



## THE ROLE OF THE TEACHER IN THE DEVELOPMENT OF LEARNING MEDIA IN THE ERA OF COMMUNICATION AND INFORMATION TECHNOLOGY

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### Abstract

In this era of increasingly advanced technology, the development of learning media has become very important in the world of education. Effective learning media can help improve the quality of learning and facilitate the teaching and learning process. In this article, we will discuss the influence of the technological era on learning and the role of learning media in increasing learning effectiveness. In the digital era, developments in technology and information have influenced various aspects of life, including education. Learning media can help students understand the material better through the use of tools such as learning videos, digital presentations, and interactive simulations. Apart from that, developing learning media can also increase educational accessibility. In this technological era, students can access various learning resources via the internet, online courses and learning applications. This allows students from different backgrounds and geographical locations to receive the same education. The role of teachers in developing learning media is also very important. Teachers need to choose learning media that suits students' needs, develop relevant learning content, and provide guidance to students in using learning media effectively. In conclusion, the development of learning media in the technological era has a significant role in improving the quality of learning. Effective learning media can help students learn better and facilitate the learning process. However, the role of the teacher is still important in making good use of learning media.

**Keywords :** Learning media, era of communication, information and technology

### Introduction

Technology has changed the way we live, work and learn. In the ever-growing digital era, the use of learning media has become an important aspect in the world of education. Effective learning media can help improve the quality of learning and facilitate the teaching and learning process. In this article, we will discuss the development of learning media in the technological era. The rapid development of technology and information has had a significant impact on education. Now, students are no longer limited to textbooks as one the only source of learning. They can access information and learning materials via the internet, use learning applications, and take online courses. Effective learning media can help students understand the material better through the use of tools such as learning videos, digital presentations, and interactive simulations. With learning media, students can learn independently and interactively, increasing their motivation in learning. However, it is important to remember that the development of learning media in this technological era does not only rely on technology alone. The teacher's role in utilizing learning media well is very important. Teachers need to choose learning media that suits students' needs, develop relevant learning content, and provide guidance to students in using learning media effectively. developing learning media in the technological era is important in improving the quality of learning. Effective learning media can help students learn better and facilitate the learning process. However, the role of the teacher is still important in making good use of learning media. With the development of good learning media, it is hoped

that education in the technological era can provide great benefits for the development of students and the world of education as a whole. The development of learning media in the technological age has various significant benefits. The following are some of the benefits of developing learning media in the technological era: (1) Improving the quality of learning: Well-developed learning media can help improve the quality of learning. By using interactive learning media, such as learning videos, digital presentations, and interactive simulations, students can understand the material better and be more involved in the learning process (2) Facilitate independent learning: The development of learning media in the technological era allows students to learn effectively independent. Students can access various learning resources via the internet, online courses and learning applications. This allows students to learn at their own pace and learning style (3) Increasing educational accessibility: The use of learning media in education allows wider access to education. With technology, students from various backgrounds and different geographical locations can access learning materials easily. This helps reduce disparities in educational access and increases learning opportunities for all students (4) Enrich the learning experience: Learning media developed with technology can enrich students' learning experiences. By using media such as video, audio, and animation, students can visualize difficult concepts and develop deeper understanding. This makes learning more interesting and enjoyable for students (5) Increase student engagement: Developing interactive and interesting learning media can increase student involvement in the learning process. With interactive elements, such as online quizzes, simulations, and educational games, students become more active and involved in learning, thereby increasing understanding and retention of material (6) Facilitate distance learning: The development of learning media in the technological era also allows distance learning. In situations like the Covid-19 pandemic, digital learning media is a solution to continue the learning process without having to meet physically. Teachers can use online learning platforms to provide materials, assignments and interactions with students.

Thus, the development of learning media in the technological era has significant benefits in improving the quality of learning, facilitating independent learning, increasing educational accessibility, enriching the learning experience, increasing student engagement, and facilitating distance learning. Teachers have a significant impact in developing technology-based learning media. The following are several important impacts that teachers have in developing technology-based learning media:

1. Learning Facilitator: Teachers can act as facilitators in the use of technology-based learning media. They can introduce various types of learning media to students, such as learning videos, interactive simulations, and mobile applications
2. Curator accounts: Teachers can help students choose valid and relevant sources of information in this fast information era. They can teach students how to process the information they get from various media, so that students can develop good digital literacy skills
3. Mentor: Teachers can provide clear guidelines and rules regarding the use of technology in learning. They can teach students how to use technological devices wisely and effectively
4. Innovator: Teachers can create creative and interesting learning content using existing technology. They can develop technology-based learning media that suits students' needs and interests

By involving teachers in developing technology-based learning media, it is hoped that learning can become more effective, interesting and relevant for students in this digital era.

## Research Methodology

In writing this scientific work the author uses the literature review method. This writing is also based on the results of observations in the world of education which often become problems for teachers in teaching and it is hoped that this will be able to provide understanding for teachers in the current era of globalization. The sources for writing this scientific work are based on various reference sources such as relevant journals. This study will use a comprehensive literature review method. Researchers will filter scientific journals, articles and related literature from academic databases to gain in-depth insight into the role of teachers in developing learning media in the technological era. Association of Education Communication & Technology (AECT, 2008) in Akbar A & Noviani N (2019:20) put forward a definition of technology education as an inclusive term for the tools used in delivery of material, processes, and theoretical foundations that support the process learning and teaching. One of the benefits of educational technology to improve classroom learning with face-to-face collaboration, and online learning. Apart from that, AECT(2008) in Akbar A & Noviani N (2019:21) also argue that educational technology is a practice Ethics in facilitate learning and improve performance by creating, use, and manage technology according to resource needs. In the 21st century or what is often called the digital era, teachers are increasingly being asked to do more active, critical, innovative, creative, and collaborative towards the development of the technological age so that they are able to follow current teaching trends (Akrim, 2018:461[6]).

