THE INFLUENCE OF ANIMATED VIDEO (POWTOON) AS A MEDIA TO INCREASE STUDENTS VOCABULARY AT SMPN 12 GORONTALO. SKRIPSI, ENGLISH LANGUAGE EDUCATION STUDY PROGRAM, LETTERS AND CULTURE FACULTY

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ABSTRACT; *The aims of this research to find out whether animated video (POWTOON) as media can increase the students' vocabulary or not. It focuses on the vocabulary indicators of noun, verb, and adjective. The sample in this research is class VII2 in SMPN 12 Gorontalo. Futhermore, this research uses quantitative research methods. The instrument in the research is an objective test. To analyze the improvement of vocabulary in students, researchers used pre-experimental design, namely pre-test, treatment, and post-test. The finding reveals that there is a significant increase in vocabulary in students after researchers used POWTOON as learning media. It was from the difference in results between pre-test and post-test. Additionally, it is proven by the results of hypothesis verification where Ha is accepted and Ho is rejected. Based on the Paired T-Test, if the Sig (2-tailed) value is less than 0.005 then POWTOON as a media has an effect on increasing student vocabulary, the results of the paired T-test in this study are sig (2-tailed) value of 0.000 less than 0.005.*
Keywords: *Vocabulary, POWTOON.*

ABSTRAK; Penelitian ini bertujuan untuk mengetahui apakah video animasi (POWTOON) sebagai media dapat meningkatkan kosakata siswa atau tidak. Penelitian ini berfokus pada indikator kosakata kata benda, kata kerja, dan kata sifat. Sampel dalam penelitian ini adalah kelas VII2 di SMPN 12 Gorontalo. Selanjutnya, penelitian ini menggunakan metode penelitian kuantitatif. Instrumen dalam penelitian ini adalah tes objektif. Untuk menganalisis peningkatan kosakata pada siswa, peneliti menggunakan desain pra-eksperimental, yaitu pre-test, treatment, dan post-test. Hasil penelitian menunjukkan bahwa terdapat peningkatan kosakata yang signifikan pada siswa setelah peneliti menggunakan POWTOON sebagai media pembelajaran. Hal ini terlihat dari perbedaan hasil antara pre-test dan post-test. Selain itu, dibuktikan dengan hasil pembuktian hipotesis dimana Ha diterima dan Ho ditolak. Berdasarkan Paired T-test, jika nilai Sig (2-tailed) kurang dari 0,005 maka POWTOON sebagai media berpengaruh terhadap

peningkatan kosakata siswa, hasil Paired T-Test pada penelitian ini adalah nilai Sig (2-tailed) sebesar 0,000 lebih kecil dari 0,005.
Kata Kunci: Kota Kata, POWTOON.

INTRODUCTION

Background Of Study

According to Hatch & Brown (1996, p. 1), vocabulary refers to the first list or variety of words in a particular language that individual speakers use for language. Based on the above statement of hatch and brown vocabulary acquisition is a critical first step in learning English, as a strong vocabulary helps students to more easily understand and use the language in everyday communication.

In addition to understanding English skills, we must first learn and master vocabulary. Therefore, learning process, especially in the English subject area in junior high school, the need for vocabulary is one of the most urgent things, because vocabulary is the initial foundation for students to be able to express or respond to English expressions correctly.

Nowadays, one of the media approaches that can enhance and attract students' attention is animated video. Therefore, when designing an animated video for the material to be taught to the students, we as teachers need an application or website that has features for editing and creating material. One website that can create an animated video is POWTOON. The evidence is in the research of Sudwintari and other research colleagues researched in 2023, showing that Powtoon animated video media can increase student vocabulary in learning English subjects. So media like this can stimulate students' thoughts, attention, and interest.

