1.2 Identification of the Problem

The learning process was changed from face to face into online learning during the COVID-19 pandemic. In order to make students keep understanding the material during the pandemic, a learning media which could deliver learning material as if students watched their teachers explaining the learning material is needed. Besides, the learning media should also be able to be accessed at any time and enhance students' motivation in learning.

1.3 Scope of the Research

This research would develop a learning media in the form of a video made by ActivePresenter to help eleventh-grade vocational school students during the COVID-19 pandemic. This learning media would help students to learn online learning during the COVID-19 pandemic. The learning media made by ActivePresenter would be designed based on the syllabus for vocational high school.

1.4 Research Questions

- 1) How is the development of learning media using the ActivePresenter application for eleventh-grade students of TKJ in SMK Negeri 1 Bangli?

1.5 Purpose of the Research

- 1) To develop learning media by using the ActivePresenter application for eleventh-grade students of TKJ in SMK Negeri 1 Bangli.

1.6 The Specification of the Product

There are three specifications of the product, they are:

- 1) The product is a learning media in the form of a video made using ActivePresenter to assist eleven-grade vocational high school students to learn English and increase vocabulary skills in online learning during the COVID-19 pandemic. The learning video provides learning material explanation and vocabulary, which help students understand the learning material and increase vocabulary knowledge.
- 2) Students could watch the product to learn English and increase their vocabulary skills quickly since it also presents vocabulary translation. The learning material is also conveyed with some pictures to keep the students' boredom away.
- 3) The product is designed with three topics. Those topics are taken from the eleven-grade vocational high school English subject syllabus.

1.7 Significouldces of the Research

The research's result was expected to provide essential information and contribution to education. The researcher also expected this research would benefit readers about the development of learning media using ActivePresenter application and the quality of learning media itself.

1.7.1 Theoretical Significouldces

The research's result is expected to become a source of knowledge about developing learning media using the ActivePresenter application during the online learning process.

1.7.2 Practical Significouldces

1) *For the teachers*

This research is expected to help teachers teach English to students using learning media designed by the ActivePresenter application.

2) *For Students*

This research is expected to enhance students' motivation to learn and understand the English material.

3) *For Other Researchers*

The other researcher is expected to be a reference for the next research that conducts study related to this study about developing learning media using a screen recorder.

1.8 Definition of Key Terms

1.8.1 Conceptual Definition

1.8.1.1 ICT Media

(Ammanni, 2016) stated that ICT means technology that could bolster teaching and learning activities. ICT also could meet students' needs by giving them opportunities to learn directly and gathering information.

1.8.1.2 Audio-visual Media

Audio-visual media is a combination of audio and visual media, such as video (Wingkel, 2009). According to Sanjaya (2010), audio-visual media contains both sound and picture components that could be viewed, such as video recordings and slides.

1.8.1.3 ActivePresenter

ActivePresenter is a screen recorder application that allows users to capture what they access on their computer's screen. According to Bogdanov (2004), screen recording simplifies making a tutorial or demonstration for a class. Bogdanov also added that to use a screen recording tool, the users do not need to be an expert in movie authoring generally. ActivePresenter has features that can help the users to edit the video, like cutting and adjusting the size of the face camera.

1.8.2 Operational Media

1.8.2.1 ICT Media

The ICT media used in this research is laptop and computer. These devices would be used to design the video, additional download content needed, record the video, edit the video, and upload the video to the internet.

1.8.2.2 Audio-visual Media

In this research, the media was made by using an application named ActivePresenter. The product of this research was placed in Google Drive to efficiently distribute the product to the learning platforms.

1.8.2.3 ActivePresenter

ActivePresenter in this research is a screencast application that could be downloaded on the internet. This application could make the users be able to record the activity on their laptop or computer. Then, this application could help teachers to create learning videos to convey learning material.