THE DYNAMICS OF THE RELEVANCE OF VISUAL AND COGNITIVE LINGUISTICS IN UNDERSTANDING ENGLISH IN THE DIGITAL ERA

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Abstract

The dynamics of life that continue to develop tremendously, can be felt with a significant increase in the intellectual quality of society. The existence of technology is one sign of evidence that the intellectual quality of society has developed significantly. The form of the existence of technology today can be felt by the society, one of which is by using artificial intelligence (AI), applications or social media as a tool to facilitate the society in learning, communicating, doing business and so on. AI, applications and social media are current learning tools that have many benefits in the teaching and learning process. So, students can learn anytime and anywhere by using AI, applications and social media. In learning methods from all circles of learners from childhood to university students in this 5.0 era, many of them are more likely to learn using visuals. The impact of visual learning can be seen and felt from the improvement of learners' English skills, either through film or audio. But visual learning is currently only aimed at kindergarten and primary school students. This research uses a qualitative study approach or uses a descriptive approach in which the basis of the discussion is from the results of literature studies through several book sources, scientific articles from relevant journal sources from previous research results that are in accordance with the topic of discussion. Research whose data results in a description of the problems discussed on a topic by providing descriptions that occur in real life. Furthermore, the researcher conducted a descriptive analysis of the relevance of current teaching methods to improving learners' knowledge and skills in English. The result of this research is that learners feel that the implementation of visual-spatial learning can eliminate burnout, improve learners' understanding in developing better English language skills and are motivated.

Keywords: Learners, Technology, Visual, Cognitive and Intellectual

Abstrak

Dinamika kehidupan Masyarakat pada saat ini berkembang begitu pesat, hal ini dapat dibuktikan dengan Meningkatatnya kualitas intelektual masyarakat yang begitu signifikan. Kecerdasan buatan (AI) merupakan salah satu teknologi buatan manusia yang kerap digunakan untuk mempermudah peserta didik dalam pembelajaran, baik dalam mejawab pertanyaan, membuat ringkasan dan lain sebagainya. Sejalan dengan hal tersebut, terdapat beragam metode dalam proses pengajaran yang dimana bertujuan dalam penyaluran ilmu antara peserta didik dan guru agar dapat terjalin hubungan baik. dan menjaga kualitas intelektual Peserta didik dengan baik, Namun dalam memperbelajari bahasa diperlukan beberapa upaya karrna ia merupakan skill , Tanpa kita sadari, sekarang ini kita banyak mengabiskan waktu dengan sosial media dan banyak media yang menawarkan konten yang berfokus pada pembelajaran Bahasa inggris anak sejak dini,. Namun dalam jenjang pendidikan lebih tinggi metode seperti apa yang mereka butuhkan agar dapat menguasai keterampilan dalam bahasa Inggris. Penelitian ini memakai metode pendekatan dengan kajian kualitatif atau menggunakan pendekatan secara deskriptif yang di mana dasar pembahasannya yaitu dari hasil studi literature melalui beberapa sumber buku, artikel ilmiah dari sumber jurnal yang relevan dari hasil penelitian sebelumnya yang sesuai dengan topik pembahasan. penelitian yang hasil datanya berupa uraian mengenai permasalahan yang dibahas pada suatu topik dengan memberikan deskripsi yang terjadi di kehidupan nyata. Selanjutnya peneliti melakukan analisis deskriptif mengenai relevansi metode pengajaran saat ini dengan peningkatan pengetahuan dan keterampilan peserta didik dalam Bahasa inggris. Adapun hasil penelitian ini Peserta didik merasa dengan implementasi pembelajaran visual-spasial dapat mengilangkan kejenuhan, meningkatkan pemahaman peserta didik dalam mengembagkan keterampilan berbahasa inggris baik dan termotivasi.

Kata Kunci: Peserta didik, Teknologi, Visual, Kognitif dan Intelektual

A. INTRODUCTION

The development of science and technology is one sign of evidence that the dynamics of society have developed significantly. The presence of technology into the world of education in the forms of the internet, social media and artificial intelligence (AI) is a tool that can facilitate educators and students in the learning process. English is one of the International Languages that is needed at every level of Education in its implementation into the Merdeka Curriculum provides a great opportunity to improve the quality of English learning in Indonesia. This aims to develop, improve the English language skills of educators and students so that they are required to be able to learn, master skills in English which consist of reading,

writing, listening, and speaking.