According to Kresnandya (2020), "Powtoon is a type of online service that has interesting animation features with video message delivery". Based on the above definition, it can be seen that the result of Powtoon media is a very interesting animated video. This is also stated by Kresnandya (2020) who says that "Powtoon is an online service site in creating an exposure that has very interesting animation features, for example, handwriting animation, cartoon animation, and lively transition effects and timeline settings that are very easy to set up". Based on this description, it can be concluded that Powtoon media is a software that can be used to create animated videos

with a variety of interesting features, which is easily accessible online and can be used as a medium in the learning process in the classroom.

In this research, Powtoon will be used to create animated videos tailored to the vocabulary material of class VII2 at SMPN 12 Gorontalo. These videos will be integrated in the learning process through classroom activities. Because the animated video designed by researchers using Powtoon will be adjusted to the material to be taught in class. After students watch the Powtoon animation video, the Powtoon will display part of the noun, verb, and adjective vocabulary section contained in the previously displayed material. Then the researcher will adjust the design of the material displayed by Powtoon in terms of sound, how to write the spelling of letters for each vocabulary (nouns, verbs, adjectives), and the meaning of words from English to Indonesian and vice versa according to the material to describe the family for different topics at 6 meetings. The evidence is in the research of (Sudwintari, 2023), (Wulandari, 2023) and (Trisnawati & Bunau, 2023), their said that Powtoon as a learning media can increase student vocabulary. Therefore, the difference between this research and previous research lies in the location, taking different populations and samples, and the data collection techniques used.

As can be seen from some of the advantages of Powtoon, there are many choices of background templates that can be designed to be used as teaching materials. Then animation content, fonts and transition effects. And teaching materials that have been designed by teachers can be saved in MPEG, MP4, AVI, or directly shared on YouTube. The hope is that the use of Powtoon can help students to more easily remember and understand the vocabulary taught, so that their English skills improve.

Based on the background explained, this research is entitled "The Influence Of Animated Video (Powtoon) As A Media To Increase Students' Vocabulary At SMPN 12 Gorontalo". The aim of this research is to measure the effect of using Powtoon animated videos in increase the vocabulary mastery of students in Grade VII[2]. It is hoped that the results of this research can provide new insights into the effectiveness of animation media in learning English at the secondary school level.

Theoretical

Definition of Vocabulary

According to Hatch & Brown (1996, p. 1), vocabulary refers to the first list or variety of words in a particular language that individual speakers use for language. Based on the expert theory of Hatch and Brown, vocabulary can be defined as a series of words contained in a particular language. There are 5 very important steps that must be applied in improving vocabulary learning according to Hatch and Brown (1995, p. 373), namely: (1) Find a new word that has a source. (2) Getting visual and auditory and clear images. (3) Learning the meaning of words. (4) Reinforcing strong memory recall between word meaning and form. (5) Always use new words when needed.

The above step-by-step statements according to Hatch and Brown can make it easier for students to improve their vocabulary and make them more proficient in mastering and speaking English.

Kinds of Vocabulary

Vocabulary is divided in two categories, namely major vocabulary and minor vocabulary. Hatch & Brown (1995, p. 218) stated that verb, noun, adverb and adjectives are the major vocabularies. In this research, it explains about major vocabulary except adverbs. Because the researcher just need tree major of vocabulary in animated video (POWTOON) as the media and Modul Ajar of class VII.

Noun

According to (Hatch & Brown, 1995) noun refers to a person, place, or a thing. In nouns can be divided into:

Countable noun, namely objects that can be counted. Example Book, tree, motorcycles, plate. (Yesterday, I borrowed a book from library).

Uncountable nouns or objects that cannot be counted. Example water, milk, sand, dust. (I always drink milk before go to bed every night).

Concrete noun is an object that has a shape. Example Desk, chair, pen, sugar. (That chair is green).

Abstract nouns are nouns that express characteristics, ideas, or circumstances. Example Idea, honesty, kindness. (She always have a great idea).

