

**DEVELOPING LEARNING MEDIA FOR WRITING ANALYTICAL
EXPOSITION TEXT BY USING ADOBE FLASH PROFESSIONAL CS5
FOR THE ELEVENTH GRADE STUDENTS OF SMA SWASTA NURUL
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ABSTRACT

The aim of this study was to develop learning media for writing analytical exposition text by using Adobe Flash Professional CS5 for the eleventh students of SMA Swasta Nurul Amaliyah Tanjung Morawa. This study was conducted by using Research and Development (R & D) design through six stages; gathering data and information, analyzing data, designing media, validating by the experts, revising and final products. The subject of the study was grade XI of SMA Swasta Nurul Amaliyah Tanjung Morawa. The data were gathered by administering interview to English teacher and distributing questionnaire to 30 respondents to get the students' needs. The interview and questionnaire result proved that the students need a learning media in teaching writing which can help the students to understand about the analytical exposition text. The learning media of Adobe Flash Professional CS5 was validated by experts. The average score is 4.62. It means the developed learning media by using Adobe Flash Professional CS5 is relevant or appropriate and categorized as a very good learning media for students at SMA Swasta Nurul Amaliyah Tanjung Morawa.

Keywords: *Research and Development (R&D), Adobe Flash Professional CS5, Analytical Exposition Text*

I. Introducton

According to Tileston (2005) media is important in facilitating English learning. One of the ways to make the students become more interested in learning English is by using media. Media also can give stimulus for students to make the learning process happen (Akhtar 2013). It means that students will get stimulus to imagine, think, feel, and have desire to study so they will give attention to study when learning process is provided with media.

In teaching English especially on writing, writing is a productive skill in English subject, because it produces a thinking process of ideas, experiences and feeling in written form. Nunan (2003:88) defines that the main purpose of writing is to make the writer creates or expresses ideas into a written form to give information to the reader and it is the same as the purpose of communication. That's why the teacher must choose the appropriate media in this writing skill that can be used in the class. Media must support students to promote their enthusiasm to learn the subject. .

Based on the preliminary observation of grade XI students in SMA Nurul Amaliyah Tanjung Morawa that was by interviewing the English teacher about the students' writing especially in analytical exposition text. The teacher told that most of the students had many problems, especially in writing. They mostly were afraid of making mistakes, making some errors in organizing the idea, and arranging the sentence without using the language feature of the text. The researcher also found some problems, including the students' attitude,

they felt bored and not interested in learning because the teacher used the unchangeable method.

Another problem which the researcher found that the teacher just used an English book from government. The teacher also did not try to use any media to add references and help students to more easily see what they want to tell as an additive for learn in writing analytical exposition text.

Based on the situation, the researcher thought that it was important to find ways to overcome the problem. One of the ways to solve the problem was by using media in teaching writing. The use of media gave positive impact on education. The development of the media must attract and stimulate their willingness to write analytical exposition text which hopefully increased the students' motivation and enthusiasm to learn any material in English subject.

Along with the times, the development of information and communication technology in such a way has led to a variety of sophisticated applications that can be utilized to create learning media, one of which is the Adobe Flash CS5 Professional application. This application is a software that is widely used for making graphics and animations. With the use of the software, the development of this learning media can be made as creatively as possible so that it can attract students' attention and not be boring.

Thus, students were expected to understand all materials about analytical exposition text well. The purpose of this was to describe the needs of learning media in writing analytical exposition text on Adobe Flash CS5 Professional

for Senior High School students, and to produce prototypes of learning media in writing.

Based on the previous background of the problem, the researcher assumed that the difficulty in writing analytical exposition text was because of the lack of media to motivate students in transferring their ideas, even in arranging them into writing. So the researcher needed to know how to develop learning media by using Adobe Flash Pro CS5.