Currently, technology has facilitated several media features to facilitate students in learning English such as Youtube, social media and so on. The use of technology in the English learning process can be seen from the students' linguistic cognitive improvement. This can be seen in terms of acquisition which focuses on how English can be understood, produced and implemented into the minds of learners.

Visual media is proof of the cognitive linguistic relevance of learners with visual learning methods that can improve their abilities and skills in understanding English such as the application of visual media associated in the form of multimedia. multimedia is a technique in the computer field that combines more than one media in a form of communication that includes text, sound, graphics, animation, and video into a computer system. Multimedia can make it easier for students to understand abstract and difficult to imagine subject matter. In the current era of digitalization, visual learning is more intended for certain students, such as kindergarten and elementary school. Considering that visual learning is a method of learning that utilizes text, sound, graphics, animation and video so that this learning method attracts the attention of students who come from kindergarten and elementary school. graphic media that develops the imagination or image of students. Imagination can be generated by arranging and composing visual elements in learning media (Sudjana and Rivai, 2002: 20).

In the level of higher education, of the necessity of cognitive linguistic relevance in understanding, and increasing understanding in mastering language, but the dependence of students on visual media aids such as gadgets unwisely and irresponsibly can have a negative effect. On the other hand, the use of strong visual media aids can expose visual learning approaches that have advantages such as appealing to learners, reducing the burden on teachers, focusing more on learning topics, and facilitating the receipt of information (Dineva, 2019) and increasing self-confidence. Because at this time Science and Technology accommodate in maintaining order in all aspects of life that are all practical. Especially in the field of education. Therefore, one of the suitable methods to be used in the teaching and learning process in this 5.0 era is by equalizing visual learning to every level of education from kindergarten to college, because today's students are more likely to use visual features, especially in improving and mastering English language skills.

B. RESEARCH METHOD

This research uses a qualitative approach by using interview methods and library research. A qualitative approach is a study of research that is descriptive and tends to use analysis. Qualitative research is discovery in nature. Thus, researchers can produce a comprehensive study of an incident. Interviews are social interaction activities that aim to obtain the necessary information through interaction between the researchers under study. So that researchers get information related to the study of THE DYNAMICS OF THE RELEVANCE OF VISUAL AND COGNITIVE LINGUISTICS IN UNDERSTANDING ENGLISH IN THE DIGITAL ERA. In this

interview method, the researcher analyzes the human resources of UIN Alauddin Makassar Faculty of Tarbiyah and Keguruan, especially the English Education Study Program as a participating student, where the researcher asks several questions about Learners, Technology, Visual, Cognitive and Intellectual. Then, the researcher verifies and analyzes all data and information as well as the thoughts of the interview participants. So that a problem result can be obtained, namely the use of visual learning methods for students. Then in conducting a literature review, we researchers utilize all the data and information and relevant thoughts that we have found. This research was conducted by researching journal articles using the keywords 'Learners, Technology, Visual, Cognitive and Intellectual'. Based on the literature study that we have obtained, we then conducted an analysis and verification related to matters related to THE DYNAMICS OF THE RELEVANCE OF VISUAL AND COGNITIVE LINGUISTICS IN UNDERSTANDING ENGLISH IN THE DIGITAL ERA. so that researchers obtained a conclusion that the importance of increasing the use of visual learning methods for students can improve visual memory to train focus and learning can be more interactive.

C. FINDINGS AND DISCUSSION

The application of visual based learning methods is evidence of the dynamics of community life that has developed so rapidly. This can be proven by the form of conformity from the results of interviews with students of the State Islamic University of Alauddin Makassar, English Language Education study program, namely the combination of technology and education in the learning process contains many positive impacts in the learning process. Students are currently more interested in the learning process using visuals. They believe that the visual aspect of images and videos can help the brain process, remember, and understand information better than just the written word. Some of them stated that as more visual individuals, they are better able to retain information in memory when it is presented through visualization. In line with this, mobile phones are one of the devices that are often used by students in improving their skills in English. From these smartphones, students can improve their English skills with videos, websites and social media such as, Instagram, YouTube, TikTok and etc.

