

CHAPTER I

INTRODUCTION

A. Background of the Study

Writing is one of the important skills of the 4 skills in learning English, but writing is also one of the most challenging skills for English learners to master. As a productive skill, writing requires students to generate ideas, organize ideas, and apply appropriate grammar and vocabulary. Lo Sardo et al. (2023) emphasize that writing is a complex and non-linear process. This means that writers don't always follow a fixed sequence (planning → drafting → revising), but often move back and forth between these stages as needed. However, it is very important for students to try to convey their understanding, present arguments, and express their ideas clearly.

One of the main obstacles for students in writing is the low motivation and self-confidence of students caused by limited vocabulary, poor language understanding, and ignorance of the correct text structure. Siekmann, et al (2023) found that although students perceived the feedback they received as improved and reported higher confidence and lower writing anxiety, the quality of their writing did not significantly change, indicating that students may still feel a lack of progress in writing despite receiving feedback.

In Senior High School, students are expected to be able to develop more complex writing skills. Students are not only required to write various types of texts but must also be able to use more varied and precise grammar and vocabulary. In addition, critical thinking skills are also a right. One of the

important things is that students are expected to be able to compose arguments, provide reasons, and convey points of view logically and in a structured manner in their writing. One of the texts taught in high school is the news item text. Just item text has a functional purpose in everyday life because it can help students to carry out tasks such as conveying the latest and factual information, especially to friends and their surroundings.

Based on researchers' preliminary observations through the PLP 2 program at SMA Negeri 3 Medan, several problems were found that students experienced when writing texts, especially news texts. Students had difficulties writing news texts and were less interested in following writing lessons. Although teachers have utilized digital media such as PowerPoint presentations to support English language teaching, these tools often remain less interactive and teacher-centered, which results in students' low engagement and limited participation. Previous studies mostly focus on conventional digital tools like slideshows or learning management systems, but research on interactive learning platforms, such as Curipod, is still scarce. Curipod provides features like real-time quizzes, polls, collaborative brainstorming, and word clouds that promote active student involvement. However, there is a lack of empirical studies exploring how Curipod can be applied in English language learning, especially in developing students' writing skills of News Item Text at the senior high school level. This indicates a research gap that needs to be addressed by investigating Curipod as a potential interactive digital learning media.

The importance of developing interactive learning media in writing learning has been studied by several experts. For example, Abdullah and Haris (2015) also found that interactive documentary video media as a learning medium can help students understand the structure of news texts and improve their writing skills. However, although various innovative approaches have been applied, there has been no research that specifically examines the use of interactive platforms such as Curipod in learning to write news item texts. This indicates a research gap that needs to be filled to explore the potential of Curipod as a learning medium that can improve students' writing skills in the context of news item texts.

Curipod is an interactive digital learning platform that enables real-time collaboration through features such as polling, quizzes, collaborative writing and visual forms. With these features, it will encourage feedback in learning and not only focus on the teacher. Curipod is able to increase student engagement by encouraging them to actively participate in learning (Edwards, 2023)

Based on the background above, this study aims to develop interactive learning media based on Curipod to support students in grade XII of SMA Negeri 3 Medan in writing integrating interactive technology in learning, this research is expected to increase student involvement in learning, their ability to write and provide innovative and relevant writing learning models, especially in writing news texts in the digital era. The results of this study are also expected to contribute to the development of writing learning and become a reference for teachers and curriculum development.

B. Problem of the Study

Based on the background of the study above, the problem of this study as follow “How digital learning media can be developed for teaching writing news item text to grade XII students at SMAN 3 Medan?”

C. Objective of the Study

Concerning to the problem, the objective of the study is to develop Interactive Digital Learning Media in Teaching Writing News Item Text in Grade XII Students at SMAN 3 Medan

D. Scope of the Study

This study is limited to the development of interactive learning media using Curipod to support the teaching of writing skills, with a particular focus on News Item Text. The research is restricted to Grade XII students of SMA Negeri 3 Medan during the 2025/2026 academic year.

E. Significances of the Study

This study is expected to give theoretical and practical contributions, as follows:

1. Theoretically

The finding of this study is expected to enrich the lessons that are expected to enrich the study of the development of digital media in learning to write

English, especially through the application of the type framework in teaching news item texts to high school students.

2. Practically

The following is the practical significance of this research.

- a. Students. Students can use Curipod through this study to increase motivation to participate and writing skills in learning news texts.
- b. Teachers. Teachers can use the results of this study as an example of the application of interactive learning media that utilizes technology effectively to increase student engagement and their learning outcomes in writing skills.
- c. Further researches. The results of this study can be used as a reference for other studies that want to conduct research related to the development of interactive digital media in learning other texts or other English language skills using Curipod media or similar platforms.