

IMPROVING SKILLS THROUGH THE APPLICATION OF LEARNING MEDIA USING THE POWTOON APPLICATION

Nahda Almas Ainiyah¹
Bunga Shafira²

^{1,2}Departement of Non-Formal Education Teaching dan Education,
University of Sultan Ageng Tirtayasa

e-mail: nahdaalmas1@gmail.com, bunga28shafira@gmail.com

ABSTRACT

Skill is an ability that already exists in human or is natural. Skills can be learned through reason, ideas, thoughts, and supported by power in a creative sense in order to create, change or make something more meaningful and valuable so that it can produce a valuable work result. Skills are needed in today's modern era. Improving skills is one of the most important things, but support our daily needs or at work. As in the scope of education, skills can be an important factor in teaching and learning activities. Using creative teaching media will foster and increase the spirit of learning for student. Learning media is one type of learning aid that can be used to facilitate the learning process. The purpose of writing this article is the author wants to provide information that the PowToon application can be the one of the alternatives to make learning media more interest and creative. The PowToon application can help us to make animated videos or writings to make them more attracting. The research method used by the author is a qualitative description methodology by collecting data, reading, taking notes and processing research materials.

Keywords: Skills, PowToon, Learning Media

1) INTRODUCTION

Era of the industrial revolution 4.0 which is characterized by rapid technological developments, rapid and erratic changes, high competition in various business sectors, integrated production systems, has an impact on almost all aspects of human life, including the education sector (Mukminan, 2015; Salkin). et al, 2018). Advances in technological developments in the 4.0 era have made technological developments in the world have produced a variety of internet-connected applications. Technological advances need to be activated by educators to contribute to teaching and learning activities in the world of education. Almost all aspects of using technology in their lives to accelerate access to communication, information and time efficiency. Maswan & Muslimin (2017) say that in the world of education, technology and education are like two sides of a coin that cannot be separated. Technological progress with various other consequences and demands technology in the world. Especially for educators in applying techniques, methods and approaches that vary with the conversion of teaching materials or values for students. Knowledge trends in the technological era Emphasize access to learning

This makes it easier to realize their desires and goals. Provide a wide learning space to learn what they choose and what they want (Collins & Halverson, 2018).

Today as a digital era where the world of education is increasingly dependent on technology in learning, educators need to hone their skills in utilizing technology to become current materials, tools, media in classroom learning. Currently, learning is monotonous and conventional (teacher-centered), so students get bored easily and tend to only listen to what the teacher has to say. The way to avoid conventional learning is by utilizing technology in this 4.0 era so that learning is more fun and interesting for students. Currently the learning method that is often used is Technological Pedagogical and Content Knowledge (TPACK), a concept where teachers are expected to be able to deliver learning content with pedagogical competence and also involve technology assistance to be effective and efficient. Various results of technological advances, one of the most usable for learning, namely the application of animated videos is an example of the success of technology that can be used for learning media to attract interest and make it easier to convey material so that students will more easily understand those who receive lessons. Because one of the problems in education that often occurs is communication, meaning that in the learning process it often happens that the material delivered by educators to students does not arrive and cannot be accepted by students to the maximum, many students' materials misunderstand what is being taught. delivered by educators.

Sukiyasa & Sukoco (2013) explain that subject matter visualized into animated images is also more meaningful and interesting, easier to accept, understand, and more able to motivate students. Lee & Owens (2004) argue that the use of animation and special effects is very good and effective to attract students' attention in learning situations from the beginning to the end of the learning process.

One of the learning video applications that has recently been known in the world of education and is often used as a learning medium using the AVA method is the use of Powtoon animation. This powtoon application is connected to the internet or the web that provides animation services or features as exposure to learning material. . The display is in the form of a video containing various animations that can attract the attention of students. The animation features provided include handwritten animation, cartoon animation, and transition effects that are more lively as well as very easy timeline settings. The use of easy features makes educators creative and manage teaching materials well and creatively. This is what makes the powtoon application increasingly in demand and is often used in the world of education.

2) METHODS

The author uses a qualitative descriptive research method. This method is carried out by utilizing qualitative data and will be explanation in a description. The qualitative data in this paper was obtained from various reliable and continuous source with this article. The data can be obtained from book, journals and websites that can be accounted for the truth of the data.

3) RESULTS

Based on the results of the literature study conducted, the application of animated powtoon videos is feasible to be used as an interactive and creative learning tool. Powtoon application users especially educators in the learning process can make learning more effective. In addition, this learning media can also help visual media for abstract lesson concepts. Users of this Powtoon application can increase student motivation, interest and achievement.

