



THE EFFECT OF THE USE OF VISUAL COMMUNICATION MEDIA ON THE LEARNING OUTCOMES OF SPEAKING SKILLS

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Abstract

This type of research is an experiment involving one class and the form of research used is One Group Pretest – Posttest Design to find out whether or not there is an influence of the treatment given to the subject under study. The problem discussed in this thesis is whether the Influence of the Use of Visual Communication Media on Learning Outcomes of Speaking Skills in Subjects Indonesian Grade IV Students of SD Inpres Bontomanai, Tamalate District, Makassar City. The sample was grade IV students with a total of 28 students who were taken with a simple total sampling technique. The results of the analysis of learning outcomes test data show that the level of ability of grade IV students before applying the Use of Visual Communication Media to Speaking Skills Learning Outcomes in Subjects Indonesian Grade IV elementary school students are categorized as very low with a percentage of 57.14% with an average learning outcome score of 62.5. Learning outcomes after visual communication media use of speech skills learning outcomes in Indonesian subjects are categorized as high with a percentage of 92.86% and an average learning outcome score of 77.69. The results of inferential statistical analysis using the t test formula, it is known that the calculated value obtained is 8.88. With a frequency of $df = 28 - 1 = 27$, at a significant rate of 0.05% obtained $t_{Table} = 1.70$. Since $t_{Calculate} > t_{table}$ it can be concluded that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This proves that the Effect of The Use of Visual Communication Media on Learning Outcomes of Speaking Skills in Indonesian Subjects Students are accepted.

Keywords : Visual Communication Media

INTRODUCTION

Education is a necessity and human right in preparing for a quality life in the future. Education is the basic capital for humans to become useful and useful people in all aspects of their lives. By developing the abilities and potentials of students and forming a better disposition.

Media is any form and channel used to convey information or messages. Communication is a process by which a person or several people, groups, organizations, and societies create, and use information to connect with the environment and others.

Visual communication is a process of conveying messages in which the symbols sent by the communicator are only captured by the communicant solely through the sense of sight. This form of communication can be direct (as two deaf people chat with each other using sign language), but most use an

intermediary medium commonly called a visual communication medium.

The dominant medium in communicating is the five human senses such as the ears and eyes. The medium is also a window that allows us to be able to see a more distant environment, as an interpreter that helps to understand the experience, as a foundation for conveying information, as an interactive communication that includes the opinion of the audience, as a marker of instruction or instruction, as a filter or divider of experiences and focus on others, a mirror that reflects on ourselves and a barrier that covers the truth. Learning is a complex process that occurs in all people that lasts a lifetime. Because of the complexity of learning problems, there are so many theories that explain how the learning process is a lot of theories that explain how the learning process occurs. The problem of learning is a problem for every human being, by learning man acquires skills, abilities, so

that attitudes are formed and knowledge increases. So, learning outcomes are a tangible result achieved by a person in an effort to master physical and spiritual skills in school which is manifested in the form of report cards in each semester.

In human life language is the main tool in communicating. The language is seen in two forms, namely spoken and written forms. It is from these two forms of language that the spoken language is the basis of communication. Oral activity should take a greater allotment of time at the primary school level. These oral activities include listening skills and speaking skills. Both abilities are must-have abilities in language activities.

Language is Malay which is used as the official language of the Republic of Indonesia in the language of the unity of the Indonesian nation. In its implementation, Indonesian language learning uses a text-based approach. Text can be written text as well as spoken text. The text is a complete expression of the human mind in which it has a situation and context.

Learning Indonesian not just using Indonesian that delivers learning materials. However, it is also necessary to learn about the meaning or how to choose the right word. Judging from the reality now, many children are disrespectful to say words to the people around them. We see that children now seem to disrespect people who are older than their age, not only people who are older than their age, but even people who are equal to them, they don't care how they should speak well, especially people who are younger than them they are only arbitrary regardless of someone's feelings if we say a disrespectful word. Children now no longer care about the manners and manners that exist, as if they are the ones in power who do not care about the people around them. Without thinking, if they are in the position of the person they are abusing, they only take the words they say as ordinary but, hurt the feelings of others.

RESEARCH METHODS

The research method carried out in this study is the pre-experimental method. According to Sugiono (2019:109) "pre-experimental research results are dependent variables not

solely influenced by independent variables". This can occur due to the absence of control variables, and the sample is not randomly selected.

