# **CHAPTER I**

# **INTRODUCTION**

In this chapter, the researcher discusses research findings related to development consisting of problem background, problem identification, problem limitations, problem formulation, research objectives, research significance and product specifications.

* 1. **Background of the Problem**

Technology contains the meaning of knowledge that is used to achieve practical goals in providing everything necessary for human survival. Technological developments occurred rapidly and continue continuously to this day, resulting in many innovations from simple to complex discoveries. Initially, technology was only limited to the embodiment of tools and machines. But as time passes, technology develops and is created in various forms according to its function in human life.

Educational technology is a dynamic, progressive, and important mechanism in the field of education. It modifies and analyzes various steps of teaching and learning with the principles and laws of inspiration of modern psychology, sociology, engineering, administrative theory, mathematics, and

other social a physical sciences (Mesra, 2023). Learning media has advanced and developed along with the birth of the communication revolution which is used for learning purposes other than pre-existing media such as teachers, textbooks, and blackboards (Yaumi, 2018). Teachers must adapt to technological developments because they require the ability to utilize and utilize technology as a teaching medium for students. The use of technology in teaching media is an activity aimed at training skills and knowledge about technology that students must already have. The influence of technological developments extends to various areas of life, including life. Education is a process that aims to improve social, cultural, moral, and religious values and prepare students to face challenges and experiences in real life. For this reason, education requires an effective and efficient learning process that enables students to absorb the information, knowledge, and technology they learn as part of themselves.

In Indonesia, the changed paradigm in learning English is not followed by the change in students’ proficiency in speaking English (Jaya, 2018). The role of technology in the development of English helps students to learn and understand Indonesian well and correctly. Kustandi and Sutjipto (2013: 8), educational media are tools that can help the teaching and learning process and function to clarify the meaning of the message conveyed so that learning goals can be achieved better and more perfectly. Learning and understanding English nowadays can not only be through books and dictionaries but also through searching on the internet (scientific works, journals, etc.), using applications e-books which can be accessed via cellphones and laptops., etc. By Integrating this technology, people can update and enrich the vocabulary they use. Thus, the role and development of technology helps students to develop English language skills in reading, using appropriate language, translating, and even developing language through writing and reading works in the media.

Virtual video animation is an example of current technological developments in electronic form which can combine audio and visual technology simultaneously. Virtual animated videos are very commonly found in the general public. in anime form, it can be known as a virtual YouTuber which is a virtual animation in the form of an avatar that can be used and moved by the user. The use of video as a learning medium in today's online learning environment, many utilize YouTube facilities. YouTube as one of Google's services, which originally started as social media, is now continuing to develop into a very extraordinary platform with video-sharing features including live streaming, and can be accessed on various personal computers and smartphones anytime and anywhere (Saputra,2017). The functions of virtual animated videos in everyday life are very diverse. For example, as a medium for entertainment, advertising, for presentations, and as a means of educational media and tutorials.

To developed students’ reading skills, teachers should look for any suitable way to manage the teaching-learning process in the classroom. (Jaya, 2021). Learning media as a tool to help teachers in teaching activities (teaching aids). The teaching aids that were initially used were visual aids such as pictures, models, graphics, or other real objects. Something is called a role tool if its function is only as a tool, and is called learning media if it is an integral part of all learning activities, and there is a division of responsibility between the teacher and the learning media. These tools are intended to provide more concrete experiences and motivate and increase students' absorption and memory in learning. Learning media can be measured based on two aspects that indicate the effectiveness of implementing the instructional process, which include: empirical evidence regarding student learning outcomes and evidence that shows the magnitude of the media or program media's contribution to the success and effectiveness of the instructional process (Arsayd, Azhari. 2009: 170). The development of virtual animated videos in language learning can be used as a teaching medium which is expected to attract students' attention and interest in learning. This virtual animated video is very influential in that most students know several examples of virtual animated videos, but only the game content played by the content creator. This can make students' learning easier because they discover new things in their learning activities.

The teaching media for reading materials requires innovation to be used so that students can use it and understand the lesson easily. In English, reading is one of the most important skill that are acquired in learning a language as it influences other general language skills like speaking, listening, and writing. Reading is an activity or act of reciting writing that is very important for pupils and students. The importance of reading for students, among other things, can broaden insight, increase knowledge, and increase insight. The way to improve literacy is not only from books. It could also be through video, news media, social media, or others. Mastery of reading will influence students' way of thinking and creativity in the language learning process so that mastery of reading comprehension can determine a student's quality in the language (Kasno, 2014:1). The quality of a person's language skills depends on the quantity of reading comprehension he has. The better a person's reading comprehension, the greater his language skills.