Verbs

(Hatch & Brown, 1995), said that verbs are words that denote action. Verbs can also be divided into several types, namely:

Regular verbs, namely verbs in the form of verb-2 and verb-3 followed by the ending -d or -ed to indicate past or past times. Example accept becomes accepted, decide becomes decided, walk becomes walked (Yesterday, I walked from house to the park).

Irregular verbs, are forms of verb-2 and verb-3 whose word forms can take various forms, also to show activities that occurred in the past. Example feel becomes felt, send becomes sent, write becomes written (Last night I wrote a letter to my friend in Singapore).

Action verbs are verbs that express action or things that happen. Example run, jump, drink (We need to drink enough water to stay hydrated).

Adjective

(Hatch & Brown, 1995) state that adjectives is a word describe noun or pronoun. Adjectives are words like short, old, cheap, happy, nice, expensive. Example: She is Happy. "Happy" is adjectives.

Definition of Media

According to DG Ayu et al (2019) media is very useful in the learning process in the classroom. Therefore, media plays an important role in the learning process in the classroom. Heinich R et al (1996) says that media is a communication channel tool. As According to the National Education Association (NEA), the definition of media is all forms and channels used for the message distribution process.

Animated Videos as a Learning Media

Over the past few years, video animation media has been discovered as one of the more normalized examples of learning and enhancing complex learning environments. Although this is a field that is beginning to develop its identity, there is still a lack of coverage of research conducted using video animation as a media. According to Heinic R. et al (1982), learning media are media that carry messages or information that have learning purposes or contain learning purposes. Anhari Naibaho & R (2022), suggest that learning media is a tool that is used to inform the content of a learning material, the position of the media during learning is very important because the media can make students interest in learning, and be able to make students active in the learning process.

With the learning media, it is hoped that the material presented will be more efficient and effective.

Powtoon As an Animated Video Creation Tool

According to Maesyarah (2018), said that Powtoon is a website where users create short videos using various features that have been provided that are equipped with backgrounds, and moving animations.

The appearance of Powtoon is similar to PowerPoint and the development screen is familiar to its use. This Powtoon website has many complete selection features and can make it easier for teachers to design video material to be created.

According to Maesyarah (2018), POWTOON is a free and paid service and its features are more complete and very easy to create an exposure that has very interesting animation features including handwriting animation, cartoon animation, and moving transition effects and timeline settings that are easy to create and interesting so that students are not bored.

The Advantages and Disadvantages of Applying Powtoon As The Media
The Advantages of Applying Powtoon As The Media

According to Fitriyani (2019), the advantages of Powtoon as media in the learning process, namely: (a) The use is so practical, because it is easily accessed with the website www.Powtoon.com without having to download the application. (b) There are many choices of background templates that you want to design to make teaching materials. (c) Animation content, fonts, and transition effects are available. (d) Attractive, dynamic and interactive display. (e) Can be saved in MPEG, MP4, AVI formats, or directly shared on YouTube. (f) In the form of learning videos that can combine video and audio images.

The Disadvantages of Applying Powtoon As The Media

According to Fitriyani (2019), the disadvantages of Powtoon as media in the learning process, namely: (a) It is an online software that requires internet to open. (b) Limited duration. (c) It requires a stable internet speed to save because the end result is a video that has a large memory capacity. (d) Unpaid Powtoon users can only export files to YouTube, which requires the internet to open. (e) Unpaid Powtoon users can only export files to YouTube, if they want to save it, they can download the file via YouTube

RESEARCH METHODS

In this research, the researcher uses a quantitative method. The research used Pre-experimental which is pre-test, treatment, and post-test.

