



**DEVELOPING POWTOON AS
INTERACTIVE MEDIA FOR LEARNING ENGLISH**

THESIS

**BY
FITRIA MINARNI
NPM 22102073021**



**UNIVERSITY OF ISLAM MALANG
POSTGRADUATE PROGRAM
ENGLISH LANGUAGE EDUCATION STUDY PROGRAM
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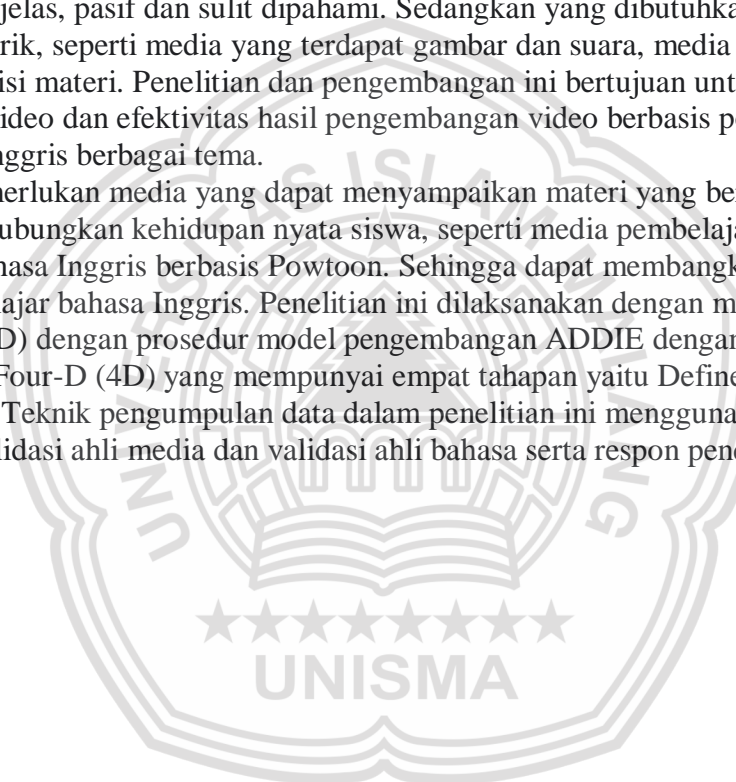
ABSTRAK

Minarni, Fitria. 2023. Pengembangan Powtoon Sebagai Media Interaktif Pembelajaran Bahasa Inggris, Skripsi. Program Studi Pendidikan Bahasa Inggris, Program Pascasarjana Universitas Islam Malang.
Pembimbing : (I) Dr.Dra. Mutmainnah Mustofa, M.Pd. (II) Dr. Dzul Fikri, M.Pd.

Kata Kunci: Media Interaktif, Powtoon

Berdasarkan hasil pra penelitian diketahui bahwa media pembelajaran yang digunakan berupa gambar dan berbasis buku. Media yang hanya berupa gambar, sehingga dari segi materi penyampaiannya tidak jelas, pasif dan sulit dipahami. Sedangkan yang dibutuhkan siswa adalah media yang lebih menarik, seperti media yang terdapat gambar dan suara, media yang terdapat materi atau penjelasan isi materi. Penelitian dan pengembangan ini bertujuan untuk mengetahui kelayakan, daya tarik video dan efektivitas hasil pengembangan video berbasis powtoon pada pembelajaran bahasa Inggris berbagai tema.

Selanjutnya siswa memerlukan media yang dapat menyampaikan materi yang bervariasi dan inovatif dengan menghubungkan kehidupan nyata siswa, seperti media pembelajaran berupa video pembelajaran bahasa Inggris berbasis Powtoon. Sehingga dapat membangkitkan motivasi belajar siswa dalam belajar bahasa Inggris. Penelitian ini dilaksanakan dengan metode Research and Development (R&D) dengan prosedur model pengembangan ADDIE dengan menggunakan model pengembangan Four-D (4D) yang mempunyai empat tahapan yaitu Define, Design, Develop, Disseminate. Teknik pengumpulan data dalam penelitian ini menggunakan angket validasi ahli materi, validasi ahli media dan validasi ahli bahasa serta respon pendidik dan siswa.