Schools and teachers need to solve problems that may arise when they want to choose. Powtoon users as a learning medium. The obstacle that needs to be resolved is the availability of complete technology in order to access Powtoon. The availability of computers and internet facilities must also be adequate. When viewed from the advantages of Powtoon media, it is very

innovative because of its many uses, more varied with various animations and the motivation of students to more easily accept the material presented

For today's educators, the Powtoon application can be used as a teaching and learning resource. Because, if you only use or utilize the environment as a learning resource, you will encounter several obstacles in the learning process, such as limited time. Therefore, an alternative method is needed that does not take much time, for example showing videos to students through a projector screen. In this way the obstacles encountered when using learning resources in the surrounding environment can be overcome easily.

4) DISCUSSION

The Importance of Upgrading Skills

With the changes taking place in the 21st century, we need to adapt to the human resources sector to meet the requirements of the 21st century. In order for us to be able to face tougher competition than ever before, today we need to improve the skills we need. Wagner (2010) and Change Leadership at Harvard University identified the survival skills student need to cope with life, the world of work, and citizenship, focusing on the following seven (7) skills:

- 1) Critical thinking and problem-solving skills
- 2) Collaboration and leadership
- 3) Agility and ability
- 4) Initiative and entrepreneurship
- 5) Able to communicate effectively orally and in writing
- 6) Able to access and analyze information
- 7) Able to show curiosity and imagination

While academic and cognitive skills are important skills for students, they are not the only skills are qualified individuals and have an identity. These students will have the ability to be prepared for failure as well as conflict and crisis, as well as be prepared to face and overcome the difficult challenges of the 21st century. In particular, young people should be able to work and social environment, able to adapt to changing time. (Zubaidah, 2016)

In the 21st century, the role of education is becoming increasingly important in preparing the next generation with skills to learn and innovate, the skills to use technology and media, to able to work, and to use life skills. According to Saavedra and Opfer, VD (2021) access to learning in the 21st century has become easier, faster and cheaper. Today, the internet can be accessed in all region of the world, which allows people to share information related to the world of education. For examples research findings, learning theories that can be carried out in various countries. (Tantri Mayasari, 2016)

Banefits of Using Creative Learning Media Powtoon

The author uses the literature study method on several research abstracts, journals, and books related to the topic of discussion. The first thing the author wants to discuss is learning media. Maswan & Muslimin (2017) say that in order for the learning process to achieve the desired results, then in the process of delivering learning materials and resources need to be given as clearly as possible so that students are caught and accepted by students easily and clearly. Because of this, a tool called a media or learning tool is needed.

Media is a tool used to channel messages or communicator information to the public. According to Criticos (Daryanto 2010), said that the media is a component of communication, namely as the delivery of messages from the communicator to the communicant. Furthermore,

Oka (2017:6) states that the media is everything that can be used to convey messages and which can stimulate thought, feelings, concerns, and ideas, the willingness of students to encourage a deliberate, purposeful, and controlled learning process. (Yunita Wulandari Palimbong, 2021)

According to Robert Gagne (1979), learning media are everything that can be used to convey learning messages. Some education staff group teaching materials into several categories, namely:

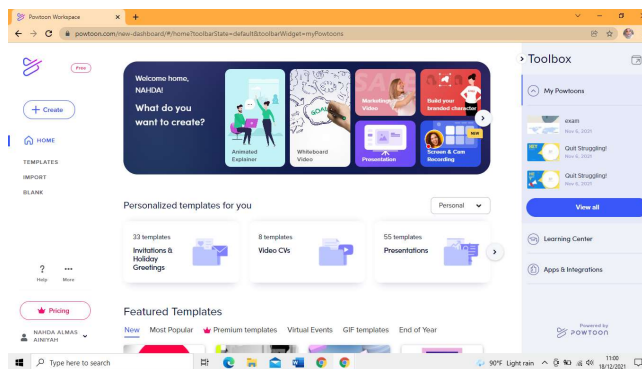
- 1) Display materials such as whiteboards, bulletin boards, flannel boards, and the like.
- 2) Audio-media such as tape recorders, VCD cassettes, MP3 cassettes.
- 3) Audio-visual media such as videos and films.
- 4) Projected visual aids such as OHT/OHP, presentation slides, LCD monitors and others.