Findings and Discussion

Findings

To determine student achievement in vocabulary (noun, verb, adjective) researchers compared and assessed student scores obtained from the pre-test and post-test. The data collection process was obtained by using a test instrument that had 26 multiple choice questions. In this case, there are four multiple choices (a, b, c, and d). After the instrument was administered at the same level, namely seventh grade students, twice, namely pre-test and post-test. As an initial step in this research, the pre-test is considered as one of the primary data that supports this research. The results of the pre-test data were used to determine the students' initial knowledge before being given the treatment. After that, the researchers showed the video animation (POWTOON) that the researchers had designed to teach vocabulary, and then gave the post-test

RESULTS AND DISCUSSION

This study aims to improve students' vocabulary of nouns, verbs, and adjectives by using animated videos (POWTOON) as media that have been designed by researchers. Firstly, using the reliability test conducted by Cronbach's Alpha shows that there is a relevance of the test used, in line with the definition of vocabulary as a measure by individual speakers for language (Hatch & Brown, 1996, p. 1). This implies that the test can effectively capture and measure the variables used by the researcher, ensuring validity in the research results.

Second, the results of Paired T-tests analysis prove that there is a significant difference in the increase of noun, verb, adjective vocabulary before and after treatment using animated video media (POWTOON). The results of this study are very useful for POWTOON media users who want to design English language materials that will be taught to students as stated by previous research by (Sudwintari et al., 2023).

Moreover, the results of descriptive analysis of the pre-test and post-test intervals show that there is a difference between the two on the scores of students' mastery of noun, verb, and adjective vocabulary. The results of the pre-test showed that students had

below-average vocabulary mastery before being given an animated video (POWTOON), which reinforces the idea that one of the vocabulary acquisition is getting visual and auditory as well as clear images (Hatch and Brown, 1995, p. 373).

Meanwhile, after being given treatment for 6 meetings, it shows that students are able to master vocabulary by using video animation media (POWTOON). This proves that treatment using video animation (POWTOON) can improve vocabulary in students.

In addition, the results of the normality test prove that the data from the pre-test and post-test are normally distributed, which ensures and complies with parametric statistical analysis. Adherence to normal distribution values can increase the credibility and generalizability of conclusions in research (Hatch and Brown, 1995).

Overall, the animated video learning media (POWTOON) has an influence in significantly increase students' vocabulary. While POWTOON has advantages and features in designing the desired material (Fitriyani, 2019b). Future research will be able to explore alternative approaches in designing materials according to the needs to be taught. In addition, POWTOON is most effective in acquiring vocabulary with the features displayed by the animation that can make students fun, not bored and not lazy in learning.

CONCLUSION AND SUGGESTION

Conclusion

This study focuses on the influence of animated video (POWTOON) as a media can increase students' vocabulary in grade VII2. This study used pre-test and post-test to assess students' achievement in vocabulary. The pre-test results showed that most students in grade VII2 had a medium level of vocabulary mastery, with 3 students scoring the highest and many scoring low. After giving the treatment class with 6 meetings, which had been designed by the researcher and then providing animated videos (POWTOON) as media with various different topics such as describing my father and my cousin, all students showed an increase in their vocabulary after being given a post test. The results of the post-test proved that the students' scores were higher than the pre-test, proving that animated videos (POWTOON) as media have an influence can increase students' vocabulary.

The data from this study was found to be normally distributed with evidence from the normality test. Then the paired T-test analysis results proved that this study showed a

significant difference between the pre-test and post-test scores confirming that video animation (POWTOON) has an influence can increase students' vocabulary.

Overall, the use of POWTOON media was found to make students not bored in learning, enthusiastic in receiving the material, and focused in learning English vocabulary, so that there is an increase in students' vocabulary.

This study concludes that the animated video learning media (POWTOON) designed by researchers can be a useful learning media for educators to design more creative teaching materials, so can increase vocabulary learning for students in the classroom.

Suggestion

Based on the above conclusions, the researcher has some suggestions. For English teachers who want to use POWTOON as a learning media, especially to teach vocabulary. Because using POWTOON as a learning media can make students not bored to learn in class, enjoy, fun, and easy to understand the material being taught. Futhermore, the teacher can design the material in POWTOON. So that their vocabulary increased.

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