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STUDENTS' PERCEPTIONS OF POWTOON IN LEARNING VOCABULARY

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Abstract. *This qualitative research aims to explore students' perceptions of using Powtoon in learning physical appearance vocabulary. Five participants were selected for in-depth interviews, and classroom observations were conducted to gather data on students' interactions with Powtoon-based learning materials. The results of the study indicate that students generally have positive perceptions of using Powtoon in learning physical appearance vocabulary. Participants reported that Powtoon's engaging animations and interactive features made the learning process more enjoyable and effective. They also appreciated the ability to visualize and interact with the vocabulary, which helped them better understand and retain the information.*

Keywords- *Powtoon, researchers, English vocabulary, Powtoon learning, vocabulary, students, perceptions*

Abstract. *Penelitian kualitatif ini bertujuan untuk mengeksplorasi persepsi siswa tentang penggunaan Powtoon dalam mempelajari kosakata penampilan fisik. Lima partisipan dipilih untuk wawancara mendalam, dan observasi kelas dilakukan untuk mengumpulkan data tentang interaksi siswa dengan materi pembelajaran berbasis Powtoon. Hasil penelitian menunjukkan bahwa siswa secara umum memiliki persepsi positif terhadap penggunaan Powtoon dalam pembelajaran kosakata penampilan fisik. Para peserta melaporkan bahwa animasi yang menarik dan fitur interaktif dari Powtoon membuat proses pembelajaran menjadi lebih menyenangkan dan efektif. Mereka juga mengapresiasi kemampuan untuk memvisualisasikan dan berinteraksi dengan kosakata, yang membantu mereka untuk lebih memahami dan mengingat informasi.*

Kata kunci- *Powtoon, peneliti, kosa kata bahasa Inggris, pembelajaran powtoon, siswa, persepsi*

1. INTRODUCTION

Current learning processes are undergoing many significant changes, and it can be said that the current learning process on the *Merdeka Curriculum* can be described as a blended learning process. Whereas a learning process that is not just dependent on textbooks tends to be boring and unattractive, because teachers are responsible for the quality of education that will be received by students because the most important thing in the learning process is learning methods and media. The most important and interrelated aspects in the learning process are the choice of learning method and its impact on the type of learning media [1]. Learning media is anything that can be used to convey messages with the aim of learning activities.

With the development of technology, especially in the field of the Internet, which is getting faster every day, it is increasingly making learning processes that are integrated with technology more and more inevitable. This is because there are so many new positive things that need to be explored in order to improve the quality of our education. The use of technology in education can make students more comfortable and not seem saturated or monotonous [2]. The presence of information technology is able to serve the needs of changing mindsets and needs that are fast-paced, practical, and precise.

Increasingly new and cutting-edge technology can improve the quality of our education and learning, one of which is the Internet. The Internet can even facilitate our students' learning process. If the use of the internet has a significant effect on student motivation and interest in learning and can facilitate access to various information for education and increase student knowledge [3]. We take examples such as finding broader references that are more complete than those that do not exist in conventional textbooks, as well as helping students do their tasks easily and accurately because, with

the sophistication of the Internet, they can find accurate and credible sources of answers so that the answers they obtain can be authenticated. It's true too, because the videos they watch attract more attention than conventional textbooks, which tend to seem boring. This is what educators and adults should know and use as a medium that makes it easier for them to capture information during the learning process.

⁴ An animated video is a moving graphic or cartoon that consists of a successfully presented picture sequence [4]. Therefore, animated videos on the internet like those from Powtoon, Animaker, and even more recent ones like White Board Animation are the same thing. A moving image is produced by someone using editing software for a specific reason; in this case, a teacher producing an animated video as a teaching tool.

Let's talk a little bit about whiteboard animation, which is essentially the same as Powtoon. Is a video maker application animation on a white background canvas [5]. So as to favor the learning process, this media can produce engaging learning content by bringing together sound, design, and images. One may describe this animation as being quite straightforward, yet incredibly fascinating and multipurpose. Video whiteboard animation has been used in the field of education to study a variety of learning materials, teach company employees various corporate policies, show new software or products to consumers, or serve as an overview of educational textbook chapters [6].

