BAB I

INTRODUCTION

A. Background

Technological developments are also utilized by the world of education in the learning process. Developments in the world of education continue to experience various kinds of significant changes which can change the mindset of educators who were initially unfamiliar with technological advances but are now becoming more modern and advanced. This progress has greatly influenced the progress of education in Indonesia. According to Law No. 20 of 2003, Education is an effort that is consciously carried out and planned so that it can create an effective learning atmosphere and process for students so that they can develop every potential they have.

The aim of education is expected to be able to produce the nation's next generation who are able to face increasing technological developments. The selection of appropriate learning methods and media used by teaching staff is able to produce quality human resources, however several problems occur, especially in teaching English at the secondary level

because teaching is carried out with inappropriate media which can result in a lack of education. So this is starting to fail to achieve completion at SMA N 3 Seluma.

Because it has been proven that choosing the right media can support and improve student-teacher interaction so that learning continues to experience innovation and is not monotonous. The choice of learning media should be presented in various forms accompanied by photos or videos so that students are able to quickly understand the material studied by Rusman et al. (2018).

Learning media can help make learning easier for students and make teaching easier. This can also give students a more authentic experience, attract more attention (so that the learning process is not boring), activate all their senses, and make learning more interesting. Technology is a medium that can arouse students' interest in their studies.

Meanwhile, in the world of education, the word media is called learning media. Learning Media is anything that can be used to convey messages or information in the teaching and learning process so that it can stimulate students' attention and interest in learning. Furthermore,

Gagne and Briggs (1975) in Arsyad (2019) explicitly stated that learning media includes tools that are physically used to convey the content of teaching materials. From these two definitions, media is a tool used to convey learning material. Based on the definition or opinion of experts, it can be concluded that learning media are tools used in the learning process to convey messages, ideas or ideas in the form of teaching materials to students by teachers. Currently, it is important to note that Indonesian people's interest in reading has decreased very significantly.

Reading is something that is very important in learning and is the first step in developing an interest in reading, as evidenced by the low level in Indonesian society, especially for students, which is still very low, referring to research conducted Putra (2020) which states that Indonesia is second from the bottom in terms of world literacy. This shows that the reading interest of the Indonesian people is very worrying, only 0.001%. This means that out of 1000 people who read diligently, only 1 person. The second fact is based on research entitled World's Most Literate Nations Ranked conducted by Central Connecticut State University

in March 2016, Indonesia was stated to be ranked 60th below Thailand and above Botswana.

The Ministry of Communication and Informatics in its article (2022) stated that in terms of infrastructure to support reading, Indonesia ranks above European countries. Judging from these things, learning media that supports fostering interest in reading in students and the public is very necessary, especially in situations where activities outside the home are limited.

Educators have to think about how to keep the learning process going, of course there must be learning media. Learning media should follow technological developments. Technological developments in the digital world have had an impact on the development of comics, which were initially in print form, now becoming digital comics; The development of comic digitization can be addressed in three conditions, namely: master, potential master or slave (McCloud, 2000). One of the media in online learning that can be used for learning to read is the Webtoon application.

For students, reading can be useful to support learning activities at school. By reading books and scientific

literature, students can participate well in school activities. Students can gain additional knowledge beyond the knowledge gained from their learning activities at school. Apart from gaining knowledge, someone who enjoys reading will gradually develop a high level of curiosity. If curiosity gets a high boost then interest in reading will arise.

Mustari. S, (2020), the majority of Indonesian people, including school-age children, have not carried out intensive reading activities. Students' interest in reading is not yet encouraging, even though in the school environment reading activities are included in the curriculum. In a study, Indonesian people's reading power was ranked 39th out of 41 countries.

Here the author is interested in implementing the Line Webtoon application as a medium that can help develop students' reading interest in learning English. In 2016, globally active LINE Webtoon users were recorded at 35 million people and 6 million of them came from Indonesia. This always increases every year6. This shows that public interest in LINE Webtoon is still very high.

LINE Webtoon is part of social media, in this service

there are characteristics of social media as stated by Mayfield (2019), namely participation, openness, community, and interconnection. On LINE Webtoon, there is active engagement, allowing users to contribute to the platform. This social media platform is receptive to user input and involvement. Users have the ability to show their support through activities such as voting, leaving comments, and sharing openly accessible content. Additionally, the platform is interconnected, evolving through its associations with other social media channels.