Role Teachers in the digital era are not only teachers but also facilitators which helps students to be able to utilize learning resources various, including in terms of the use of technology as media learning. Therefore, teachers' abilities in the digital era must be greater updates in the use of technology compared to their students (Sharma, 2018:11). From the literature analysis carried out, it is hoped that this research can provide a clear picture of the role of teachers in developing learning media in the current technological era. It is hoped that the results of this research can become a basis for further development in increasing the role of teachers in education through the use of technology.

## **Result & Discussion**

In an era where technology changes the way we learn, the role of teachers becomes increasingly important in developing and managing effective learning media. Digital transformation has brought significant changes to education, allowing wider access to information and new ways of delivering learning material. However, the teacher's role remains crucial in guiding, encouraging and designing the effective use of learning media. The following are several important points that highlight the important role of teachers in developing learning media in the digital era

### *Content Curation*

Teachers have a key role in selecting, evaluating, and compiling content presented through learning media. They not only have to understand the curriculum but also have to be able to integrate technology into it by choosing material that is relevant, accurate, and appropriate to student needs.

### *Creativity in Learning Approaches*

Teachers in the digital era are expected to be innovative in presenting learning material. They can use various media such as videos, simulations, interactive games, and online platforms to attract students' attention and improve their understanding of the topics being taught.

### *Mentoring and Guidance*

Even though technology provides access to a lot of information, the teacher's role as a companion and guide cannot be replaced. Teachers are still needed to provide direction, solve problems, and provide in-depth understanding to students.

### *Develop Digital Literacy*

Teachers are responsible for developing students' digital literacy, helping them understand how to use technology wisely, sort information, and consider ethics in their use of social media and other online resources.

### *Holistic Assessment*

Effective use of learning media also requires teachers to design assessment methods that are appropriate to the type of media used. This includes formative and summative assessments that enable teachers to monitor student progress holistically.

In the digital era, a teacher's role is not just about teaching but also about being a learning facilitator who inspires, directs and helps students develop the skills they need to become lifelong learners. Teachers' ability to integrate technology into the learning experience is key in preparing future generations to face complex and dynamic challenges. discusses the importance of using learning media in the context of globalization. Globalization has brought significant changes to the world of education, and learning media has become an effective tool to face this challenge. In the era of globalization, access to information and technology is getting easier and faster. Learning media can utilize this technology to create a more interesting and interactive learning experience for students. Through the use of learning media, students can access a variety of relevant and current resources, such as videos, multimedia presentations, and interactive simulations. Apart from that, learning media can also help overcome geographical and cultural barriers. In a global world, students can learn about various cultures and traditions through learning media that includes multicultural content. This can increase intercultural understanding and tolerance, as well as prepare students to communicate and work with people from various backgrounds. In the context of globalization, learning media can also support collaborative and distance learning. Through learning media, students can collaborate with students from other countries, share knowledge and experience, and develop international communication and cooperation skills. Apart from that, learning media can also facilitate distance learning, where students can access learning materials and interact with teachers via online

platforms. However, there are several challenges in implementing learning media in the era of globalization. One of them is the gap in access to technology. Not all students have the same access to the devices and internet connections needed to access learning media. Therefore, efforts need to be made to ensure that all students have equal opportunities to access and utilize learning media. Apart from that, the role of teachers also remains important in the use of learning media in the era of globalization. Even though learning media can provide an interesting learning experience, teachers still have an irreplaceable role in providing guidance, motivation and direct interaction with students. Teachers also need to be equipped with knowledge and skills in using learning media effectively. Overall, learning media has an important role in education in the era of globalization. The use of learning media can help students to gain broader and deeper knowledge, develop skills relevant to the world of work, and prepare them to live and work in an increasingly connected global society.

## Conclusion

In the era of globalization, learning media plays a very important role in teaching. This article has discussed the importance of using learning media in facing the challenges of globalization in the world of education. The use of learning media allows students to access relevant and actual information and resources more easily. Through interesting and interactive learning experiences, students can gain broader and deeper knowledge. Learning media can also help students to understand and appreciate cultures and traditions from various backgrounds, thereby preparing them to live and work in an increasingly connected global society. Learning media also supports collaborative and distance learning. Through learning media, students can collaborate with students from other countries, share knowledge and experience, and develop international communication and cooperation skills. Apart from that, learning media also facilitates it distance learning, where students can access learning materials and interact with teachers via online platforms. However, there are challenges that need to be overcome in implementing learning media in the era of globalization. The gap in access to technology is one of the main obstacles. It is important to ensure that all students have equal opportunities to access and utilize learning media. Apart from that, the role of the teacher remains important in the use of learning media. Teachers have the responsibility to provide guidance, motivation and direct interaction with students, which cannot be replaced by learning media. In conclusion, learning media has a crucial role in education in the era of globalization. The use of learning media can improve the quality of teaching, broaden students' horizons, and prepare them to face challenges in an increasingly connected global society. However, it is important to remember that the use of learning media must be in harmony with the existing educational needs and context, and ensure that all students have equal opportunities to access them. By utilizing learning media effectively, education can become more inclusive, relevant, and prepare students for an increasingly global future. In this research, there are several things that need to be researched further regarding the obstacles to the use of technology-based learning media, both related to school conditions, student background and teacher competency. Apart from that, efforts to overcome these obstacles can also be used as research material to maximize the use of technology-based learning media

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