



## Enhancing Cultural Competence in ELT: Google Sites in English Education

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received</p> <p>Accepted</p> <hr/> <p><b>Keywords:</b></p> <p>Digital Media</p> <p>Google Sites</p> <p>Case base</p>	<p>The study aims to develop digital media on Google sites (case based) on English culture in ELT. It is a type of research and development (development research). Development measures can be taken according to the advanced formative design line of two main stages of development research, the preliminary study and the formative study. This research subject is fourth student of 49 students. Data is collected with observation, questionnaires, and documentation. Data analysis is done with a descriptive analysis. Research results obtained, 1) tests done by experts obtained 83% scores of media experts, and 84% of materials in the proper category; 2) testing results for one to one received an 81.6% rating of the worthy category, tests in small groups scored 84% with a highly feasible rating. Test results in the field test obtained an 83% score in the highly feasible category. Based on this data, the research shows that digital media on Google sites (case based) on the English culture in ELT are worthy of use.</p>



## INTRODUCTION

The purposes of learning depend on many facets, such as proper learning strategies, the learning media, and relevant teaching materials. The use of the teach media makes it easier for teachers to give explanations related to the lecture materials. The learning medium is the tool used by educators in the learning process. Media are not just tools or materials, but other things enable learners to acquire knowledge (sanjaya,2013). The learning media is every medium within which information can be communicated to others (Anita,2010). Specifically, the learning media have a function in the teaching process to increase the learner's stimulus in learning activities (surata, 2020). The learning media is created to sustain the learning process between teachers to learners. The process of introduction and constructive understanding of a material is easier for teachers to learners. The learning media is increasingly efficient when made with interest and according to the development of The Times.

To adapt with the technology development in education, it is felt that studying the English culture in Elt's subjects would need to develop digital media. Digital media can present learning materials contextually, both audio and visual with interesting and interactive (muttering, 2013). The use of digital media can help to achieve the aim of English culture in Elt. The attainment of these university studies is that students are able to communicate effectively in English with other people of different cultures, thus minimize conflict, and bridge cultural differences.

To achieve the aim of studying the English culture in ELT. Subjects requires a method of learning that encourages learners to think critically about foreign cultures. Case method can be applied to the subject of English culture in ELT. Case is an authentic situation given to the protege to dig up and find the problems and solutions of the given case. Presenting cases relating to foreign cultures is expected that students will be able to meet the diversity that exists within the global sphere of individuals, groups, and communities.

Based on the observation on the learning media in English Culture in ELT that used in the class, the learning media that used by lecturer is limited by the power point. The lecturer presented teach materials using a talk method with a simple media power point. Use of the teach media does not involve students to use it so that in the learning process students seem passive. The presentation of material was not accompanied by the presentation of cases that stimulus the student to explore the topic of the study. This underscores students' ability to do well at the end of English culture in ELT.

The observation of English culture in ELT studies weaknesses, the researcher are interested to developed a digital teaching media based case method. The study conducted in response to the researchers' response to the obstacles facing the learning process as well as the application of the OBE (Outcome Based Education). OBE is an educational system that emphasizes what students can do well at the end of their learning experience (arifin, 2020). Digital case-based media was developed to encourage students to be able to communicate effectively with foreigners who have cultural diversity. Hence, students need to embody their need for investigative and digital media to English Culture in ELT.

Digital media on Google sites is compiled according to case-based learning. As for Williams in Azzahra (2017) the sequence in content presentation on Google sites based case is:

1. Exposure to topics
2. Case presentation
3. Search for information, data and literature
4. Completion of the case given
5. Presentation of completion and hypothetical results

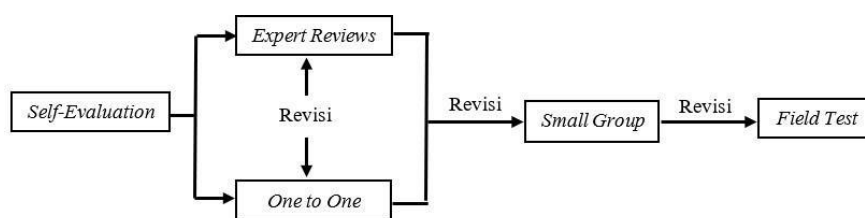
Werdiningsih (2021) states that case method or method is known to the method Cases are participative learning methods that use conversation or discussion to solve the problem. The use of this method will sharpen and strengthen critical thinking ability, problem solving, communication, teamwork and creativity. Case Method is a teaching method that involves breaking the problem inside A situation that resembles a case.