A variety of activities that make us like to interact with the internet, namely to learn and improve language understanding. PBI students utilize digital media such as Youtube, Dua lingo, flash card films, short videos, animations and listening to songs all using English translation, they emphasize that the use of digital applications or platforms with images and audio really helps them in a more enjoyable learning process, from learning from books. They also feel that watching videos can help in understanding various foreign dialects, expanding vocabulary, and practicing listening and speaking skills. We often find that the use of digital or visual flashcards in articles or websites helps them remember the material better, keeping a long-lasting impression in their memory. However, some mentioned that not all apps or websites they use utilize images, although text explanations also provide assistance. They appreciate the variety of English learning content that is made interesting, such as videos, movies, songs, and quizzes in English. The benefits of using learning media in the student learning process are as follows: 1) Learning will be more interesting for students so that it can foster student learning motivation, 2) Learning materials will be clearer in meaning so that they can be better mastered by students and achieve learning goals, 3) Teaching methods become more varied so that students do not get bored easily and

teachers do not run out of energy, 4) students do more activities such as observing, doing, demonstrating, acting, and so on (Arsyad. 2013), 2013) increases interest in learning, strengthens visual memory helps remember and memorize vocabulary because it has visual appeal Student discussion references, concepts and motivates students in the learning process in the classroom teachers must also understand the Educational media in each subject material to be taught so that the media communication and teaching tools can both streamline the learning process and the need for innovation and creativity.

The use of learning media in the teaching and learning process can arouse new desires and interests, arouse motivation and stimulate learning activities and even have psychological effects on students. The use of learning media at the teaching stage and the learning process will greatly assist the effectiveness of the learning process and the delivery of messages and lesson content at that time. arouse new desires and interests, such as arousing motivation and stimulating learning activities and even bringing psychological influences on students. learning media can also help students improve understanding, present interesting and reliable data, make it easier to interpret and condense information such as the ease of remembering words in English, one of which with the use of different colors or shapes can help in remembering words more effectively. The effect of visualization through colors or images can make it easier for the brain to focus on sorting information by separating it into important data or the core of the material, the use of these colors is often found in the form of sticy notes or colorful pencils so that the memory of words is better by giving a special color, especially when the word is used regularly in everyday contexts. Some also highlight that our brains tend to process information visually, so seeing words in different colors or shapes can facilitate recall. However, there is also the view that remembering vocabulary words every day and saying them regularly can be a more effective method. Overall, visualization through color or shape plays an important role in aiding memory, especially when the words are embedded in visual activities that interest us.

The ability associated with visual-spatial intelligence is when students observe various forms of space or flat buildings and can understand the shape of the building by recognizing the color and making a design of the shape of the building (Ani, A. 2017). English-based videos/films are one of the features that provide images or spatial shapes that can improve students' English skills. because the videos/films can help in understanding the context of an image or spatial shape and conversation because they can recognize and practice various accents in English. The National Center for Innovative Technology and the Center for Implementing Technology in Education (2010) asserts that for students who are learning English (or a foreign language), movies with subtitles can have benefits. The use of subtitled films has been shown to be more effective for improving overall auditory comprehension. In addition, it can help practice listening skills, enrich vocabulary, recognize expressions, idioms and culture. Students who watch subtitled movies to learn foreign languages have shown improvements in reading and listening comprehension, word recognition, decoding skills, motivation and vocabulary mastery (Mulyadi, D., & Mutmainnah, Y. 2015) Apart from that, there are several features of visual aids that have attracted students in improving their English skills such as word cards, hello App, freetalk, games, and Youtube which can entertain them and trigger students in adding insights and improving their skills in English, such as enriching and knowing accents from vocabulary and idioms, practicing their listening skills and so on. So that students are

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more interested in learning by using a visual approach because learning is more practical, makes it easier for them to understand the material, breaks the boringness and so on.

D. CONCLUSION

The application of visual learning in understanding English in this digital era is crucial. The use of technologies such as mobile phones, laptops and computers, digital applications, and social media contributes greatly to improving English language skills. Students believe that visual elements such as images, videos, and animations help them process information better, retain information more effectively, and understand the context of English better than reading. The application of visual media such as videos or movies, digital applications, and YouTube helps increase interest in learning, strengthen visual memory, and practice students' English skills. The use of subtitles in English movies has also proven effective in improving listening comprehension, vocabulary recall and English language acquisition. Overall, the visual approach to learning has great appeal to students as it makes learning more practical, facilitates understanding of the material, and helps reduce boredom in the learning process.

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