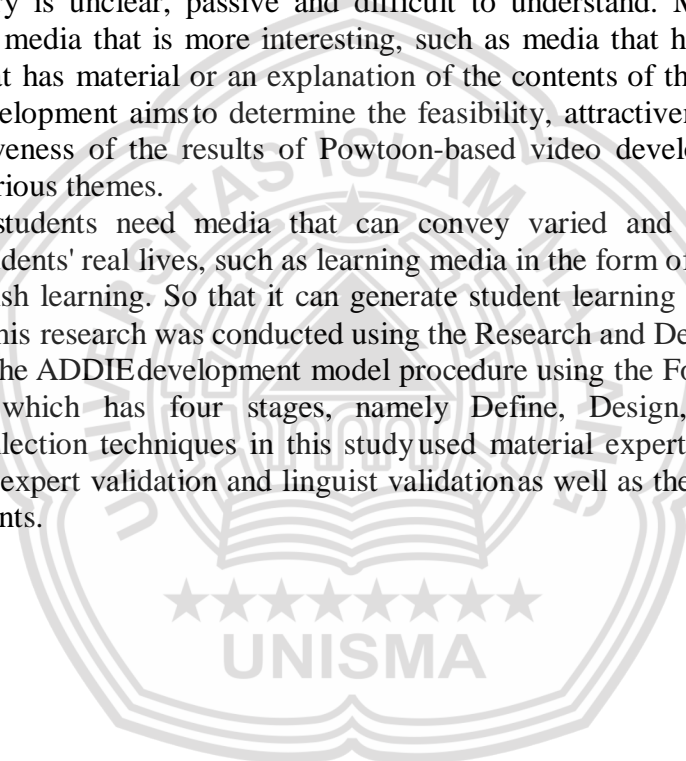
ABSTRACT

Minarni, Fitria. 2023. *Developing Powtoon as Interactive Media for Learning English*, Thesis. English Education Study Program, Postgraduate Program, University of Islam Malang.
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Based on the results of pre-research, it is known that the learning media used are pictures and based on books. Media which is only in the form of images, so in terms of material the delivery is unclear, passive and difficult to understand. Meanwhile, what students need is media that is more interesting, such as media that has pictures and sounds, media that has material or an explanation of the contents of the material. This research and development aims to determine the feasibility, attractiveness of the video and the effectiveness of the results of Powtoon-based video development on English learning of various themes.

Furthermore, students need media that can convey varied and innovative material by linking students' real lives, such as learning media in the form of Powtoon-based videos on English learning. So that it can generate student learning motivation in learning English. This research was conducted using the Research and Development (R&D) method using the ADDIE development model procedure using the Four-D (4D) development model which has four stages, namely Define, Design, Develop, Disseminate. Data collection techniques in this study used material expert validation questionnaires, media expert validation and linguist validation as well as the responses of educators and students.



CHAPTER I

INTRODUCTION

This study's background, problem statement, research limitation, goal, significance, and definition of key terms are all carefully covered in this review.

1.1 Background

Education is a deliberate and planned effort to establish a learning environment and learning process in which students actively develop their potential strength, self-control, personality, intelligence, noble character, and the skills required by themselves, society, the nation, and the state (Ministry of Education and Culture, 2018). Every person is encouraged to develop his or her individual talents via education, especially in the present day where technology is advancing so quickly. At the moment, technology is advancing incredibly. Using technology in a variety of sectors aids in the resolution of issues in every part of the globe. Anyone can do an online search for anything, including topic matter, thanks to the quick growth of technology. The use of technology by students to find information they don't already know.

Teachers are also impacted by this technology, though. According to Awalia, et al. (2019), issues concerning the role of the teacher and the necessity of conventional education are raised by the technology's rapid progress. In most cases, the teacher requests the pupils to duplicate the notes that are made on the course materials. To maximize their potential, instructors must adapt their practices to the latest technology advancements. Even Senior High School students are capable of explaining content in class today, thus teaching English is no longer restricted to those with advanced degrees or those who work for the government.

The teaching-learning approach will undoubtedly function well as long as individuals develop the lesson plan, comprehend the subject matter, and are capable of delivering it (Pertiwi, et al., 2022). Most instructors acknowledge how challenging it may be to maintain students' engagement, attention, and passion during a lecture. Poor learning outcomes and a hostile learning environment can also be caused by a lack of motivation (Mala et al., 2023). Modern technologies can make it simpler to raise the standard of instruction. One was discovered in the educational materials

(Musofa & Janattaka, 2019).

