

CHAPTER I

INTRODUCTION

1.1 Background of Study

Many factors related to gaining of educational goals, one of those is the using of instructional media. The usefulness of instructional media is the innovation effort in education and learning system. Instructional media is a helpful tool to convey the message in the learning activity. Through instructional media, the teacher will find it useful in delivering certain complicated concept. According to Mursyidi (2009), students will be able to receive course materials when the use of instructional media integrated with the overall learning process. It gives effect to the educational experiences of learner activity physically and provides concrete example keep longer than abstract experiences such as listening to a lecture. Instructional media also help students in receiving proper knowledge about particular reality. Depictions of reality can take various forms, such as signs, pictures, portrayals, sketches, and so on. These will function as media for representing objects (entities, things, situations, and events) (Hasan, 2001). The selection and using of appropriate instructional media will increase interest, motivation, and stimulation of learning to students. Related to the functions and the primary purpose of learning media as a teaching tool to convey messages that affect the climate, conditions and learning environment created by teachers (Hamalik, 1982). Therefore the selection of better media needs several requirements namely, increasing the motivation of learner, stimulating them to remember what they have learned before, activating them to gives a respond, feedback and guiding them to be good in experiments.

Developing of learning design is the activity of creating detailed specifications for the design, development, evaluation, and maintenance of instructional materials that facilitate learning and performance (Martin et al, 2013). Based on the definition, developing of instructional media intend to create new media and to improve existing media that will improve learning performance lead by teachers. The products of developing in learning design could be instructional model, instructional design, and instructional media (Munawaroh,

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In developing of instructional design one of which is instructional media several models can be adapted, namely: ASSURE model, ADDIE model, Dick and Carey Model, Plomp Model, Kemp model, 4-D model, and Hannafin & Peck model. Hannafin and Peck are product oriented models just like instructional media. This model has three phases: (1) The requirements analysis phase, (2) the design phase, and (3) the development and implementation phases. The advantages of this model namely: (1) clear application step, so will be easy to implement (2) assessment and revision need running on each phase, so it will be good if any mistake will be fixed as soon as possible before running to the next stage. This model is the simple one because doesn't need a long time and simple phase to develop the product (3) This model is one that used by experienced or beginning instructional designer (Sortrakul & Denphaisarn, 2009). The importance of the role of learning media in the learning process is to create an atmosphere of teaching and learning fun. Fun learning atmosphere can make students easy to understand the material presented by teachers. By using the right learning media, teachers can implement the learning fun for students and can improve understanding and spirit of the students in teaching and learning process.

One of the media learning that can attract the attention of the students to learn is a sort card media. This research will develop of science sort card media to junior high school level in the topic classification of living things. According to

Dianne (2005), one of the greatest strengths of using games for learning is that they are excellent tools for connecting learners to knowledge, key concepts, facts, and processes in a way that is fun and purposeful. Because they are often fun, games also help students construct meaning and to discover things about a subject area in a more personal way and a safe environment. Playing card media is a combination of media images which aims to facilitate understanding biological terms and is designed to be competitive games and fun. (Machin, 2012).

Sort card media deserve developed as one of learning media. Based on the successfulness of researcher previously in developing card media in the learning process. Based on research conducted by Suparmi (2013) developing Science Education Card-Edutainment is actually used in energy topic. Meanwhile, play call cards media led by Machin (2012) gives positive effect to the biology learning outcomes of the student with this media compared to the student without media. It could be implemented not only in science but also in learning a language. Research conducted by Astuti (2013) smart card media increase student achievement in learning Arabic vocabulary. Based on those positive responses, the researcher interested in developing valid and tested instructional sort card media based on Hannafin and Peck model of instructional design in the classification of living things specifically on animal classification topic of junior high school.

1.2. Scope of Study

Due to the ability of researcher, this study will be restricted as below

1. Development of product is limited on SMP grade VII student topic
2. Basic competences analyzed are 3.2 and 4.2
 - 3.2 classifying the living things and non-living things based on the characteristics which observed.
 - 4.2 Presenting the result of classification of living things and non-living things based on the characteristics observed
3. Indicators limited are :
 - Observation of living things

- Identifying the characteristic of living things
 - Classifying of living things based on principle of classification
4. The subject matter limited to the animal classification topic
 6. Developing of product using of Hannafin and Peck model is limited until development phases
 7. Assessment of the product carried by media experts, material expert, and teachers

1.3. Research Question

Based on the restricted of the problems above, researcher formulated the questions as follows:

1. Is the product of sort card media in the animal classification topics is feasible and get a proper assessment from subject matter experts?
2. Is the result of sort card media in the animal classification topics is feasible and get a good assessment from media experts?
3. Is the result of sort card media in the animal classification topics is feasible and get a good assessment from high school science teachers ?

1.4. Objectives of Study

1. To develop sort card media with student worksheet of animal classification topic for VII Graders of junior high school
2. To know the evaluation feasibility of sort card media with student worksheet carried by media experts
3. To know the evaluation feasibility of sort card media with student worksheet carried by material experts
4. To know the evaluation feasibility of sort card media with student worksheet carried by junior high school science teachers

1.5. Significances of Study

The results of this study are expected to be meaningful to all parties who utilize information on the results of this research as follows:

1. For the teacher, as an alternative media in delivering topic of animal classification.
2. For another researchers, finding and recording the results of this study can be used as a reference for future research.
3. For the researcher, the study will help her to get experience and information obtained during this study to build the capacity