One of the audio-visual media that is currently being used more and more as a learning media is the Powtoon application. According to Wikipedia, it is known that the Powtoon application first appeared in 2021 and has been growing steadily from 2013 until now. Adkhar (2016) explains that one of its advantages is that it is quite easy to use and does not require special skills because the steps are the same as playing ordinary videos on a computer or laptop, vcd player or dvd player on a computer or laptop. More than that, Powtoon also has many cool and interesting animation options that are already available in the Powtoon application so that users no longer need to create animations. The final result of Powtoon in the form of animated videos is quite interactive, namely, able to capture the interest of students who are interested in the program. (Deliviana, 2017)

Referring to the article by Dadan Darmawan, the following is one of the benefits of using and implementing creative learning media that can be felt by teachers and students as follows:

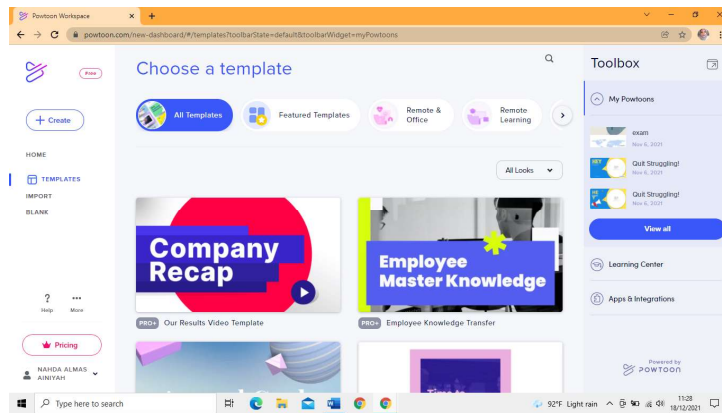
- 1) Teaching materials or learning media used by teachers must be varied so that students in teaching and learning activities will be more conducive and effective
- 2) Students must be familiar with the use of different learning aids in the learning process. One of them is using software-based learning materials, because using software learning materials can help students understand the material both practically and theoretically. (Darmawan, 2019)

Powtoon is an online web application that is used to display presentations in attractive animation features, including animated cartoons, handwriting, transition effects. All features in this powtoon can be used in one layer, powtoon can be accessed by various groups including teachers for learning media

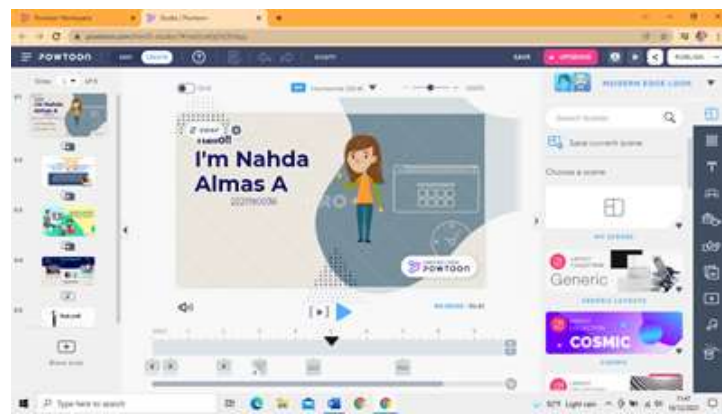


Picture 1: Home Powtoon

This Powtoon app can create them with text effect slides or movies, and can add images, characters, animations, properties, markers, shapes, transitions, backgrounds, and many other styles that can make a slideshow truly unique. We can choose the template provided in the application so that educators can easily use it. For educators now this poetoon application can be used as a learning resource. If educators only use the environment as a source of learning, there will be many things that become obstacles in the Tuesday learning process, such as time constraints. So this application is a very suitable alternative for today's learning media that does not take much time. By using this application obstacles can be overcome easily.



Picture 2: Template Powtoon



Picture 3: presentation result display

People still think that this powtoon learning media is very foreign, because this web application is quite new among the public and educators. Compared to other video applications, Powtoon produces a lot of film animations that are extraordinary and Powtoon is more effective in making interesting material in the form of videos. In the application of Powtoon media, it is not much different from Power Point media to present a teaching material, but Powtoon is more interesting because of the many animation options. The problem with teachers in schools is actually what kind of media can make students easy to accept the material given by the teacher.

Problems of Media Use Powtoon Learning

Technological developments that are increasingly advanced and depend on education on technology in expediting require facilitators or educators to reduce monotonous learning which

is replaced by active learning media. The learning media that is currently believed to make learning effective is the animated video learning media, namely Powtoon. Its easy use with attractive animation features has been proven to increase students' interest in learning and improve learning achievement. Powtoon as an online-based animated video application certainly requires technological advice such as the internet so that educators want to use this application, adequate internet availability, computer advice needed.

The use of this application is very simple and uncomplicated, but if educators and students want to use this application, they need skills or knowledge of how to operate technological devices or computers as well as the internet. Another obstacle that can hinder is the usual required for internet access

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