The use of educational media supports instruction in primary schools when theme learning is included in the curriculum. Learning through a theme is when several disciplines are combined with the students' daily surroundings as a source of learning. in the use of it. According to Ponza (2018), several aspects of theme learning in primary schools are portrayed as abstract phenomena, making it difficult for pupils to grasp them at times. Always connected to the real world are thematic notions. As a result, a variety of occurrences may be employed in the environment as a source of theme learning.

Interactive multimedia that is based on Powtoon is one of the media that may pique kids' interest in learning. This educational tool was a movie that had fascinating images, text, sound, and animation. Applications like Video Scribe, Powtoon, Animaker, and others that may be delivered in video form are available for teachers to utilize (Awalia, et al. et al., 2019). Users may make animated presentations using the free web-based tool Powtoon, Which has come some really cool capabilities.

According to Febriandi (2020), the use of multimedia in educational materials, entertainment, business, design, the military, sports, and other activities offers a number of advantages. Suryani (2018) also made the revelation that interactive media enable students to participate by honing abilities and getting feedback from the provided content.

The use of Powtoon-based interactive multimedia is supported by earlier study by Ponza et al. (2018), which found that learning films created with Powtoon had a substantial

impact on the results of theme language acquisition. A few studies on Powtoon's use have been done; the first being "Pengembangan Media Video Animasi Pembelajaran Berbasis Powtoon Pada Kelas 2 Mata Pelajaran Ilmu Pengetahuan Alam di SD LABSCHOOL UNNES" by Adkhar (2016). The creation of video-based learning medium was the starting point for the study's findings. This Powtoon begins with an analysis of the first opportunities and issues, data and material gathering products, script design and video animation media products, learning, testing, revision, validation, and implementation in the researched schools were reviewed. Learning using Powtoon

Second, Musyarofah (2019) conducted research on video animations that include Qur'anic verses in "Pengembangan Media Pembelajaran Berupa Video Animasi Bermuatan Ayat Al-Qur'an Dengan Output Youtube". Based on the findings of the research, material experts, media experts, and experts' religion have validated learning materials in the form of animated videos that incorporate verses from the Qur'an. got a percentage of 85.27%, 90.41%, and 83.75% in the "VERY GOOD" category, and the teacher's interpretation was 83.64 % in that area, proving that the learning media is effective.

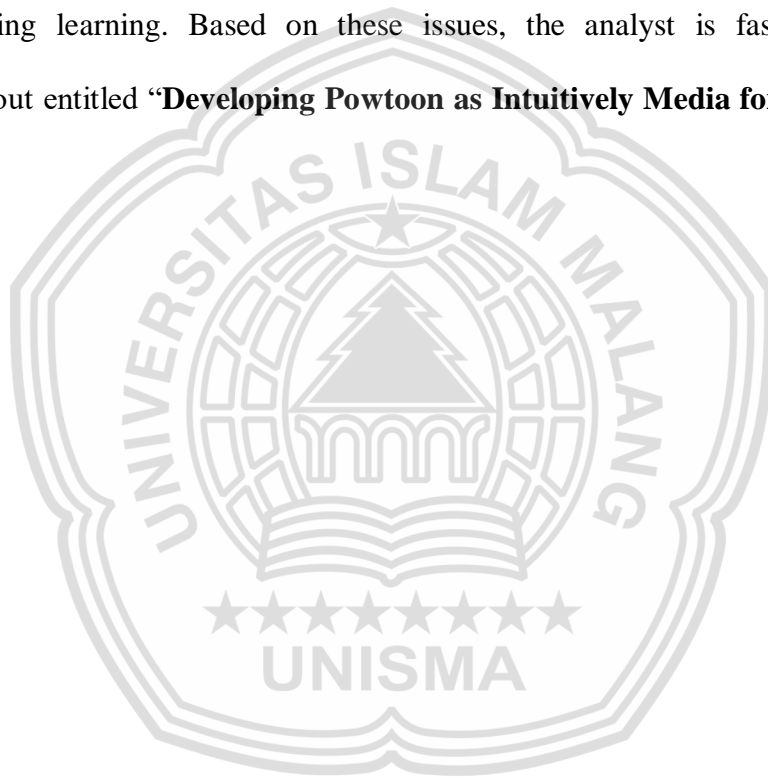
Within the frame of video movement verses of the Qur'an with yield YouTube is very well utilized within the process learning. Understudy reaction to media learning within the frame of energized recordings including verses of the Qur'an with YouTube.

output strongly agrees with the mean percentage in short group follow, which obtaining a standard scores of 74.01%, and in trials in the field, which obtained an average score of 81.30%.