The design of this research is a design for how the research is carried out. The research design carried out in this study is one group pretest posttest design. In this design, before the treatment is given first the sample is given a posttest (final test). This design is used in accordance with the goal to be achieved, namely wanting to know the influence of the use of communication media on the learning outcomes of students' speaking skills. The following is a table of research designs of one group pretest posttest design.

RESULTS AND DISCUSSION

Based on the pre-test results, the average score of student learning outcomes was 62.5 with very low categories, namely 21.43%, low 21.43%, medium 39.29%, high 14.28%, and very high at a percentage of 3.57%. Looking at the existing percentage results, it can be said that the level of students' ability in Indonesian learning in grade IV students of SD Bontomanai, Tamalate District, Makassar City is relatively low.

Furthermore, the average post-test score was 77.69. So, learning outcomes Indonesian after use communication media have better learning outcomes compared to before the use of visual communication media. In addition, the percentage of learning outcomes category

Indonesian increased by a very high of 21.43%, a high of 32.14%, a medium 39.29%, a low of 7.14% and a very low percentage of 0%.

Based on the results of inferential statistical analysis using a hypothesis test with a value of $Md = 15.18$, it is proved by the t test formula. The calculated value is 77.69. By frequency (et al) of $29 - 1 = 28$, at a significant level of 5% obtained $t_{table} = 1.70$ which means that the use of visual communication media on the results of learning speaking skills in Indonesian language subjects grade IV students of SD Inpres Bontomanai Tamalate District, Makassar City has an effect or is affected.

The results of the analysis above show the influence of the use of visual communication media on the results of learning speaking skills in subjects Indonesian grade IV students of SD Bontomanai, Tamalate District, Makassar City, in line with the results of observations made. Based on the results of observations, there are changes in students, at the beginning of learning activities students become passive subjects during the learning process. This can be seen in the first meeting students only do writing activities, listening, answering questions whose answers are already in the package book, while in the next meeting there are no more students who do negative activities. At the first meeting, students who are active subjects are able to analyze the subject matter and connect it in the real world, but when used visual communication media students begin to be active at each meeting. Research related to the influence of the use of Communication Media on Student Speaking Skills Learning Outcomes is almost the same as that carried out by previous researchers, as in the journal Effectiveness of Computer-Based Learning Media in Electronic Subjects on Student Learning Achievement. Mishadin (2012). The results of this study say that the effectiveness of using computer-based learning media in electronic subjects has proven to be more effective, namely by achieving learning achievements according to the established KKM. There are differences in cognitive aspect learning achievement between the use of computer-based learning media and the use of conventional learning media in electronic subjects.

Based on the results of research conducted by Niswatu Hasanah (2016) at MI Unggulan Al Amanah Belahan Depok. With the title The relationship between students' speaking skills and learning outcomes Indonesian. From this research, it can be concluded that the results of the student speaking skills test research that has been carried out show an average score of 62 and the learning outcomes of subjects Indonesian students of class I.B MI Unggulan Al Amanah Belahan Depok in the good category, this can be proven from the average calculation obtained, which is 82 with the highest score of 93 and a low score of 69.

The results of the research conducted by Mishadin are almost the same as those conducted by Risqi Maulidia Agusti (2016). With the title The Influence of Electronic Media on Student Learning Outcomes in Social Studies Subjects. Based on the journal, it can be seen that overall Indonesian students like to use electronic media as a source to find information compared to searching in print media. Meanwhile, in this study entitled the influence of the use of visual communication media on the results of learning speaking skills in Indonesian subjects. It can be seen that good communication is very influential on children, because it is easier for children to understand lessons when using languages that make them feel valued.

Based on the results of descriptive statistical analysis and inferential statistics obtained from the observations made, it can be concluded that the use of visual communication media has a positive influence on the results of learning speaking skills in subjects Indonesian grade IV students of SD Inpres Bontomanai, Tamalate District, Makassar City.

CONCLUSION

Based on the results of research and discussion, it was concluded that the use of visual communication media affects the results of learning speaking skills in Indonesian language subjects for grade IV students of SD Inpres Bontomanai, Tamalate District, Makassar City. This can be proven before the use of visual communication media categorized as low with the acquisition of the percentage of student learning outcomes with very low categories, namely 21.43%, medium 39.29%, high 14.28% and very high at a percentage of 3.57%.

Hypothesis test of the use of visual communication media affects the results of learning speaking skills in Indonesian language subjects of grade IV students of SD Inpres Bontomanai, Tamalate District, Makassar City after obtaining $Md = 15.18$, $t_{hitung} = 8.88$ and $t_{tabel} = 1.70$, then obtained a calculation of $> t_{tabel}$ or $8.88 > 1.70$

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