II. Review of Literature

2.1 Media

Gerlach & Ely in Arsyad (2013:3) explain that the word media comes from the Latin word *medius*, which literally means ‘middle’, ‘intermediary’, or ‘introductory’. Media is human, material, or events that establish the conditions that enable the pupils to acquire knowledge, skills, or attitudes. More specifically, media is tools of graphic, photographic, or electronically to capture, process, and reconstruct the visual or verbal information. Media means the tools that are used by teacher do deliver teaching material to students in teaching and learning process

2.1.1 Digital Media

Digital media is a blend of technology and content, and building digital media products requires teams of professionals with diverse skills, including technical skills, artistic skill, analytical and production coordination skills. All of these skills need to be balanced on a team, with all team members focused on creating the best user experience.

Digital media is electronic media that works using digital codes to create digital audio, digital video or other digital content. This is contrast to analog media, older technology which uses a constinuous signal. Digital media can be used to procedure a variety of end products, including: (1) Presentation; (2) Tutorials; (3) Simulations; (4) Games; (5) Web pages.

2.2 Media Development

Tara (2012) says that media development should be better integrated into mainstream development efforts, in particular anti-corruption, education, and human rights. Media development should become a knowledge-based practice by better integrating research into policy and practice, developing and testing theories of change, creating institutional knowledge from evaluations and other sources, and sharing knowledge across other development practice areas.

2.3 Adobe Flash Pro CS5

Adobe Flash Professional CS5 was released in 2010 by Adobe Systems Incorporated. Adobe Flash Professional CS5 is a program aimed at designers or programmers who aim to design animations for making web pages, making interactive games, presentations for business purposes, learning processes, making cartoon films, and can be used to build high-value applications as well as more specific goals (Pranowo, 2011: 15).

The advantages of using Adobe Flash Pro CS5, the result of this application is small file size with good quality, with a relatively small file size, this will make it easier for students to open the results of this application. And then Adobe Flash Pro CS5 is able to import all types of image files, videos and audio files so that presentations with Adobe Flash Pro CS5 will be more interesting for students. And there is also disadvantages of using Adobe Flash Pro CS5, the process of making is complicated, because everything is manual, starting from making images, movements, to making key functions such as the next button, previous, and so on. So it will be difficult for teachers who want to make learning media with this software.

2.4 Writing

Writing is the activity in which the people perform their spoken language into the symbols or graphics. According to Brown (2001: 335), written language is simply the graphic representation of spoken language, and that written performance is much like oral performance, the only difference is that written language uses graphic & instead of auditory signals. Writing involves communicating a message by making signs on a page. It means that in doing writing the spoken message must be convert into a symbol. Writing is a form of communication and a process of expressing and impressing ideas into a product of writing, translating out thought into language (Nunan, 2003: 88).

2.5 Analytical Exposition Text

According to Anderson (1997: 2 - 3), analytical exposition text is a type that is intended to persuade readers that something should be in the case. The social function of analytical exposition is to analyze the topic and to convince or influence the reader that this opinion is correct and supported by arguments and also to convince the reader that the topics presented was an important topic to be discussed or gained attention by way of providing arguments or opinions that support the main idea or topic.

III. RESEARCH METHODOLOGY

The Research Design

The research was conducted by using research and development (R & D). R & D is one of research designs that used as the method to develop and validate some educational products such as curriculum, syllabus, textbooks, instructional media, modules, assessment, instrument, etc. (Borg and Gall , 2003). The research conducted in SMA Swasta Nurul Amaliyah Tanjung Morawa, located on Jl.Sei Merah Desa Dagang Kelambir Kecamatan Tanjung Morawa, Kabupaten Deli Serdang, North Sumatera. And the researcher took the students who study in grade XI .

In collecting data, the researcher applied the combination of two strategies, using questionnaires and interview. The interview was proposed to the teacher, and some students. While the questionnaire was proposed to the to students and experts. There were two instruments of questionnaires

guidelines which used in collecting data. Those were need analysis questionnaires and expert judgment questionnaires.

While the interviews were administered to support the data of students' needs in learning English. The interviews was given to the teacher. The interviews bring the data about problem of learning English. Besides that, the researcher got the data whether English media in teaching writing are appropriate or not for the students' needs in grade XI.

The data were collected in the form of qualitative and quantitative. The qualitative data were obtained from the questionnaires of the students and the interview of the teacher and the students. While quantitative data were obtained from the questionnaires in form of percentage.

