Interactive E-LKPD Based on CTL as Digital Learning Media for Advertisements, Slogans, and Posters Text Materials

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Abstract. Interactive e-LKPD based on CTL is an alternative learning media for advertisements, slogans, and posters text materials that can visualize picture, audio, and video to make it easier for junior high school students to understand Bahasa Indonesia learning. This research aims to develop interactive e-LKPD based on CTL as a digital media for learning advertisements, slogans, and posters text mataerials. This research uses mixed methods. The research model used is 4-D. Data was collected using questionnaires and interviews. The research results show that (1) the creation of interactive e-LKPD based on CTL follows the 4-D research model up to the stage of product validation; (2) The validation results of e-LKPD in category very valid. Therefore, interactive e-LKPD based on CTL is suitable for use as a digital learning media for advertisements, slogans, and posters text materials.

Keywords: e-worksheet; contextual teaching and learning; advertisements

1 Introduction

Digital technology has developed rapidly in all fields, including education [1]. Digital technology can be used to make all life processes easier [2], [3]. If digital technology is utilized optimally, it will have a good influence on the world of education in Indonesia.

Indonesia is ranked fourth as the country with the most smartphone users in the world after China, India and the United States with 192.15 million users [4]. This could be an opportunity to improve the quality of education considering that smartphones can be used to access various information via the internet. However, a survey shows that the quality of Indonesian education is ranked 67th out of 203 countries in 2023 [5]. This fact proves that digital technology has not been utilized in learning, especially in learning Bahasa Indonesia.

Bahasa Indonesia teachers must use the internet to create electronic teaching media. The use of electronic teaching materials can increase motivation [6], [7], learning outcomes [8], [9], critical thinking skills [10], [11], and student learning independence [6]. One example of electronic teaching materials to improve student skills is e-LKPD [12], [13].

Advertisements, slogans, and posters texts are important for students to understand because these texts can be applied directly in life [14], [15]. However, learning advertisements, slogans, and posters texts does not receive special attention [15]. Apart from that, the learning model applied by teachers tends to be monotonous, not varied, and lacks motivation for students to learn independently [16], [17], [15].

Interactive e-LKPD can be used as an alternative digital learning media [18], [19] in learning advertisements, slogans, and posters texts. The interactive form used is to visualize e-LKPD using the Liveworksheet website. Liveworksheet is a digital platform that can help teachers create e-LKPD that is integrated via the internet so that it can be shared directly with students [20].

In addition, teachers need to present texts that are relevant to students' daily lives so that students can more easily analyze [21], [22], [23] and understand learning. For this reason, interactive e-LKPD can be combined with the CTL model [24], [25]. The learning model links lessons to real situations faced by students [26].. The combination of the CTL model and interactive e-LKPD media can make students more skilled in understanding and helping to visualize advertising texts, slogans and posters in an attractive way.

2 Method

This research used mixed methods, that combines qualitative and quantitative research [27]. The research model is the 4D model consists of 4 main stages, namely (1) define, (2) design, (3) develop, and (4) desseminate [28]. However, this research was only carried out to the develop stage.

The research method is the survey method. Authors can collect data from teachers, students, and validators. Teacher data was collected through structured interviews with Bahasa Indonesia teacher at Junior High School 7 Padang. Student data was collected by an online questionnaire to Junior High School 7 Padang students. Product validation questionnaires in terms of appropriateness of content, language, presentation, and graphics are distributed to experts. The next step is to carry out data analysis and revise the e-LKPD based on input and suggestions provided by the validator.

This research used mixed data, which is a combination of qualitative and quantitative data [29]. The data obtained was assessed using a Likert scale of 0-100 to determine its validity. Product validity consists of five categories, namely invalid, less valid, fairly valid, valid, and very valid.

3 Result and Discussion

The development of technology and information has an influence on education [1]. Today's education is required to be able to innovate with technology [30], [31], [32] so that electronic-based teaching materials are formed in the form of Electronic Worksheets or e-LKPD. Interactive e-LKPD is created using technology and communication that provides feedback on the student's learning process so that there is two-way communication with the student's information.

