

CHAPTER I

INTRODUCTION

A. BACKGROUND OF THE STUDY

In English learning, one of the aims to be achieved is we can communicate well by using English language. Therefore, to communicate well in English, people should be master a lot of vocabulary. Because of vocabulary is the basic aspect on it.

This time is globalization era or the era of technological progress. All products imported from abroad use English for their instructions. Then, computer and internet source also use English as parts of information media. For the instance, the Articulate Storyline 3 is one of the software that all instructions using English language.

Then, based on the writer's observation of students in the first grade of junior high school at SMPN 3 CIRUAS. She found that many students prefer learn something that easy and simple for them, rather than learning something that makes them difficult or complicated. For instance, students felt difficult to learn English because they are lack of vocabulary and hard to pronunciation in English. Moreover, during pandemic situation students has been one-year study at home. They just study by using e-learning programs that have limited time to study effectively with their teacher. Then for

students, vocabulary learning is considered as boring activity, because they have to memorize unfamiliar words and spelling it.¹

Currently, teaching and learning process that usually practice face to face in the class, since pandemic Covid-19 hit the world, especially in Indonesia, teaching and learning process has practiced by using e-learning or distance learning. Due to this pandemic condition requires teachers to use technology as a media for teaching and learning are save and continue. It was including teaching and learning vocabulary.

There are many kinds of the media. One of the media is learning media, which is a kind of the media used in the learning process. Learning media is something that can convey messages or information, stimulate thinking, and make the learning process easier. It can be people, books, technologies and the school environments that can increase students' knowledge, ability or attitude.

Then, learning media is divided into two major parts, namely traditional media and modern media.² However, the existence of Covid-19, which requires teaching and learning activities to be carried out at home, has

¹ Florence W.M.Yip and Alvin C.M. Kwan, "Online Vocabulary Games as a Tool for Teaching and Learning English Vocabulary," *Educational Media International* 43 (2006): 234.

² Azhar Arsyad, *Media Pembelajaran*, ed. Asfah Rahman, 1st ed. (Jakarta: PT RajaGrafindo Persada, 2008).

an impact on the transition to media use.³ Learning media that are usually used in schools are mostly traditional media. But now teachers and students are required to use online-based learning media, it is one of a modern learning media. For instances, teachers and students use WhatsApp groups (WAG) and Google Classroom for discussions and assignments, as well as Zoom and YouTube applications to further explore the content visually during distant learning process. All of these media are a distance learning solution during pandemic, but they all have weakness. Such as a lack of network support capacity and expensive internet data costs. Those are often resulting in disruption of the use of the media and sometimes causes ineffective learning while at home.

For this study, the writer focuses on the use of modern learning media. One of the media that is included in the modern learning media is interactive learning media. Teaching using interactive learning media is one of the most important components in the learning process. Because of interactive learning media makes it easy for teachers to deliver learning materials.⁴ Then, it has a significant effect on student interest in learning the competencies taught by the teacher and also make learning English easier during the pandemic. Because students just need to install a simple

³ Abd. Rahim Mansyur, "Dampak COVID-19 Terhadap Dinamika Pembelajaran Di Indonesia," *Education and Learning Journal* 1 (2020): 119.

⁴ Reza Rachmatullah, Mohamad Syarif Sumantri, and Nadiroh Nadinah, "Development of Interactive Learning Media on Civic Education Subjects in Elementary School," *Atlantis Press: Advance in Social science, Education and Humanities Research* 251 (2018): 293.

application that has been developed by the writer into an interactive medium for learning English vocabulary in their smartphone or their PC. After that students can use the application offline for learn and increase their vocabulary and other knowledge of English material. Thus, interactive learning media can increase student motivation and make it easier for students to understand English learning material.

Then, the writer will use one of the software to create interactive learning media, namely Articulate storyline 3. Articulate storyline is one of the interactive learning media that can be using in the teaching and learning process. Articulate storyline is the industry's favorite software which is a commercial authoring tool with high interactivity. Then it is software that can be used as a learning medium for presentations and information delivery and requires no programming language or scripts in the process.

Based on the background of study above, the writer concluded that Articulate Storyline 3 can be an alternative media for English learning process. It can be fun and easier in anywhere and every time during pandemic condition that we do not know when did the pandemic end. To prove this, the writer will conduct Research and Development research design whether developing interactive learning media that used articulate storyline 3 reasonable for learning English vocabulary.

Finally, based on the explanation above, the writer entitles this study *"Developing Interactive Learning Media Using Articulate Storyline 3 to Increase Students' Vocabulary at SMPN 3 Ciruas"*.

B. IDENTIFICATION OF THE PROBLEMS

Based on the background of study above, the identification problems of the study are as follows:

1. Students have a limited vocabulary.
2. Students have low motivation in learning English vocabulary.
3. Teacher still uses conventional method in teaching English vocabulary.
4. There is obstacle to learning English by using conventional method in pandemic situation.

C. LIMITATION OF THE PROBLEMS

In this study, the writer only focuses on developing media interactive use Articulate storyline 3 as a software for increase students' vocabulary. It is conducted only for the first grade of SMPN 3 Ciruas, Kab. Serang in academic year 2021/2022. Thus, the result of this study to product a media interactive for learning vocabulary in SMPN 3 Ciruas, Kab. Serang.

D. RESEARCH QUESTIONS

Based on the background of study, the writer has started the research questions as follow:

1. What are the learning needs of the seventh-grade students of SMPN 3 CIRUAS?
2. What is the appropriate design of English vocabulary interactive media for the seventh-grade students of SMPN 3 CIRUAS?

E. THE PURPOSES OF THE PROBLEMS

This paper intends to describe how to developing interactive learning media to increase students' vocabulary by using Articulate Storyline 3.

Based on the statement of problems, the writer determined some objectives of study as follows:

1. To know the learning needs of the seventh-grade students of SMPN 3 CIRUAS.
2. To develop an appropriate design of interactive learning media of English vocabulary for seventh-grade students of SMPN 3 CIRUAS.

F. SIGNIFICANCE OF THE STUDY

The result of this study was expected to give contribution as follows.

1. For the students

The students can learn vocabulary in an enjoyable atmosphere by using this media interactive, and they can easily memorize English vocabulary.

2. For the English teachers

The result of this research will give the information about how to developing interactive learning media to increase students' vocabulary. The writer, hopes the result of developing interactive media will motivate to English teacher, especially, to teaching in new method.

3. For the other researchers

The other researchers who are interested in developing interactive media or interested in research and development method, they will get the information from this research. Thus, their research will be better than this research.