The difference between this study and previous research is that various animations are used to serve as illustrations related to everyday life, use sound recordings as a support to clarify the material presented, and are interactive. Namely, there is interaction between students and the media and the learning presented is in the form of thematic learning. Not only that, this multimedia is equipped with interactive games.

Based on previous research, interview and observation with the teachers at Kartika VI-7 Elementary School on Wednesday November, 18th 2022; the teacher still taught by using

traditional method. The use of instructional media in the teaching and learning process is still not visible. The source of learning is still in the form of student theme books and theme books for teachers. Students were still passive in learning where average student were less enthusiastic about learning, due to the lack of use of learning media. Schools were also still limited in the availability of media that support learning. The existing media were in the form of media images, simple properties and LCD projectors. Based on researchers 'observations, it can be seen that schools are sufficient to use LCDs projectors, so in the application of video or multimedia media this can be done. Learning English is still abstract so that teachers have difficulties in providing learning. Based on these issues, the analyst is fascinated by conducting inquire about entitled **“Developing Powtoon as Intuitively Media for Learning English “**



1.2 Statement of Problem

Explanation of issue based on the foundation over, the researcher would like to reply the following issue: “How is the development of Powtoon as interactive media on English learning?”

1.3 Research Limitation

Based on the foundation and articulation of the issue over, the author constrained the inquire about issue. The confinements of investigate centered on Powtoon As Guidelines Media On English Learning In Kartika VI-7 Basic School.

1.4 The Objective of the Analysis

The objective of this research is planning to describe Powtoon based directions Media On English Learning In Kartika Vi-7 Basic School.

1.5 Significance of Research

The centrality of this investigate falls into two significances: hypothetical and down to earth.

- a. Theoretically, the result of this investigate can be utilized as data on how the intuitively media based Powtoon as guidelines media in educating and learning English. Also, references for those who are curious about doing investigate on the same theme.
- b. Practically, the result of this investigate is anticipated to be valuable for students, English instructors, schools, perusers, and the analyst.
 1. For the understudies: The result of this inquire about can educate the understudies almost how the media can be utilized and to persuade them to memorize genuinely within the media as directions truly.

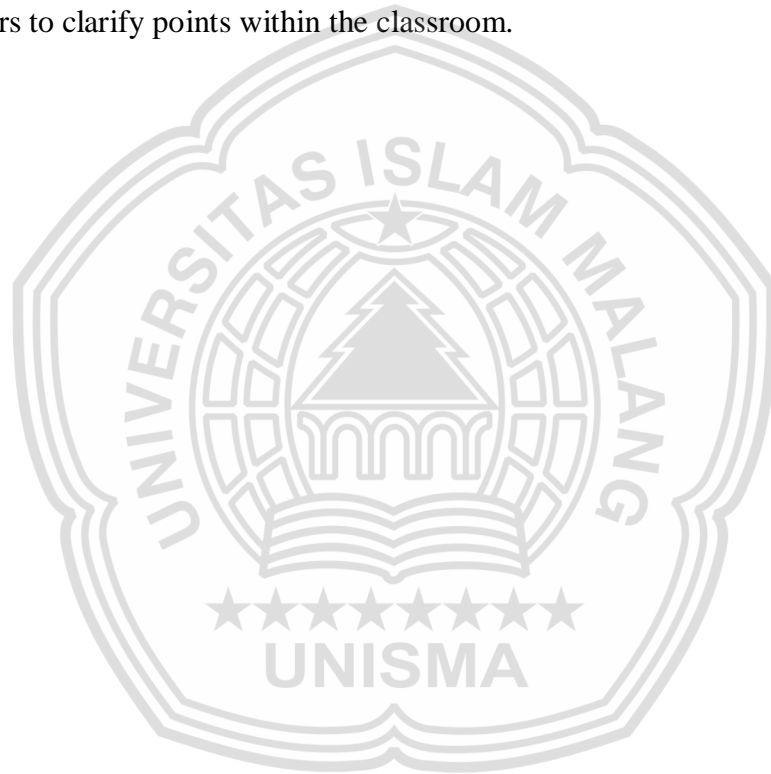
2. 2. For the instructors: The result of this investigate is thought to be input for instructors to utilize intuitively media based on Powtoon in instructing their understudies in arrange to progress students' abilities. They can alter or plan way better and more curiously educating utilizing intuitively media based on Powtoon in educating and learning to assist understudies with acing English.
3. For the school: The finding of this inquire about makes a difference the school to urge more data approximately students' lexicon and the analyst ideally can offer assistance move forward the quality of English educating within the schoolFor the readers or next researcher: they can use the findings of this research as their additional reference in doing next research related to a similar topic.
4. For the analyst, ideally, ready to contribute to instructing English by utilizing intuitively media based on Powtoon.

