

CHAPTER 1

INTRODUCTION

This chapter the researcher presents six points related to this study. It consists of the background of the study, formulation of research question, purpose of the research, formulation of hypothesis, significance of the research, scope and limitation of the research, ad definition of the key terms.

1.1 Background of The Study

Language is using to communicate between one people and others people. Language is like an idea, emotions, and desires that can be produced some symbols. According Gorys Keraf (197:1) language is a means of communication between members of the community in the form of a symbol of sound produced by the speech organ. Thus, for this case, English is one of the foreign languages that is considered important that must be mastered by the Indonesian people because English has a very strategic position, namely in addition to being a communication tool as well as a popular language between nations.

English is one of the languages that speakers use to communicate with one another. In the globalization age, English plays an important role in international communication as well as the advancement of education, politics, the economy, and tourism (Nurhayati, 2018). Thus, with the development of worldwide communication, the number of English learners from other nations has expanded significantly in Indonesia, beginning at the

kindergarten level. As a result, English will aid in the accomplishment of educational goals by connecting other parties.

The success of English Education is the educator's conscientious advice to increase the physical and spiritual development of the primary personality. (Marimba, 1962: 19). This indicates that education has two benefits. The first is that education can help children's physical development. Because of common sense, we know that a physique can grow naturally. The second advantage is spiritual growth. A person may generally become a person with some schooling. As a result of the physical and spiritual foundations of a person, a primary personality emerges. Martinus Jan Langeveldt defined education as a student's assistance in doing something for their own lives, as well as the learner being responsible vocally and diligently.

This instance has demonstrated the importance of education as a tool for students to form social and behavioral relationships. If schooling is going well, a person's demeanor will improve as a result of what they learn. It has had an impact on their lives in areas such as socialization, intercultural communication, politics, and religion. In education, the teacher who delivers materials must generate certain activities in the learning process to capture the attention and interest of the students (Mulyasa, 2011: 69). There are several factors to consider in order to effectively communicate the material. Diane Larsen-Freeman demonstrates nine different teaching strategies. The Grammar-Translation Method, The Direct Method, The Audio-Lingual Method, The Silent Way, Suggestopedia, Community Language Learning,

Total Physical Response, Communicative Language Teaching, and the Content-Based, Task-Based, and Participatory Approach are some of them (Larsen-Freeman, 2000: 1).

In the era of globalization, technology has become one of the elements of life. Advances in information technology have also had a significant impact on human life patterns. According to Egbert (2009) the students of today are surrounded by technology, where access to a vast collection of information is only a fingertip away. Today, technology has increased significantly to meet human needs. Therefore, many people find that technology can make their lives and work easier. If the development and use of technology are properly and correctly applied, it will produce positive or useful results for humans. However, if there are too many applications, it may have a negative impact.

Technology development is a methodical process of change. In two ways, the development of technology is connected to the advancement of education. For starters, it generates a demand for training, such as educating personnel when new equipment is introduced into an organization (Emad, 2010), but it also has a less formal and more educational influence on the development of computer skills in daily life. The second way technology is integrated into education is by offering up new opportunities for increasing the efficacy of educational activities. Various technologies, such as technology for housekeeping, education, social, information technology, and soon, have been developed. The evolution may be seen in the many technical advances that exist now. Technological developments have also

had an impact in different areas. Technology in the sphere of education is one of the technological advantages that will be addressed in this research. Technology is not just a complex tool in the form of a gadget. Educational technology can improve the quality of services and products in the education field. The products in the educational field are qualified and competitive students.

Hamid JoJo (2003) defines digital media as "any instrument used by individuals to disseminate data, information, ideas, concepts, or opinions in such a way that what is promoted can be obtained correctly by someone who needs it.". This is why teachers are recommended to use media while delivering information. In this study, digital media refers to a learning instrument with the ability to efficiently convey information. Digital media helps users to get a lot of information and knowledge. Jenkins argues that digital media is different from traditional literacy media which is by media communication technologies such as film, television, print media, radio, video games, online media. According to Jenkins (2006) said applying media may achieve the educational goal, so learning at class is easier by using digital media. The use of digital media for learning can be useful since it can help teachers to transfer the knowledge and information meaningfully during teaching and learning process. Media can be component of active learning strategies such as group discussion or case studies. Media could be a movie, video, a song on radio, podcast of a lecture or newspaper article. Students can also create their own media, such as: students video project can be a powerful learning experience.

According to Mayer (2001), that combine multimedia such as picture, music, and text into one platform can help to convey the idea more effectively. Because of that the researcher tries to make the media that can combine the image, sound and text as the learning media. The media which is really appropriate is an animation video. The animation video is the video that combines the image, sound, text and also character into one platform. There is web-based animation software that can be the platform to make animation video for learning English, known as PowToon. This software was founded in 2012.