According to Heinic (2020) the media is a mediational instrument in the study mechanism of books relating to the subject material, be it the pictures they predicted, photos, videos, audio, and radio. As one defines media as a tool for the design processes of scientific, material one study, strategy, and a review of learning. According to the Kempt (2020), media is needed in order to attract learners' interest and motivation in learning about them.

The course of English culture in ELT was the subject that presented cross - cultural theories and practices to USA social and cultural systems. The material presented will be cultural concepts, family life, friendship relationships, educational systems, the work/professional world, and cultural conflicts. The attainment of this course of study is that students are able to communicate effectively using English with other people in different cultures, minimizing conflict, and bridging cultural differences

## METHOD

The research method used is development research. Development measures can be taken according to the advanced formative design line of two main stages of development research, the preliminary study and the formative study. The intermediate stage that includes self-typing, prototyping and field test. Here is an explanation of every step made.



Picture 1. Digital media development channel diagram googles time-based cases

The self-evaluation stage includes the design and analysis stage. The analytical stage includes student analysis, the English culture in ELT material analysis. The design stage includes development of digital media on Google sites for English culture in ELT. Early results of this product are called prototype I. each prototype focuses on the three characteristics of matter, construction, and language and is then conducted an expert test of the prototype.

The prototyping consists of the stage expert reviews, one-to-one, and the small group. The expert reviews stage is testing the prototype by experts in the field of English studies. The test was based on content, concepts/construction, and language. At the one-to-one stage, the prototype was subjected to three students studying the fifth semester in English education study program. It is done to view easier use of Google sites through testing on the student. Expert reviews and one-to-one are being used as revision material on the prototypes. Then came the small group phase of the prototype, which was revised (to prototype II), was tested against a small group of iv proms for English education. Next student was asked to respond to the prototype via response. Small group results, via the questionnaire response used as revised to prototype.

The phase of field test, the revised prototype (becoming prototype III) was translated into the research subject, fourth semester of English education study program in English culture in ELT. The results will be assessed the scores of each student used as a basis for assessments of the students' ability in the English culture in ELT subjects.

Data gathering instruments on prototyping using Google site-based media assessment instruments on a case scale on a likert scale, with a score range of 1-5. Expert reviews and one- to-one assessment components are made on aspects of material quality, construction, and language. The assessment component of a small stage group is conducted on the use of Google sites that include reading, easy to use, easy to understand, supporting student learning, encouraging and interested learning. The following is the application of the likert scale (sugiyono, 2014):

Tabel 1 Skor untuk penilaian skala angket

Analyse of analysed data on digital media on Google Sites cases using the following formulas:

As for the preferred percentage assessment guide for each statement in the questionnaire using the following score interpretation criteria (riduwan, 2009).

**Table 2. Score Interpretation Criteria**

Criteria (%)	Classification
$80 < P \leq 100$	Very Strong
$60 < P \leq 80$	Strong
$40 < P \leq 60$	Enough
$20 < P \leq 40$	Weak
$0 < P \leq 20$	Very Weak

Success indicators in the development of digital media on Google sites via the development-based stage of development include strong and viable classifications.