Webtoon is defined as a comic that is distributed via the internet network. Comics are a medium used to express ideas with images, often combined with text or other visual information, in the form of a sequence of juxtaposed panels. Often textual devices, such as caption speech bubbles, indicate dialogue, narration, sound effects, or other information.

The advantages of digital comics over printed comics, such as making it easier for comic creators to distribute their own comics via social media such as Facebook, Twitter, Instagram or websites such as Webtoon to readers all over

the world, and being able to directly accommodate and display comments from readers. The presence of digital comics is currently resurrecting the quality of comics which in the print media era had died. This Webtoon application has also become an application that is widely known by the public and students because of its high rating, so that students' perceptions or responses regarding Webtoon are also varied and have their own thoughts, because the images presented are so unique that they are not boring for them as application users. This webtoon

Apart from that, the Webtoon application is also used in high school learning, namely. First, Webtoon is the best-selling application in the world. Secondly, behind the interesting webtoon work there is an Indonesian webtunist (writer) who has succeeded in attracting world attention from his work in articles Putra (2020) published in CNN Indonesia. Third, Webtoon is a comic that contains light stories and quickly reaches the end of a story, so readers will feel comfortable. Webton can also be used as a medium in implementing literacy programs in schools. Literacy is a person's language skills which include listening, reading,

writing and speaking in journals (Sari & Pujiono, 2017).

Background: With the digital platform, comedians are now able to reach a wide range of readers and wider segment, raising interest in comics as a whole. The wide webtoon segmentation in LINE Webtoon provides a variety of content that covers a wide range of age segments, from students to adult workers. The interest in reading webtones is also reinforced by stories that match the reader's age segment. Webtoon has become one of the most popular apps in the world, and the Indonesian comic book's success in stealing the world's attention has been recognised in CNN Indonesia's article. The ease of access, the speed of the story, and the diversity of the genre make readers feel comfortable enjoying the webtoon. Besides, webtoon is also used as a medium to implement literacy programmes in schools. Nevertheless, Indonesian public interest in reading, especially among students, remains low. This is due to a lack of awareness of the benefits of reading and the assumption that reading can only be done through books. Webtoon has become one of the most popular trends among the younger generation, depicting the shift of interest from

traditional comics to digital comics. The development of webtoon can also be attributed to the decline in print book publishing and its impact on traditional comic books. Digital media, especially the Internet, has reopened the market for the comic book industry. However, there is still a problem in terms of low reading interest among Indonesian students. Therefore, this study tries to examine the impact of the use of the Webtoon application on the reading understanding assessment of students at the 3rd Seluma State High School. KWL (Know, Want, Learn) is a learning strategy that can give students a goal before, during, and after reading. This strategy helps students understand new information, develop questions, and evaluate their own learning outcomes. Therefore, this study will use KWL strategy to help students develop a reading interest and improve their reading understanding. By identifying what is already known, what is to be learned, and what has been learned after reading, it is expected to provide a clear picture of the impact of the Webtoon application on the evaluation of student reading understanding (Fitriyah, 2022). Through this research, it should be expected to contribute to

an effort to increase the interest and understanding of reading students at 3 Seluma State High School as well as the Indonesian society in general.

Based on the phenomena and basis of data results that have been carried out by researchers, the researchers have decided to research "The Effect of Webtoon Applications on Students' Reading Comprehension Assessment (Quasi Experimental Results for Class 2 Students of SMA 3 Seluma Academic)"

B. Research Identification

1. Low ability and score
2. The use of reading teaching materials is still manual and does not use   applications so that students are not yet motivated to read.
3. Lack of motivation and interest in children's reading, due to the lack of technology used by teachers.

C. Limitation of the Research

The problem of this research is limited to how much influence the English language learning application has on

the webtoon media application for class XI SMA N 3 Seluma.

D. Research Questions

The formulation of the problem in this research is, ss that the use of LINE Webtoon social media has a significant influence on students' reading interest in English Learning Media?

E. Research Objective

Based on the background of the problems that have been explained, then the problem formula in this study is "How does the application of webtoon influence the evaluation of reading understanding of eleventh-grade students?"

F. Significance of the Research

Based on the problems that have been raised, this research aims to find out how much influence the use of LINE Webtoon social media has on students' reading interest skills in English Learning Media.

G. Definition Of Key Terms

1. It is estimated that this research can be useful for broadening horizons and developing knowledge regarding the influence of digital webtoon comic features on interest in reading comics.

2. Become a reference for researchers who are interested in further analyzing the influence of webtoon digital comic features on interest in reading comics.

3. With the data, this research is expected to be a motivation for amateur comic artists to improve their work.