PowToon, according to Nanni (2015), is a great tool for teaching language. The PowToon animation video is a great features and eye-catching video. Of course, it will attract the students' attention. Semaan (2018:3) said PowToon is an online tool that provides a diverse range of media options, designs, animated shows, and animated graphics for creating animated presentations that flow and logically. There are also classroom accounts for project-based learning. PowToon is a web-based animation software. It is like the power point presentation Impress, or even Prezi, the creator can add the text, picture, video and also the animations in one slide. This software allows the creator to make the animation in the form of presentation and the outcome of this web-based animation is the video. The video can be uploaded in YouTube, so it is really easy to watch the video letter on, but there will be PowToon watermark if the account is not premium (Pais M. H. R, Nogués F. P, Muñoz B. R, 2017).

There are some previous studies about Powtoon. From the previous studies, the researchers take from previous studies research and also see differences in gaps. The first previous research is An Analysis Powtoon

Media for Teaching English Writing for Junior High School Students, (2019) Thesis by Devita Wafirotul Afkar. Devita talked about analysis Powtoon media for teaching English. The result using powtoon video has a criterion of suitable media this is showing the lifestyles of text, picture, backsound or sound audio recording.

The second previous research is The Use of Powtoon as Medium for Teaching English At the Ten Grade At SMK Al-Mas'udiyah Pramian Sampang, (2019) Thesis by Faris Ali Ghafi. Faris talked about teaching English the usage of Powtoon as medium become so extremely good method to increase college students' interest and students' motivation in learning English. The result that Powoon as medium changed into effective and interesting for learning English.

The third previous research is Using PREZI Presentation Software to Enhance Vocabulary Learning of EFL Secondary School, (2015) Thesis by Aljehani Muhammad Wafaa. Wafa researcher also investigated the use media presentation, such as Prezi to teach vocabulary. Thus, Study found that Prezi presentation is valuable tool for enhancing students' vocabulary.

Based on the previous study above, this current study also investigated the use of media in teaching. However, the form of media is different from previous study. This study uses Powtoon media and the focus of investigation is also different. Previous students examined the use of media

in teaching vocabulary, but this study focus on teaching listening. Therefore, the finding of this study may extend to the theory about the use of media in teaching listening. The finding of this current study can be giving positive input for the teachers by presenting the strategies of media use in teaching listening.

Based on this background, the researcher was involved in conducting a study with the tittle. Based on this background, the researcher was interested in conducting a study with the title "Students' Perception on the Use of Powtoon Video in Teaching English MTs Aswaja Tunggangri"

1.2 Research Question

Related with the background that have been explained before, the research questions is "How is the Students' Perception on the Use of Powtoon Video in Teaching English MTs Aswaja Tunggangri?"

1.3 Purpose of The Research

To explore the students' perception on the use of Powtoon video a in teaching English MTs Aswaja Tunggangri.

1.4 Formulation of Hypothesis

Hypothesis is a theoretical explanation of a research problem, a potential research, conclusion, or an accurate prediction of research results. the resear her has two hypothesis they are:

1. Null Hypothesis (H_0)

There is no any significant effect on the use of Powtoon video in teaching English MTs Aswaja Tunggangri.

2. Alternative Hypothesis (H_a)

There is any significant effect on the use of Powtoon video in teaching English MTs Aswaja Tunggangri.

1.5 Significance

The results of this study are expected to contribute theoretically and practically in related institutions:

1. For Teacher

The findings from this study will provide an overview of the suitability of using Powtoon for teaching and can be a consideration in selecting, developing, and implementing Powtoon videos in English language teaching for junior high schools.

2. For Students

Students can use the findings from this study as a reference for using Powtoon videos that can motivate the spirit of learning in understanding the material.

3. For Researcher

Future researchers can use this study as a reference to fulfill their studies regarding the use of videos to teach English.

1.6 Scope And Limitation of The Study

The scope of this study is the procedure of teaching English using Powtoon as a video and the perception of MTs Aswaja Tunggangri students in Kalidawir Tulungagung in seven classes because the school has 39 students and materials that use Powtoon media. Based on this situation, the

researcher has the opportunity to research this location which has many students and has unique activities in English teaching, namely using Powtoon media for English teaching. the scope of this study is the procedure for teaching English using Powtoon as a video and the perceptions of MTs Aswaja Tunggangri students in Kalidawir Tulungagung in seven classes because the school has 39 students and the material uses Powtoon media. Based on the situation, the researcher has the opportunity to research this location which has many students and has a unique activity in English teaching which is using Powtoon media for English teaching.

1.7 Definition Key Terms

1. Perception

Perception is the process by which humans perceive, select, organize, and interpret information to construct subjectively important representations of the world to identify, recover, and respond to it (Broadbent, 2008).

2. Powtoon

Powtoon is an online exposure tool with very attractive animation features, including handwriting animation, cartoon animation, lively transition effects, and simple timeline settings. Graham (2015:28). In this study, Powtoon is an application that teachers need to support English language teaching.

3. Teaching English

Teaching is a two-way process of transferring knowledge information between the teacher as the giver of information and the

student as the receiver of information. In this study, teaching English is an action taken by a teacher to teach an English topic. To make the class more interesting, the teacher uses Powtoon as a medium to teach English.