



THE INFLUENCE OF THE USE OF DIGITAL MEDIA TECHNOLOGY IN STUDENT LEARNING IN A CONTEXTUAL AND AUDIO-VISUAL WAY IN ELEMENTARY SCHOOLS

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Abstract

This study aims to analyze the impact of using contextual and audiovisual digital media technology in the learning process at the elementary school level. The research background is based on the urgent need to improve the quality of learning through the integration of technology that aligns with the demands of the digital era. This research used a qualitative approach with a case study at a public elementary school. Data were collected through observation, in-depth interviews, and documentation. The results show that the contextual and audiovisual use of digital media enhances student engagement, motivation, and understanding of learning materials. Digital media enables more engaging, concrete, and relatable content delivery based on students' daily experiences. However, challenges remain, such as limited access to devices, unstable internet connectivity, and teachers' lack of digital competence. This study recommends institutional support through teacher training and adequate facilities to foster effective digital-based learning in elementary schools.

Keywords : Digital media, contextual, audiovisual , learning, elementary school

Introduction

Development technology rapid information and communication has bring impact significant in various aspect life, including in the world of education. In this digital era, the use of learning media based technology no again become choice, but rather something urgent needs use increase quality learning. Especially at the level elementary school (SD), integration of digital media in learning become an important strategy for interesting interest study students , improve understanding concept, as well as build skills 21st century like think critical thinking, collaboration, and digital literacy. However, the reality is still lots school the basis that has not been optimally utilize digital media in the learning process teaching . Learning tend nature conventional and less contextual, so that student feel fast bored and lacking capable linking material lesson with life real. In fact, the development digital technology in the modern era has give impact significant to various aspect life, including the world of education. At the level elementary school (SD), use of digital media in learning start become need important use increase effectiveness of the teaching and learning process . Digital media designed in a way contextual and audiovisual proven capable help student understand material with more good because serve information in a way interesting, concrete, and appropriate with experience daily student. Unfortunately , the implementation of digital media in learning in elementary school is still not optimal. Many teachers have not utilise digital technology in maximum or still use method less conventional interesting for students. This is can influence motivation study students which has an impact on low results study them. In fact, research has show that approach learning digital media based, especially those of a digital nature contextual and audiovisual, capable increase motivation, understanding, and results Study student in a way significant. Research by Putra et al. (2023) revealed that use digital media technology in contextual and audiovisual give influence positive to participation and understanding student in learning. As well as study Destriani (2024) who shows improvement results study by 0.970% after

application of audiovisual media in learning thematic in elementary school. Pramesti et al. (2022) stated that audiovisual media can increase understanding student science concepts class V in general significant compared to with method conventional. Besides that, approach contextual in learning allows student build understanding through relatedness between material lesson with environment around they. When digital media is used for convey material in a way audiovisual and contextual, students no only hear and see, but also experience learning in a way more whole and enjoyable . This is believed can increase motivation , concentration, and results study students. With background behind said , it is important for research to what extent does it influence use digital media technology in contextual and audiovisual in learning to results Study students at school basic research this expected can give contribution in development of more learning strategies effective and appropriate with needs of the times.

Digital Learning Media

Digital Learning Media Learning media own good benefits especially in support a learning process. For a educators, with the existence of media is expected capable make things easier in convey material learning to students, and for student assessed capable make things easier for understand material delivered by the teacher during the learning process going on. Lots of type from digital learning media , one of which can with easy accessible to students at school namely Android -based smartphone media where make it easier for students for can looking for information outside that can accessible with easy via their respective smartphones where connected with facility negative and positive sides positive, besides student can get quick and easy knowledge, besides that's them too own easy access for open knowledge that should be no in accordance with his age. This is what drives the need supervision from parents at home, as well as from party school so that students can more wise in utilise digital technology for educational needs as well as add outlook knowledge. In this digital age, this, educator especially sued for control learning digital media based , because matter This expected can make atmosphere interesting learning as well as fun and things This can own influence big against Spirit students ' learning . There are several digital media that can used in a learning process , namely covering various digital video based YouTube and also animated videos learning and other digital learning media (Kasih, 2021) As educator need for utilise knowledge in create application media learning interactive. According to him, one of the the most appropriate way for children capable accept the material presented by the teacher is with implementing learning media interactive. Where are the teachers and students can active in the learning process so that create atmosphere fun learning. Some types of learning media that are currently this lots used that is digital books, learning videos, power points, etc. There are many applications that can utilized by teachers in support the learning process in class, including : application canva , application powtoon, app prezzi, application kinemaster , application assemblr Edu. More continued , (Fikriati , 2022) as an ICT teacher, in daily life used to For apply giving task to the students digitally . Canva is one of them, where used for apply learning based on green IT. Students will can access canva via their respective smartphones, where they can create presentation videos, posters and a number of map good concept. Implementation canva in learning proven green IT based can increase creativity student where they more active as well as creative in utilise in a way good technology.

