

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

This study aimed to design digital media for teaching narrative texts to eleventh grade students at SMK Negeri 4 Medan using the Research and Development (R&D) methodology proposed by Borg and Gall (2003). This structured approach includes six essential steps: collecting data and information, conducting a needs analysis, designing the media, validating the content with experts, revising based on feedback, and finalizing the product. Initial observations highlighted a significant reliance on government-provided textbooks as the sole medium for teaching narrative texts, which proved to be insufficient in engaging students and fostering motivation in the learning process.

The needs analysis, which involved distributing questionnaires to eleventh grade students and conducting interviews with English teachers, revealed important insights into the needs of the target students. These insights encompass three core terms: needs, wants, and gaps. By understanding these dimensions, the researcher aimed to tailor the digital media specifically to meet the preferences and requirements of students and teachers, thereby enhancing the overall learning experience.

Genial.ly as the digital platform of choice offers several advantages that contribute to its effectiveness in the educational context. The interactive features of the platform play a significant role in creating a more engaging and dynamic learning environment. The study found that while teachers recognize the potential of digital media to enhance student engagement, comprehension, and achievement, there are significant barriers to its effective implementation. These barriers include limited technological resources, inadequate internet access, and teachers' lack of proficiency in using new technologies. Addressing these challenges is essential to facilitating the successful integration of digital media into the classroom.

The final outcome of the study culminated in an interactive presentation designed to teach narrative text through Genial.ly. The presentation was carefully crafted through several stages, beginning with initial access to the Genial.ly platform and culminating in the creation of an easy-to-use account. Teachers then selected a presentation format that would encourage engagement and interaction. A variety of interactive elements were included, including Tooltips for short descriptions, Windows for embedding videos and other multimedia content, and Links to external resources. The integration of these features, along with visually appealing images, significantly increased the overall effectiveness of the learning materials.

To ensure the quality and functionality of the digital media, a thorough preview was conducted, allowing teachers to test each element and ensure it was operational. Finally, the completed media was shared with students via a generated link, allowing easy access through their preferred Learning Management System (LMS).

The validation process conducted by experts, including lecturers and teachers, resulted in an impressive overall assessment score of 93.15%, categorizing the media as “very good.” This score reflects evaluations across multiple aspects, such as product content (92%), linguistic quality (91.6%), process effectiveness (95%), and layout design (94%). These positive validation results confirm that the designed learning media is not only appropriate but also highly suitable for eleventh grade students at SMK Negeri 4 Medan.

Furthermore, the findings of this study underscore the effectiveness of Genial.ly-based interactive media in increasing student engagement and motivation in learning narrative texts. This study provides valuable insights into the existing literature on digital media in education, highlighting the need for improved technological infrastructure and ongoing professional development for teachers. By addressing the identified challenges and leveraging the potential of digital platforms, educators can significantly improve the quality of learning experiences for their students.

B. Suggestion

This study suggests several considerations for future research and practice in designing digital media for teaching narrative texts. Given the findings that highlight the efficacy of Genial.ly in enhancing student engagement and motivation, further exploration of diverse digital platforms is encouraged to identify additional tools that can similarly enrich the learning experience. Future studies should also consider conducting longitudinal assessments to evaluate the long-term impacts of interactive digital media on student learning outcomes and retention.

Moreover, addressing the identified barriers to effective implementation, such as limited technological resources and inadequate internet access, is crucial. Research could investigate strategies for improving technological infrastructure in schools, particularly in regions where resources are constrained. Additionally, professional development programs should be designed to enhance teachers' proficiency in using digital tools, ensuring they are equipped to integrate these resources effectively into their teaching practices.

It is also suggested that subsequent studies incorporate a broader range of feedback from both students and teachers throughout the development process. This inclusive approach can provide deeper insights into the preferences and needs of all stakeholders, leading to even more tailored and effective educational media.