1.6 Definition of Key Terms

1. Powtoon is an application for producing online-based animated video presentations. Therefore, Powtoon users need to use the internet to run this software. Powtoon was produced in January 2012.
2. Interactive media could be a strategy of communication in which the program's yields depend on the user's inputs, and the user's inputs, in turn, influence the program's yields. Essentially put, it alludes to the distinctive ways in which individuals handle and share data or how they communicate with one another. Intelligently media permits people to put through with others, whether that's individuals or organizations, by making them dynamic members within the media they devour through content, illustrations, video, and sound

3. Instructional Media on English Learning

Instructional media on English Learning could be a instrument used by English instructors to clarify fabric within the classroom, which is anything that can be utilized tofortify children's thoughts, consideration, and sentiments, to energize the learning prepare. Anything that will be utilized to stimulate student's contemplations, consideration, and emotions in arrange to advance the learning handle is referred to as directions media and may be a procedure utilized by instructors to clarify points within the classroom.



CHAPTER VI

CONCLUSION AND SUGGESTION

The discussion through the present classroom action research which dealt with teaching English by using Interactive Media PowToon at SD Kartika VI-7 could finally be concluded in this chapter. Some suggestions in reference to the significance of the established research findings were also recommended in this chapter.

6.1 CONCLUSION

Based on the investigate that has been done and the dialog over, it can be concluded that intelligently media-based Powtoon in Review V were announced substantial by fabric specialists, language specialists, and media experts. So that it is reasonable for utilize within the instructing and learning prepare in rudimentary school Kartika VI-7. Intuitively media-based Powtoon was announced exceptionally down to earth after being tried on understudies and instructors. Common sense has been tried in little bunch trials (little bunch) and field trials (field testing). Intuitively media-based pow-toons are expressed to have a tall potential impact based on the comes about of the pretest and posttest, so that pow-toon-based intelligently interactive media is attainable to utilize in topical learning classes.

The utilize of Powtoon media can increment students' intrigued in learning English in course 1 SDN Kartika VI-7. An increment of understudy intrigued in learning may be seen from the rate gotten by understudies and the comes about that have been gotten from students' intrigued in learning. This appears that Powtoon learning media gets positive reactions, but not occasionally there are too negative reactions from understudies. In case the level of utilize or the utilize of Powtoon media is moo, at that point the intrigued in learning is additionally moo, and bad habit versa

6.2 SUGGESTION

Based on the conclusions that the analysts depicted over, they are in understanding with the comes about of the inquire about that has been carried out. Hence, the analyst needs to communicate a few proposals, which are:

1. Ideally, the school gives support within the frame of consideration to teachers and instructors to pay consideration to school offices, such as in terms of electronic media, in order to encourage the method of learning exercises carried out by the instructor and understudies in remove learning (online).
2. In the teaching and learning process, teachers are able to improve the quality of education by using various media for more creative learning and looking for solutions or ways out to increase student learning interest, which decreases in learning activities held at school.
3. For other analysis, this ponder can be created assist investigate on the utilize of powtoon video media for other subjects and level of instruction.

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