## DISCUSSION

The design of the products has been passed through a series of tests as planned. First, digital media products on Google sites based the case have been through self-investigation which researchers have done analysis and design. The analytical phase involves the analysis of student needs, the analysis of English culture in ELT and the English culture in ELT case. In turn, the researchers produced the first product called the

prototype I, next in expert scholarship and one to one. At the expert stage of the complaints, the media was put to the test by 2 expert materials expert, and media expert. At stage one to one, on trial by three individual students chosen from each of the high-abilities, moderate abilities, and low capabilities. The test was based on content, concepts/construction, and language. Both of these testing processes were eventually revised and obtained the media prototype II. The prototype ii was spoken to a small group of six students of two high aptitude, two moderate skills, and two underqualified students produced prototype III, which was then tested at the field test. At the level of the field test, the revised prototype was translated to the research subject, an IV promo class at English university. The results of the field test are done accounting against

**Table 2. Expert Validation Results**

Expert	Percentage	Classification
Media	83%	Very Strong
Materials	84%	Very Strong

There's some expert input. Here's the input. The average score obtained in this test is 83.5%. This score falls in a strong category. There's some input from the experts. Here's the input.

**Table 3. Input a Media Website based Case from Expert**

Input from	Score	Input
Media Expert	83%	<ol style="list-style-type: none"> <li>1. Media template is more interesting</li> <li>2. Make title and sub title of the activity</li> <li>3. Make an Illustration</li> </ol>
Material Expert	84%	<ol style="list-style-type: none"> <li>1. The case presented is well related to the title case that provide</li> <li>2. Provide more examples of the cultural differences between Indonesia and America</li> </ol>

Based on the testing by expert, Google media sites are also being applauded by student at stage one to one. The average score obtained in this test is 82%. This score falls in a strong category. There's some input from the student body. Here's the input.

**Table 4. Input a Media Website based Case from a Student at Stage One to One**

Input from	Score			Input
	Appearance Aspect	Materia Presentation Aspect	Benefit Aspect	
Student low ability	80%	82%	82%	Adding USA culture
Student medium ability	82%	83%	84%	The material is still general less detail
Student high ability	81%	83%	82%	Add more USA culture example
Average	81%	82%	82%	

From both of the above tests, researchers are doing multiple reproductions of Google sites' case-based media sites designed to produce prototype II. Next, the prototype ii was commended to the small group and produced such data as below.

**Table 5. Result Test Google Sites Media Based on Case in Small Group**

Input From	Score			Isi Masukan
	Appearance Aspect	Material Presentation Aspect	Benefit Aspect	
Student low ability	85%	83%	85%	Add explanations to the material so it will be easier to understand
Student medium ability	81%	85%	85%	1. Add more explanations to the material so it will be easier to understand
Student high ability	85%	85%	85%	1. Add illustrations to the questions to make them easier for students to understand
Average	83%	84%	85%	

From the results of small group tests obtained the average score obtained in this test is 85%. This score distinguished into a very strong category, so researchers are improving on imperfect teaching products to produce a prototype III that is praised for the last on a fourth semester of English education study program student called at the field test stage and generating data such as below.

**Tabel 6. Results of a Google media test on cases based on the field test stage**

Input from	Score			Input
	Appearance Aspect	Material Presentation Aspect	Benefit Aspect	
Student low ability	80%	83%	80%	The media is made more colorful so it is not monotonous
Student medium ability	80%	84%	85%	Add illustrations For the case
Student high ability	85%	85%	85%	Add more cultural examples
Average	82%	84%	83%	

The result of the above field test results in the average score obtained in this test is 83%. This score falls into a very strong category, with researchers making revision to designer

media products. With digital media on Google sites (case based) available for use in the course of English culture in ELT.

## CONCLUSION

The conclusion of the study is a digital media product on Google sites (case based) on eight chapters of English culture in ELT. 1) the results of the tests done by experts were scored 82% for media experts, 82% for meaningful materials included in strong classification, and 80% for meaning linguists included in very strong classification; 2) tests in small group obtained an 84% score meaning classified is very strong; And 3) test results in the field test acquired an 83% score which means included in a very strong classification. Based on this, the teaching product developed by Google sites (case based) digital media on the English culture in ELT is worthy of use.

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