IV. RESEARCH FINDINGS AND DISCUSSION

4.1 Research Findings

4.1.1 Gathering Data and information

The process of gathering data has been done before starting the research to get the problem. In this step, the researcher got the data from observation, interview, and questionnaire consist the students' need and teacher's need in teaching learning activity. The researcher distributed the questionnaire to 33 students and interview to an English teacher to get reliable information about the students' needs.

4.1.2 Need Analysis

4.1.2.1 Questionnaire analysis

The data from the need analysis questionnaire was analyzed through calculating the percentage of each answer in questionnaire by using the following formula proposed by Sugiyono (Sugiyono, 2009: 144):

$$P (\%) = \frac{f}{n} \times 100$$

Where: P = Percentage

f = Frequency

n = Total number of Respondents

100 = Fixed number

The highest percentage of the answers on each question was considered as the tendency of the students related to the condition.

As elaborate above, needs analysis was divided into two major needs: target needs and learning needs.

Target Needs

Based on the data, the researcher could identify that 26 students of SMA Swasta Nurul Amaliyah Tanjung morawa or 86.67% said that writing skill in learning English is important, and four students or 13.33% said sometimes it is important to learn about writing skill in English. And 100% students said that they needed a supporting media in learning

English especially in writing skill. 70% students stated that they really needed a media especially digital media in supporting them in learning writing analytical exposition text, and 30% said media is needed in learning writing analytical exposition text. In fact, 90% or 27 students didn't know what is Adobe Flash Professional CS that would be developed further by the researcher as the media writing analytical exposition text.

- **Necessities**

From the data, the researcher could identify the necessities of grade XI students of SMA Swasta Nurul Amaliyah Tanjung Morawa about media that used by the teacher to support their learning, 21 students (70%) stated that they needed a media to explain the material. Two students (6.66%) stated that they needed only book to explain the material and 6 students (20%) stated that they needed discussion, and a student (3.34%) stated other.

5 students (16.66%) needed media print in learning and 25 students (83.34%) needed audio visual in learning analytical exposition text. 7 students (23.33%) stated that the material in the media should be accordance with the standards of competence and basic competence, 8 students (26.64%) stated that material is authentic (which can be found in everyday life), 15 students (50%) stated it presented and explained clearly.

For the understanding of analytical exposition text, 3 students

(10%) really understand about the material, 9 students (30%) stated understand about the material, 13 students (43.33 %) having less understanding about analytical exposition text and 5 students (16.67%) still did not understand about the material of analytical exposition text.

- **Lacks**

From the data , the researcher could identify the lacks of the eleventh grade of SMA Swasta Nurul Amaliyah Tanjung Morawa about learning media related to learning English. There were 7 students (23.33%) stated that they faced hard situation in determining to connect the right English grammar. There were 4 students (13.33%) stated that they did not understand to connect the content with topic, 9 students (30%) stated that they had problem in developing their idea, and 10 students (33.44%) stated that they could not write without the appropriate media.

For the writing skills, the lacks faced by the students, as many as 12 students (40%) stated that they needed to be given the vocabularies for the text that they wanted to write, 5 students (16.67%) stated that they needed to introduced to the sentences structure related to the text, and 11 students (36.67%) stated that they needed to be given . There were 2 students (6.67%) stated that they needed to write a text which related to daily life. And for the learning media used, 4 students (13.33%) agreed the media being used is appropriate with the topics, 16 students (53.33%) stated the media being used is less appropriate with the topics, and 10 students (33.34%) agreed the media being used is not appropriate with the

topics in analytical exposition text.

- **Want**

From the data, the researcher could identify the wants of eleventh grade students of SMA Swasta Tanjung Morawa about learning media related to learning English. There were 3 students (10%) stated that the audio is not necessary for the explanation, there were 10 students (33.33%) stated that sometimes it is necessary and there were 17 students (56.67%) stated that the audio or music for the explanation is really necessary.

There were 13 students (43.33%) wanted the media to be interesting and there were 17 students (56.67%) stated that media can motivate them in learning English. As many as 8 students (26.67%) chosed the media that should be used not too much color in the letter, there were 18 students (60%) stated that the learning media should have the appropriate color combination between the background and words. And the rest were 4 students (13.33%) stated that the letter used in the media should be bright and clear.