¹ Student perceptions of teacher development in the utilization of technology in the learning process are very important. This can affect students' interest in becoming teachers and can also affect the success of learning. A study shows that students' perceptions of the teaching profession and family environment can influence students' interest in becoming a teacher [7]. The utilization of information and communication technology in learning can also increase the effectiveness and efficiency of learning [8]. However, not all teachers master information and communication technology as the main media to support learning [9]. Therefore, there is a need for teacher training and development in the utilization of technology in learning [10].

So we as teachers must even be obliged to develop following existing technological advances. Students need new innovations so that learning does not seem boring, we take the example of vocabulary lessons in English. Vocabulary is essential because it allows us to communicate, mastering vocabulary determines the success in English learning [11]. So we as teachers and prospective teachers must be able to improvise so that students get high-quality education.

In this article, the researcher will present the results regard¹⁰ students' perceptions of animated video-based learning for increasing vocabulary using Powtoon animated video media. Powt¹⁰ itself is a web-based software that was discovered by Ilya Spitalnik and Daniel Zaturansky. a British company that sells cloud-based animation software (SaaS) for creating animated presentations and explainer videos. Powtoon itself has many animation features and effects that make presentations or learning videos look more interesting, this has an impact¹ on classes that are not boring and impressively monotonous, thus affecting students' interest in the learning process in the classroom [12].

Based on the observations made by the researchers, the researchers asked and invited discussions with several students who were still junior high school students regarding video-based animation learning using this powtoon, many of them were familiar with this powtoon because at their school it was not uncommon for the teachers they taught to use this powtoon media, this powtoon itself was also often used in their presentations in front of the class because it was very easy to access with just

one screen of their cellphones.

The researchers have also looked at the opinions of some students at Muhammadiyah 10 Sidoarjo High School (M10SI). SMP Muhammadiyah 10 Sidoarjo is a private junior high school located in Sidoarjo, East Java, Indonesia. The school accreditation is "B". Powtoon, an online animation video tool, has been used as a learning medium in some studies conducted in Indonesia [13],[14],[15]. Including one that involved students from SMP Muhammadiyah 10 Sidoarjo.

Thus researchers are interested in conducting pre-observations about animated videos used in learning at this school. One of the students from class 7C who wished to remain anonymous stated that "learning to use animated videos like Powtoon is very fun; there are interesting pictures with pleasant music" (pre-observation). Then one of the young people, Ryo, a friend of the first source who wished to remain anonymous, explained, saying, "Yes, I won't get bored while studying because there is music and pictures" (pre-observation). According to the research's background, the following research question is pertinent "What are junior high school students' perceptions of using powtoon in learning vocabulary?"

This research aims to explore the benefits of using powtoon software for animated video-based learning. It provides information about powtoon and perspectives from various sources, serving as a reference for educators in utilizing alternative technology for creative and progressive learning. If today is a digital era that is connected to technological advances, characterized by the increasing dependence of the world of education on technology in facilitating learning [16]. Then, it is essential for teachers to effectively incorporate their expertise and abilities in effectively managing the learning environment within the classroom. This can be achieved by making optimal use of these advanced technological resources, which can serve as invaluable tools and mediums to enhance and facilitate the overall learning process for students.

2. Method

The researcher in this research using qualitative methods. Qualitative research is a highly valuable research approach that aims to gain a deep understanding of reality through an inductive thinking process [17]. Unlike quantitative research, which focuses on numerical data and statistical analysis, qualitative research emphasizes the exploration and interpretation of events and realities within the specific context of the study. By actively immersing themselves in the situation and setting of the phenomenon being studied, qualitative researchers are able to capture rich and nuanced insights that may not be easily quantifiable.

2.1 Subject and Object on Research

The target to be examined in perspective is class 7B students of Muhammadiyah 10 Sidoarjo junior high school, these students were chosen because when the covid pandemic took place, they were already carrying out the learning process using powtoon media. This was said directly by the English teacher at the school. The learning is carried out online, students are shown powtoon animated videos when learning takes place, so said the english teacher.