Learning Contextual

Learning contextual is in One approach learning with linking between the material he teaches with real world situations students and encourage student make connection between the knowledge he has with its implementation in his life . In tune with statement according to (Blanchard, A. (2001). Contextual Teaching and Learning. (Online). Pdf,n .d) that : 'Contextual teaching and learning is a conception of teaching and learning that helps teachers relate subject matter content to real world situations, and motivates students to make connections between knowledge and its applications to their lives as family members, citizens , and workers and engage in the hard work that learning requires'. In learning with use the teacher's CTL approach must avoid teach as a delivery process information , but teachers must look at student as subject Study with all its uniqueness. Students is active organisms that have potential for build his knowledge alone (Chusni , 2016b) when the teacher gives information to students , teachers must give chance to student For dig information that's so that it's more meaningful for life they

Research Methodology

This study use approach qualitative with method studies case. This approach chosen because aim for understand in a way deep how influence use digital media technology that is contextual and audiovisual in the learning process students at school basic research this no only focused on results study in a way quantitative , but also highlights dynamics interaction between teachers, students, and digital media during the learning process ongoing. Research location done in one of the school the foundation of the country that has been start apply use of

digital media in activity study teaching. Subject study consists of from class teachers, students fifth grade, and some parties involved in activity learning like head school or ICT operator. Selection subject done in a way purposive, namely based on consideration that they own experience direct in use of digital media in learning. Data in this study collected through observation of state elementary school 106156. Observation done in a way straight inside class during the learning process ongoing, for observe how digital media is used by teachers as well How response student to the media. Interview done with teachers and students for dig perception they about effectiveness of digital media in support understanding material lessons. Meanwhile documentation used for collect supporting data like teaching tools, media used, and notes learning. Data analysis was carried out in a way descriptive-qualitative through stages data reduction, data presentation, and data extraction conclusion. All data was analyzed for find relevant patterns, meanings, and findings with focus research. Data validity is maintained through technique triangulation sources and techniques, as well as data checking with informant. Through approach this, it is hoped study can give a clearer picture deep about benefits, challenges, and experience real students and teachers in utilise digital technology as a contextual and interesting learning medium.

Result & Discussion

Research result show that use digital media technology applied in a way contextual and audiovisual in the learning process in elementary schools provide influence positive to engagement, motivation, and understanding student to material learning. Implementation learning with digital media is done through various device such as laptops, projectors, active speakers, and internet connections that support presentation material in the form of learning videos, animations interactive, as well as application educative online based. Digital media used in learning designed with approach contextual, namely linking content material lesson with environment and life real students. As example, in the material mathematics, teachers use animation about activity sell buy at the market for explain draft addition and subtraction. In science lesson, the teacher shows a video of the photosynthesis process associated plants with condition environment school. Approach like this make student feel that what they learn no something abstract or far from reality, but rather part from life daily they. Besides aspect contextual, power main from the use of digital media lies in its ability for present learning that is audiovisual. With involving element sound, image moving, and color, learning become more interesting and easy understood by students, especially those who have style visual and auditory learning. In observation class, visible that student show interest the high when the teacher uses audiovisual media. Students seen focus notice the material being broadcast, and more fast give response or answer question after presentation material through digital media compared when the teacher only explain in a way oral. Interviews conducted towards the class teacher show that the use of digital media is very helpful in convey material lessons, especially material that is abstract or difficult explained only with words. The teacher feels helped because digital media provides more visualization clear and concrete, and enrich method learning that has been going on this tend nature conventional. The teacher also conveys that student become more active in ask and answer, and show more enthusiasm tall compared to previously. Students interviewed state that they feel like study with using video and animation because more easy understood and not boring.

They like material learning that uses color, picture, and sound because help they understand and remember material more fast. In fact, some student mention that they feel more believe self in follow learning because no afraid of answering wrongly after see show material moreover formerly. Documentation in the form of notes learning, teaching tools, and results work student show existence improvement quality learning. Students more fast finish assignments, more creative in answer question open, and capable explain return material that has been studied. Some teachers also reported improvement class average grade in evaluation learning after using digital media routine. However, even though the benefits are very large, the application of digital media in learning no off from various challenges. Among them is limitations facility like amount devices that have not been adequate for used all students, as well as quality internet network that is not stable. Besides that, still there are teachers who haven't fully control use digital technology in learning so that its use not yet maximum. This is show the need training and mentoring sustainable for teachers so that they capable designing and implementing digital media with effective and appropriate with objective learning. Limitations digital literacy among students also become challenge alone. Although generation moment this known as digital generation, no all student own the same ability in use device technology for objective learning. Therefore that, teachers need give guidance in a way gradually and adjust the media used with ability students so that the learning process still running optimally. In a way overall, research this prove that use digital media technology in contextual and audiovisual give significant impact towards the learning process at school basic. No only increase interest and motivation study students, but also strengthens understanding they to materials, as well as create atmosphere more learning interactive and fun. Approach this is also in line with demands learning 21st century which emphasizes importance skills digital literacy, thinking

critical, and collaborative. To front, very important for party schools and stakeholders policy education for give more support big to integration technology in learning. This is can done through provision means adequate infrastructure, training teacher competence in field technology education, as well as development responsive curriculum to development of the times. With so, utilization digital media technology in learning at school base can become solution strategic in increase quality education in this digital era.

Conclusion

This study show that use of digital media based on contextual and audiovisual in learning in elementary school provides impact significant positive to interest, motivation, participation, and understanding students. Digital media allows delivery more material interesting, concrete, and relevant with life daily students , so that learning become more effective and enjoyable. Technology integration also encourages student for more active in the learning process, both individually and group. However thus, the effectiveness of digital media is still face a number of obstacles, such as limitations facility technology, internet network that is not stable, low students' digital literacy, as well as teacher competencies that have not been evenly in use technology education. Therefore that, success implementation of digital media requires synergy between infrastructure, teacher training, and design adaptive learning.

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