E-LKPD is a learning media that makes it easier for students to understand learning through electronic media [13], [33], [34]. As a learning media, e-LKPD is prepared with a standard structure [35], [36] and grammar that is in accordance with applicable rules [37]. Several tools that can be used to create e-LKPD include 3D Pageflip, Kvisof Flipbook Maker, and Liveworksheet [13]. In this research, the authors focuses on discussing Liveworksheets as a media for creating interactive e-LKPD. To develop this e-LKPD, the authors refers to the 4D development model. However, in this research was only carried out to the develop stage.

3.1 Define

The initial stage of the 4D research model is defining the need for creating e-LKPD. At this stage the author collects information regarding the extent of development that needs to be carried out based on the curriculum. The definition stage is carried out in two steps, namely needs analysis and curriculum analysis.

A needs analysis was carried out on Indonesian language teachers and grade 8 students at SMP Negeri 7 Padang. Based on the results of interviews with teachers, it is known that teachers currently only use conventional learning media, namely printed worksheets resulting from deliberations of Indonesian Language teachers in Padang. The learning media used cannot be maximized in building students' knowledge because the material presented is very simple, so by creating CTL-based interactive e-LKPD it is hoped that it can improve the shortcomings that exist in current learning media.

Analysis of student needs was carried out by distributing questionnaires to 31 students of SMP Negeri 7 Padang. Based on the results of the questionnaire, it was found that 96.8% of students preferred learning Indonesian using digital technology, 93.6% of students felt it was easier to understand Indonesian language learning using digital technology, 100% of students felt it was easier to understand texts in Indonesian Language Learning with the help of pictures. interactive visual and audio objects, and 83.9% of students prefer to work on evaluation questions directly after learning Indonesian. So, it can be concluded that students need learning media in the form of interactive e-LKPD.

Curriculum analysis is carried out by understanding the learning objectives and adapting them to the applicable Merdeka Curriculum [38], [39], [40]. Learning objectives for advertising texts, slogans and posters are formulated independently by the teacher. Advertisemet texts, slogans, and posters are taught to grade 8 students.

3.2 Design

The design stage is the stage of creating CTL-based interactive e-LKPD as a learning medium for learning advertising texts, slogans and posters. The design stages are adjusted to needs analysis and curriculum analysis. This design stage is carried out in stages.

The author developed a learning media framework by formulating learning objectives, identifying material based on indicators, arranging material systematically and logically, and designing displays and components. The author designed using Microsoft Word 2013 and Adobe Illustrator CC 2020 and saved in PDF format.

The E-LKPD framework is then uploaded as a project on the website www.liveworksheets.com. In this section, interactive media in the form of audio and video and automatic assessment settings are created. The e-LKPD can be seen in Figure 1.

Fig. 1. Page layout of e-LKPD based on CTL on Liveworksheet website

3.3 Develop

The development stage is a stage that aims to produce a interactive Liveworksheet e-LKPD learning media. This stage is carried out with validation, practicality and effectiveness. However, due to limitations, this research was only carried out to the validation stage.

The validation stage aims to ensure that the product produced is included in the valid category. The valid category of learning media is seen from four aspects, namely suitability of content, presentation, language and graphics. Validation is carried out by filling out a validation questionnaire by expert.

The e-LKPD validation questionnaire is filled with numerical data and suggestions. The questionnaire was filled out by learning media and visual design experts. From the content aspect, the interactive e-LKPD obtained a validity value of 100%. From the presentation aspect, the validity value was 97.91%, from the linguistic aspect, the validity value was 95.83%, and from the graphic aspect, the validity value was 90%. Based on these details, the average validity result of this CTL-based interactive e-LKPD is 95.94% in the very valid category. Thus, this CTL-based interactive e-LKPD can be used as a digital learning media.

4 Conclusion

Based on the results of research, the following conclusions can be drawn: (1) the creation of interactive e-LKPD based on CTL follows the 4-D research model up to the stage of product validation; (2) The results of the e-LKPD validation obtained a score of 95.94% or were in the very valid category in terms of suitability of content, language, presentation and graphics. Therefore, interactive e-LKPD based on CTL is suitable for use as a digital learning media for advertisements, slogans, and posters text.

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