2.2 Data Collection Techniques

Researchers used observation and interview methods in this research. Observation is a way to obtain information about an event by direct observation. As we all know, science is the basis of all events and activities that take place, both on a large and small scale [18]. Researchers also used interview techniques in this study. An interview is a structured conversation conducted by two people

or participants. One participant asks questions and the other provides answers. It can be concluded that an interview refers to a one-on-one conversation between an interviewer and an interviewee [19].

In this study, the researcher adapted interview questions from previous research conducted by Apriati, et al with title *Students' Perceptions Toward Animated Videos-Based Teaching Materials (a Study Case in Seventh Grade)* the following are the points of the questions that the researcher used in this study:

1. Can powtoons foster your creative thinking?
2. Is the animation on powtoon appropriate for your age?
3. Do you like the animation on powtoon?
4. Can Powtoon improve your academic performance?
5. Is the material easy to understand using powtoon?
6. Are there any obstacles when learning to use powtoon?
7. Can Powtoon increase your motivation to study?
8. Do you think learning to use a powtoon has any weaknesses?
9. What do you think are the advantages of learning to use powtoon?

In this study, observation is also used in the data collection process, here are some of the points that the researcher observed:

1. Students are happy when the learning process uses powtoon.
2. Students are interested in powtoon learning media.
3. Students are easy to understand the material with powtoon learning media.
4. Students are comfortable with learning using powtoon media.
5. Students look bored when learning takes place using powtoon.
6. Students look calm in paying attention to learning media using powtoon.

2.3 Data Analysis

Same with the previous research that has been carried out by Apriati, et al with title **Students' Perceptions Toward Animated Videos-Based Teaching Materials (a Study Case in Seventh Grade) the purpose of this study was to determine the perceptions of junior high school students** regarding English language learning using powtoon media. The techniques used by researchers in this study are interviews and observations. Based on the research question the researcher try to find students' perceptions in learning using animated videos. Researchers describe and transcribe the out unnecessary or inappropriate results presented, after which the data will be sorted out which ones are important and not, in order to draw a conclusion.

3. Findings

3.1 Identifying Students' Perceptions of Powtoon in English Vocabulary Learning.

Students' perceptions of media-based learning using powtoon are very diverse, this is a challenge for researchers because the research subjects this time are junior high school students. This research uses data collection techniques with interviews and observations. Interviews were conducted with 5 random participants from classes that the researcher had previously observed.

3.1.1 Learning Using Powtoon Lack Of Weaknesses.

One of the participants in this study said that learning with powtoon is very minimal.

“If the obstacles are a little more precise, it is easy to run out of internet quota, but you can still use wifi”

What the participant said is true, it is possible that this happens this software still requires internet to access the video, but if the video has been downloaded and stored on the device storage the video can be played without internet access. As well as some electronic equipment such as laptops, LCD projectors and sound audio to support laptops so that the sound is a little louder and can be heard more clearly.

3.1.2 More Creative Learning with Powtoon.

Participant number 1 said that from his perception, learning using powtoon can make him more creative. Participants get new ideas and ways of learning.

“Yes, because in my opinion because learning using animated images is very interesting, then there are pictures so I don't have to memorize the meaning like for example head, it means head so if I hear people say head I immediately remember oh head.”

From the informant's statement above, researchers can capture and conclude if the informant finds other ways to capture learning material. Of course, this can be said to be creative considering that this resource person is a junior high school student who for children his age generally only considers the video played as a spectacle. The creativity referred to here is how the participant thinks of other perceptions when other children think that the powtoon video that has been broadcast is only considered a mere spectacle.

3.1.3 Learning with Powtoon is more fun.

From the five interviewees who have been interviewed by researchers, they say that they like learning with powtoon, there are many variations in their answers but in essence they like powtoon.

“Yes, I like it because it's good and simple to explain what the material is like it's easier.”

“Yes, the pictures are interesting and more fun, and easy to understand.”

“If from me when I saw the video, I just like it, it's normal.”

“If from me, yes, because the picture is colorful and can also move and the design is simple.”

