

The Feasibility of Developing Learning Media Based- *Lectora Inspire* at English Course

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Abstract. The study aimed to determine learning media based-*Lectora Inspire* feasibility at English course. The ADDIE model is being used in this research and development. The feasibility results of learning media based-*Lectora Inspire* in English courses meet the very valid criteria with the results from material/content experts reaching a validity level of 85% and media product design experts reaching a validity level of 87,5%.

Keywords: Learning Media, English Course, Material Feasibility, Media Feasibility.

1 Introduction

Technological progress is controlled by Human Resources, while Human Resources depend on education. Education is very important to create a smart and quality society. Education is one of the important fields that must be developed in every country. Improvements made in education will determine the progress and retreat of a nation because education is an effort to create quality human resources. Medan State University is one of the higher education institutions in Indonesia that has the responsibility to produce competitive graduates in the form of quality teachers. One of Indonesia's higher education institutions, Medan State University is tasked with producing qualified teachers who are competitive graduates. As an important element of Medan State University, the Faculty of Science Education study program contributes to the achievement of the university's purpose. By helping college students develop their creative thinking abilities which are also important life skills, they may develop a strong graduation profile. The capacity for critical thought is a crucial skill that college students need to have. It is focused on educational objectives that are broadly based, practical, concrete, and meaningful in preparing college students to face future challenges, particularly preparation for the 4.0 industrial revolution. Through mastery of learning, namely from the outcomes and the actual learning process, the quality of learning is assessed.

However, based on observation at an English course that has been taught at the State University of Medan's Primary School Teacher Education, Faculty of Science Education, it was discovered

that the course is dominated by PowerPoint learning materials, which makes college students feel bored and less enthusiastic while learning, which makes the learning process ineffective and prevents learning objectives from being met.

Because of this, attention must be paid to student level, the development of students' self-potential, and the use of creative, diverse, fascinating, contextual learning material. In order to build an effective learning process and accomplish learning objectives, this learning medium might start a pleasant learning process. According to Hamidjojo and Latuheru (in Arsyad) suggests that the media as a form of intermediary used by humans to convey or spread ideas, ideas, or opinions so that ideas, ideas or opinions that are delivered to the intended recipient [1]. Meanwhile, Miarso states that learning media are everything that is used to channel messages and can stimulate the thoughts, feelings, attention, and willingness of students so that it can encourage a deliberate, purposeful, and controlled learning process [2]. As a result, English courses at Primary School Teacher Education study program must construct learning materials. Holding a learning media based-*Lectora Inspire* platform that is elegantly packed is one of the optimization strategies that lecturers may use.

Based on the background of the study described above, the problem of this study is how is the feasibility of learning media based-*Lectora Inspire* developed for English course in the Primary School Teacher Education study program, Faculty of Science Education, State University of Medan? The purpose of this study is to determine the feasibility of learning media based-*Lectora Inspire* developed for English course in the Primary School Teacher Education study program, Faculty of Science Education, State University of Medan.

2 Methods

This study employed research and development as its methodology. Research and Development is a process or steps to develop a new product or improve an existing product that can be accounted for. These products are not always in the form of objects or hardware, such as books, modules, learning aids in the classroom or in the laboratory, but can also be software, such as computer programs for data processing, classroom learning, libraries or in the laboratory, or models. education, learning, training, guidance, evaluation, management, etc [3]. Dick and Carey's ADDIE model, which is utilized in this study. The product that will be produced in this research is learning media based-*Lectora Inspire* at English course at Primary School Teacher Education, Faculty of Science Education, State University of Medan. The instruments used are observation and validation sheets. At the time this article was written, this research was carried out until the development phase but the implementation and evaluation phase had not been carried out because the lectures had just started.

3 Results and Discussion

3.1 Analysis Phase

The purpose of the analysis phase is to find out what is needed to develop learning media based-*Lectora Inspire*. There are several things that are done at this phase, namely: a. needs analysis, b. analysis of learning devices, c. student analysis, and d. material analysis.

3.2 Design Phase

The second phase includes: a. designing learning media based-Lectora Inspire design, b. compiling materials and practice questions and c. develop the instruments to be used.

3.3 Development Phase

The process of developing learning media is carried out by realizing the product concept design that has been designed into the form of learning media based-Lectora Inspire through a laptop. Then the validation of the learning media based-Lectora Inspire to the validator. The validator provides ratings, suggestions and comments about the developed learning media based-Lectora Inspire. From the results of the assessments, the validator's suggestions and comments are used as a reference for product revisions to improve the learning media based-Lectora Inspire so that the learning media based-Lectora Inspire developed becomes feasible to use in terms of material and appearance. The results of the assessments from material expert and media expert can be seen in the following table:

Table 1. Material Expert Validation Results

No.	Criteria	$\sum x$	$\sum x^i$	P (%)	Feasibility Level
1	The suitability of the material with the Sub CPMK	4	4	100	Very Feasible
2	Material is easy to understand	4	4	100	Very Feasible
3	Systematics of material presentation	4	4	100	Very Feasible
4	The description of the material is clear and appropriate	4	4	100	Very Feasible
5	The picture matches the material	3	4	75	Feasible
6	The truth of the material content	3	4	75	Feasible
7	Video on learning media in accordance with the content of the material	3	4	75	Feasible
8	The style of language is clear and in accordance with the level of understanding of the students	3	4	75	Feasible
9	Practice questions in accordance with the material	3	4	75	Feasible
10	Practice questions can measure the level	3	4	75	Feasible

No.	Criteria	$\sum x$	$\sum x^i$	P (%)	Feasibility Level
	of students' understanding				
Total		34	40	85 %	Very Feasible

Based on the table, table 1 shows that the material expert gave a score of 34 with a percentage of 85% which was included in the "very feasible" criteria.

Table 2. Media Expert Validation Results

No.	Criteria	$\sum x$	$\sum x^i$	P (%)	Feasibility Level
1	Attractive design/ display	4	4	100	Very Feasible
2	Clarity of program instructions	3	4	75	Feasible
3	The accuracy of the font size and typeface	3	4	75	Feasible
4	Color composition	4	4	100	Very Feasible
5	The attractiveness of the content display	4	4	100	Very Feasible
6	The attractiveness of the image illustration	4	4	100	Very Feasible
7	The use of buttons / buttons and writing is easy to understand	3	4	75	Feasible
8	The clarity of the use of background	3	4	75	Feasible
9	The ease of learning media to operate	3	4	75	Feasible
10	The suitability of the media with the characteristics of college students	4	4	100	Very Feasible
Total		35	40	87.5 %	Very Feasible

Based on the table, table 2 shows that media experts assessed 35 with a percentage of 87.5% which was included in the "very feasible" criteria.

The developed product has reached a valid word which is in line with the opinion of Amri who said that the feasibility aspect refers to the extent to which the device design is developed [4]. The developed learning media has passed the validation process by experts. The assessment of material expert and media expert show the feasibility test of learning media, where material expert gives a value of 34 with a feasibility percentage of 85% which was included in "the very feasible" criteria and the media expert assesses 35 with a feasibility percentage of 87.5% which was included in "the very feasible" criteria.

4 Conclusion

Learning media based-lectora Inspire is said to be valid after being validated by 3 experts, namely material expert and media expert. The results of the validation are as follows: from the assessment of material expert, the percentage reaches 85% which indicates very feasible and from the assessment of media expert, the percentage reaches 87.5% which indicates very feasible.

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