4.1.2.2 Interview Analysis

The researcher gave an interview to the English teacher of Grade XI of SMA Swasta Nurul Amaliyah Tanjung Morawa. It was conducted to support the results of the questionnaire analaysis by the students and also to get the accurate data.

4.1.3 Developing Media by Using Adobe Flash Professional CS5

This study aimed at creating a learning media based on the students' and also teacher's needs. The researcher used Adobe Flash Professional CS5 media and some supporting videos got from internet to make the learning media. The media developed by the researcher followed several steps, namely:

- Preparing The Material
- Designing Storyboard
- Designing Media in Adobe Flash Professional CS5
- The Final Result of the media by Using Adobe Flash Professional CS5

The final result obtained at this stage is a learning media software aimed at discussing English and teaching students to write analytical exposition text correctly and improve further understanding of English.

4.1.4 Validating by Experts

No	Criteria	The number of criteria	Maximum score	Score
1	Linguistics	7	35	30
2	Process	7	35	31
3	Product and Content	5	25	23
4	Layout	5	25	24
	Total	24	120	108

$$\text{Average} = \frac{108}{24} = 4.5 \text{ or percentage } \frac{108}{120} \times 100\% = 90\%$$

The table above showed the score of the lecturer's validation was 4.5 or 90%. It was categorized as "Very Good"

No	Criteria	The number of criteria	Maximum score	Score
1	Linguistics	7	35	34
2	Process	7	35	33
3	Product and Content	5	25	23
4	Layout	5	25	24
Total		24	120	114

$$\text{Average} = \frac{114}{24} = 4.75 \text{ or percentage } \frac{114}{120} \times 100\% = 95\%$$

The table above showed the score of the teacher's validation was 4.75 or 95%. it was categorized as "Very Good".

4.1.5 Revising

After getting the validation, the writer considered the experts' judgments in order to enhance the media's quality. The media will be revised for the things like the grammatical of the sentence in the materials and some sentences which should be corrected to be more understood by students.

4.1.6 Final Product

After revising the media, the final product had been completed. The media was already based on the students' needs and appropriate to be used in the teaching learning process.

4.2 DISCUSSION

The developed media of Adobe Flash Professional CS5 were gotten by conducting the research and development stages by Borg and Gall (2003:407). The stages consisted of gathering the information needed, the lesson book used by the grade XI students, and the media that currently used by the teacher in teaching of writing analytical exposition text.

The media developed by the researcher were already appropriate and related to the students' interest since it is based on their need analysis. Analyzing the students' needs based on their interest is one of the way to improve their learning motivation in order to increase their skill in studying English, especially writing skill. The validation result consisted of 4 aspects, there are linguistic aspect, process aspect, product and content aspect, and layout aspect. The average score experts' validation of four aspects, 92.5% and the criteria was very good.

V. CONCLUSION AND SUGGESTION

5.1 The Conclusion

After analyzing the data, the researcher draws the conclusion that the students' existing writing media are not interesting. They find it is difficult to make and find idea in writing analytical exposition text which eventually brings them to be passive learners. They want to have the interesting and attractive media which motivate them to learn and write analytical exposition text. It is concluded that, the solution for them is developing the new writing media. The researcher

developed these new writing media by considering the students' needs and teacher's needs to get the learners understand to the learning material, make the learners get stimulus to think and have desire to study, and increase learners' motivation and enthusiasm to write a text based on the Media of Adobe Flash Professional CS5. The learning media of Adobe Flash Professional CS5 was validated by experts. The average score is 4.62 or 92.5%. It means the developed learning media by using Adobe Flash Professional CS5 is relevant or appropriate and categorized as a very good learning media for students at SMA Swasta Nurul Amaliyah Tanjung Morawa.

5.2 The Suggestions

In the relation to the conclusions, the researcher humbly suggests:

1. For the teacher, should consider the students' needs in choosing the learning media. The learning process can be successful if the teacher mastered in explaining the analytical exposition text as well as using a learning media that can support them.
2. For the students, by implementing of teaching media could have the students to improve their ability in writing and their interest.

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