“I just like it, sis, because the animation is good, there are pictures too, that's all.”

From all of the interviewees' responses, we can conclude that almost all of the interviewees liked powtoon because of the animation, which the researcher assumption is only natural because considering **the** age of the interviewees, who are generally interested in something interesting, colorful and eye-catching **so that the atmosphere in learning** becomes much **more enjoyable**.

3.1. Lesson Materials Are Easier to Understand.

“For me, yes, because in the video there are pictures, sounds and the sound is repeated so it's easier to understand.”

“Yes, instead of just being told to read and memorize from the book it's like boredom so it's better to watch this video.”

From the two statements of resource participants perceptions, the researchers can conclude that participants feel that learning using this powtoon media can be better understood, because there are images and sounds in the video that make it easier for participants to capture the content of the material being conveyed. The existence of visuals in the form of animated images and audio also makes the learning process not boring. Researchers assume that if someone loses focus because they feel bored, it can affect the spirit of learning. If the spirit of learning decreases.

3.1.5 Increasing Learning Motivation

According to some of the participants in this study, learning with powtoon helped to increase their motivation to learn.

“Yes, because my parents are busy, there is no one to supervise me when I study, when I found out that I can learn through videos like this, I became more motivated to study”

“Yes, it was the same when I didn't know there was something like this, I was lazy, especially if I was told to open a book, it was easy to get bored”

From the two participants' statements, researchers concluded that it is very likely to happen in today's modern era, where parents are busy working and ignoring their children's education problems. Not all

children can easily accept knowledge, in this case learning materials. This has an impact on children's enthusiasm and motivation.

4. Discussion

Researchers will discuss the results of the research and what researchers obtained after conducting observations and interviews to find out the perceptions of junior high school students using learning media on English vocabulary. The first is based on the data that learning with powtoon makes learning more fun, this is very suitable if this learning media is used as a medium either learning media by teachers or learning media for students. It is caused by interesting images and animations as well as fun songs that make learning feel more fun and increase student creativity.

Learning with powtoon is also easier to understand because the learning presents images as a medium to visualize. This is very helpful for someone whose learning will understand better if there is a visual or depiction. And there is audio that adds to the ease of understanding the subject matter. In the example in this case is a vocabulary in English. In the video there is the word "hand" with a picture of a hand as a visual and there is audio that reads "hand" this video in powtoon can be repeated continuously without limit. Thus it will help students in understanding the learning material easily.

Powtoon itself can also be an external factor in a student to study harder. This can happen because powtoon can make learning not boring anymore with its advantages in colorful animations and interesting pictures, this makes classroom learning conditions less boring. Learning boredom can cause students to be discouraged and not passionate about learning, so they cannot absorb lessons effectively. In some studies, learning boredom is associated with poor learning outcomes, such as declining academic ability and poor social skills.[21]. Especially if the conditions are like the informants in this study, of course it will be greatly helped by the presence of powtoon in the learning process.

However, it cannot be denied that this powtoon learning media still has shortcomings. Among them is that it still requires an internet connection to access this software web page and requires an LCD projector, speakers and a laptop. This is also what the government should consider, but researchers believe that all the problems that researchers have mentioned are not complicated problems.

5. Conclusion

Based on the results of descriptive qualitative research conducted by researchers at SMP Muhammadiyah 10 Sidoarjo. Researchers can conclude that they are greatly helped by the existence of powtoon. Students find an interesting, usefully and fun way to learn and of course it is not boring anymore, students also understand the subject matter more easily with the powtoon. Learners also get motivation in learning with the powtoon. They feel that learning by watching videos from powtoon is fun and usefully than learning with books and listening to explanations from teachers in class. According to their perceptions, learning with powtoon also makes the learning atmosphere fun and not boring. Although this software still has weaknesses such as not being able to be accessed if you do not have internet access and several other problems that researchers have described in the discussion. Researchers hope that powtoon will be considered in its use as a learning medium in the

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classroom. Regarding the limitations or problems faced by researchers in this study, it is in the data collection process that has had obstacles, but this can be understood by researchers because everything cannot run smoothly according to what researchers want.

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