Reading is very important for students because by reading, students can gain some assistance, such as improving or increasing our knowledge as well as enhancing the level of vocabulary we have. Without reading we will have a hardship to understand something and our literacy will be left behind (Jaya, 2021). Reading ability is an ability that is needed by students which will later be used to be able to understand various information that is read. Reading interest has a big influence on student understanding. because when students read. Without having a high interest in reading, students will not read wholeheartedly. If the student reads of his own free will or will then the student will read wholeheartedly. Reading can improve literacy. With this literacy, we will be better able to adapt to world developments and the times. Because, if lose literacy, it will be tough to compete in the world of work or survive in the current era.

The teaching media currently used does not seem to attract students' interest in learning. From researcher observation, researcher saw that most teachers used PowerPoint and books to convey learning theories. This makes students easily feel bored and sleepy while studying. Especially to improve students' reading skills. The next problem or obstacle that causes students' low understanding of English learning is the use of inappropriate models, strategies, and learning techniques. Teachers still use a more teacher-centered lecture approach. They teach only according to the steps in the textbook, and students never make direct observations of the real conditions around them. The fact showed that 21 out of 30 students are in a low level of reading comprehension, as seen from the student's repot in mid semester term that is inform by the teacher.

Based on the theory and problems that exist regarding students' difficulties in learning English in improving their reading skills, the researcher aims to develop a teaching media based on animated virtual videos to increase students' interest in learning and understanding teaching and learning activities. With the development of this teaching media, it is hoped that it can have a positive impact on student interest and improve student learning outcomes.

* 1. **Problem Identification**

Problem identification is the process and result of problem recognition or problem inventory. In other words, problem identification is part of the research process and is the first and most important step that every researcher must take.

Based on the background explained above, the researcher identified several problems as follows:

1. When observing the school, it was seen that the teacher only focused on the learning book.
2. 31 students out of 40 students have a low level of score in reading.
3. Lack of innovative English language learning media available in schools
4. 80% of teachers still use the lecture method in the learning process, which makes students bored, unfocused, and sleepy.
   1. **Problem Limitations**

Problem limitation or research focus is a subchapter in a thesis that explains the scope of a problem to be researched so that the discussion can be more focused and not spread all over the place. This section is critical to write to obtain effective and efficient research.

The researcher created problem boundaries based on the problem identification described above, including :

* + 1. Research subjects in eighth grade at Junior High School Fitra Abdi Palembang
    2. Virtual Animation Learning Media is used for narrative text material
  1. **Problem Formulation**

Problem Formulation is a form of question whose answer and truth will be sought through data collection and research.

Based on the description of the problem background, problem identification, and problem limitations, the above problem can be formulated as follows,

* + 1. How is developing virtual video animated-based learning media valid for eighth grade student learning?
    2. How is developing virtual video animated-based learning media practical for eighth grade student learning?
    3. What is the potential effectiveness of using animated video-based virtual learning media for eighth grade junior high school students?
  1. **Research Objectives**

The research objective is a sentence formulation that shows the results, something that is obtained after the research is completed, as well as something that is achieved or handled in research.

Based on the problem formulation in this research, the objectives of This development research is:

* + 1. Produce animated video-based teaching media using virtual animated video as assistants for narrative text material for eighth grade Students
    2. Validate the feasibility of animated video-based teaching media using virtual animated video as assistants for narrative text material for eighth grade students.
  1. **Significances of Research**

It is hoped that the results of this development research provided benefits, the following benefits

* + 1. Theroritical Benefits

1. It is hoped that the results of this research can be used as a reference or point of reference for English language education students in further research and development of English language learning resources.
2. Can enrich scientific knowledge, especially internal innovation English education learning resources.
   * 1. Practical Benefits
3. For student
   1. It is hoped that the results of this research can become a form of media learning for students so that they are more motivated and interested in participating in the process of teaching and learning English.
   2. The results of this research are expected to develop flexibility and optimal student learning further.
4. For English Teachers

It is hoped that the research results on the development of animated video will be able to provide innovation for teachers in implementing effective, efficient, and interesting English language learning.

1. For Researcher

Providing opportunities for researcher to apply theories that have been obtained during lectures and contribute to researcher thinking in expanding the horizons of scientific thinking in the IT field.

* 1. **Product Spesification**

Product specifications that will be developed in this research that is:

* + 1. Animated video which was developed by English subject material for eighth grade students.
    2. Animated video-based is designed to be used as a medium for learning English independently and flexibly on a web basis.
    3. Animated video developed using the Vtube studio (steam) application
    4. The developed animated video is easy to access anytime and anywhere provided a good internet connection is met.
    5. Virtual animated video is designed to be more attractive with narrative text material that is easy to understand and is equipped with anime design avatars that encourage students to be motivated to learn English
    6. Virtual animated video video equipped with images and videos that are appropriate to the material being developed.
    7. The target product is eighth grade