CHAPTER I

INTRODUCTION

This chapter presents the discussion about Background of the Research, Statement of Research Problem, Objective(s) of the Research and Development, Specification of the Product, Significance of the Research and Development, Assumption and Limitation of the Research and Development, and Definition(s) of Key Term(s).

A. Background of the Research

Nowadays the development of Information and Technology (IT) especially for computer is amazing. The spread of that development almost reach human life. Previous activities that need a lot of power, this day moved to machine power that controlled by computer.

As other field, computer also closely related to education. Many educational works done by computer. For example typing, counting, looking for material in internet, and so on. Thus, school in this modern era should adjust with these changes of development of information and technology in the teaching and learning process.

In other hand, English in the present time is as a global language. It makes English become more dominant around the world. People use English to communicate with the other people around the world, and the other countries learn it as foreign language. Indonesia is one of the countries that

learn English as foreign language in the school. So, teachers need a media to teach English.

Teaching media is a tool to make teaching learning process run effectively and efficiently. Because there are various teaching media, so they have their own characteristics. One of them is computer. Computer shows animation by using some software that related to topic of learning, so can make teaching and learning process more interesting for student. Computer also include as a multimedia. According to Syarif (2009:1) Multimedia can be called as many medium. The components of them consist of text, picture, video and audio. In other word, communication using multimedia means communication using one media. Developing multimedia based teaching media is assumed to help teaching-learning process run interesting and effectively.

One of software that can be used to develop teaching media in teaching-learning process is Adobe Flash CS3 (for the next we called it Flash). According to Wirosari (2008:3-5) the completeness and the ability of this software in creating animation make this software used by Flash animator. This software can help and facilitate user in making their work, like as animation job, presentation, make teaching compact disk (CD), and so on. Flash has ability and facility to make object animation design easily and interestingly.

In addition, based on observation result in VII grade of MTs Al Huda Bandung Tulungagung, academic year 2014/2015 at 10th of October 2014, the

teacher still uses conventional teaching technique and still uses textbook as the teaching media in the teaching and learning process. In teaching and learning process, students were just asked to do some exercises in the text book. This kind of teaching technique sometime make students bored and the result is students have less comprehension of English material. By doing exercise in the textbook, students less practice of speaking English.

Based on the consideration above, both teacher and students in MTs Al Huda Bandung Tulungagung need some innovation of teaching media. Especially for multimedia. Starting from those points, the writer interested to develop English multimedia-based teaching media using Adobe Flash CS3 for VII grade of Junior High School at MTs Al Huda Bandung Tulungagung.

B. Statement of Research Problem

Based on the background above, the researcher formulated research question that conducted in this study. Then the research question is "How to develop English multimedia-based teaching media using Adobe Flash CS3 for VII grade of MTs Al Huda Bandung Tulungagung?"

C. Objective(s) of the Research and Development

From the research question, the purpose of this study is aimed to develop English multimedia-based teaching media by using Adobe Flash CS3 for VII grade of MTs Al Huda Bandung Tulungagung.

D. Specification of the Product

Specification of the product in this study is a multimedia based English teaching media for VII grade of Junior High School in topics of second semester in form of CD (Compact Disc). Then the content of media consists of materials that related to the topics in second semester.

E. Significance(s) of the Research and Development

The benefits that the researcher expected from the result of this study can be used for students, English teachers, researcher, and educational institution. For the students, this teaching media can make them learn interest and enthusiastic in learning English.

Then the benefit to the English teachers, it gives them experience to use multimedia-based teaching media using Adobe Flash CS3. So, they can use not only textbook but also another media to convey the materials in their teaching learning process.

While the benefit for the researcher is as a valuable experience as a candidate of professional teacher in making multimedia based teaching media.

And the last one is the benefit for educational institution, this study is as reference to increase education quality by using this media.

F. Assumption and Limitation of the Research and Development

This study is limited on developing English multimedia-based teaching media for VII grade in topics of second semester. The testing of software or product in this research only for testing the quality of product or program not for investigates the effect of this product in improving student's achievement.

G. Definition(s) of Key Term(s)

Defining key terms is to avoid misunderstanding of the reader about this study. Then the researcher provides some of definition of key term related with topic as follows:

1. Development

   According to Cambridge Advanced Learner's Dictionary development is the process of developing something new. Meanwhile the mean of development in this study is making and developing multimedia-based English teaching media for VII grade of Junior High School in topics of second semester.

2. Teaching media

   Based on Ena (2001:3) teaching media is a tool to convey massage of teaching learning. While teaching media in this research is a media to help student understand the material related to the second semester topics of VII grade of Junior High School.

3. Multimedia

Mayer (2005:64) states "multimedia is a mean of presenting words as printed text or spoken text and pictures (such as illustrations, photos, animation or video)".

According to Maddux, et al (2001:253) "Multimedia comprises a computer program that includes text along with at least one of the following: audio or sophisticated sound, music, video, photographs, 3-graphics, animation, or high-resolution graphics".

While multimedia in this research is computer based teaching media that use to convey material of learning. So, teaching and learning process can run effectively and interestingly.

4. Adobe Flash CS3

Adobe Flash CS3 is software that uses to create some animation. This software used by the writer to develop English multimedia-based teaching media.