

CHAPTER I

INTRODUCTION

A. Background of Study

Education is an activity that is carried out deliberately and aims to create an environment and learning process, where students can actively develop their potential, including religious spiritual strength, self-control, personality, intelligence, noble character, and skills that are beneficial for themselves and society.(Rahman et al., 2022). Education serves as a means or bridge to actualize one's potential through learning. Education is one of the most important elements in human life. Educators play a role in helping students to develop their potential and abilities, so that they are ready to interact in society (Aryanti et al., 2022). In addition, education is also an effort to prepare the next generation of the nation, which is very important in improving the quality of human resources and realizing Indonesian national values..

Education in Indonesia is a source of worry, both in terms of quality and infrastructure; there has lately been much debate regarding how the Indonesian education system operates. This education system is viewed as strict and unproductive, with a dearth of teaching that explores Indonesian culture, resulting in many kids' ignorance of the culture that exists in their surrounds(Harsiwi & Arini, 2020). Stated that it is vital for education in Indonesia to be improved because the world is changing swiftly as time passes, following the times. As a result, in a more evolved era with more learning chances, education must be tailored to current demands and needs..Teachers and parents are encouraged to be aware of this culture and try to enrich it in ways that are always interesting and fun for students.

Learning media is one of the important elements in the learning process that has a crucial role in improving the effectiveness of learning. Everything that is used to convey messages from the sender to the receiver, with the aim of developing students' thoughts, feelings, and considerations in

order to achieve learning goals, is considered as media in the context of learning (Tambunan et al., 2019). Three categories can be utilized to classify learning media: visual (which can as it were be seen), sound (which can as it were be listened), and audio-visual (which can be both seen and listened). The learning destinations, the substance being instructed, and the characteristics of the understudies all play a role in choosing the proper learning media.

Using audiovisual or studying video media is one of the appropriate and entertaining learning activities for pupils. Learning video media is characterized as any shape of media that contains sound components (sound), development, and a obvious shape. It is the most complete framework of data delivered through the use of moving images to convey a message. It takes the form of an ever-expanding archive that can be displayed on a screen, or if enlarged using a projector, can be viewed with the addition of motion and sound (such as video). Indeed when learning is done separately at home, the utilize of video learning materials within the classroom has the advantage of raising students' interest within the subject matter. Students can study more thoroughly and repeat the portions of the course, such as current conversation or pronunciation, that they feel they don't comprehend in class, especially in English lessons.

Knowing how to communicate in English is becoming increasingly vital in today's world, especially in light of the effects of globalization, sustainability, and increased connectedness. Worldwide, English is the language that is spoken by the greatest number of people. English is used by people all over the world as a second or foreign language to exchange important information in various fields such as politics, science and culture (Suastika, 2019) thus facilitating intercultural communication. As a result, language development is critical for pupils' ability to convey ideas, feelings, social interaction, and analyze their imaginations (Hasanah, 2022). However, the typical student's learning outcomes in English subjects are highly troubling.

One of the main problems in English education in schools is the low ability of students to absorb information. Based on the analysis of learning data, it is empirically found that when the learning process is dominated by traditional methods, students' unsatisfactory learning outcomes tend to get worse. In a teacher-centered educational environment, teachers are often passive during the learning process and have low ability to motivate students (Yolanda & Hadi, 2019).

On 20 February 2024, the researcher conducted a pre-observation at SMPN 15 Bengkulu City. The researcher found that there was still no appropriate learning media in learning English. Teaching and learning activities are still performed or presented by teachers in a monologue and one-sided manner. This makes students more passive and makes learning less interesting. Printed books are still used to teach the subject matter, so students quickly get bored, lose motivation, and eventually lose focus. Many students are still engaged in conversations with their friends or playing by themselves during the learning process, and have difficulty in understanding the story read by the teacher, even when asked to repeat it. The researcher interviewed several English teachers and students. The interviewees stated that learning English is very difficult due to reasons such as lack of motivation, uninteresting curriculum, lack of speaking practice, limited resources (e.g., access to textbooks, teaching materials, technology), and inappropriate traditional teaching methods. Overcoming English learning difficulties requires attention to various aspects of learning, including motivation, teaching methods, and active practice in daily life or in relation to the surrounding environment.

The aspect pursued by the researcher is to take into account things related to the students' environment and place of residence, such as the local culture. Because as times become more and more advanced, many students are beginning to forget their own culture. Students' interest in culture is also declining, and the existence of culture is becoming more and more insecure, and today's students and the younger generation are becoming less familiar

with their culture. An example of a culture that is not well known to students is the Bengkulu Tabot culture. Most of them just follow the culture without knowing the meaning or purpose of the Tabot Cultural Festival.

With the above problems, the researcher took the research title, namely "Development Local Culture Based Video Learning Media for English Speaking Skill" with the hope of providing solutions in increasing student interest and motivation, especially in learning to speak English and introducing local culture so that it is not extinct or lost among today's younger generation.

B. Identification of The Problem

Based on the background above, the problem formulations in this research are:

1. Lack of local culture-based learning materials
2. Difficulty in English Speaking Skills
3. Lack of Interactive and Contextual Learning Media
4. The Need for Innovation in English Learning

C. Research Question

Research questions that are in accordance with the problem formulation above

1. How to develop a prototype of a local culture-based learning video to improve the English speaking skills of grade 7 students at SMPN 15 Bengkulu?
2. How effective is the use of the learning video prototype in improving the English speaking skills of grade 7 students at SMPN 15 Bengkulu?

D. Objective of the Research

Based on the background and the problem above, the purpose of this research is to :

1. Develop a prototype of a local culture-based learning video that can be used to improve the English speaking skills of grade 7 students at SMPN 15 Bengkulu.

2. Testing the effectiveness of using the video prototype in improving students' English speaking skills.

E. Expected Product Specifications

1. Product in the form of a video that discusses the local culture of Bengkulu, namely the tabut festival
2. The media is made with a ratio of 9:16
3. Using 2 main characters named Upik Leha and Ola. These characters are in the form of lions and koalas so that students are more familiar in recognizing the characters.
4. The video takes the background of the Bengkulu Airport and Tabut Festival.
5. The product is intended for grade VII students in the odd semester
6. The product is used to clarify and introduce students to what the Bengkulu Tabut Festival is.

F. Importance of Research and Development

1. For Researchers

Can be a scientific thinking arena and add insight into the development of learning media in the form of videos.

2. For UINFAS Bengkulu Institution

As input to further improve the quality and creativity of learning media development in English subjects and add to library reference materials in developing English learning media.

3. For Schools

With this learning media, it is hoped that it can be a complement in fulfilling interesting learning media for English subjects.

4. For Learners

As a benchmark for learning outcomes in understanding the material, as well as motivating students during the learning process.

5. For other researchers

It is expected to be input and reference material for further research related to the development of video learning media in English subjects.

G. Assumptions and Limitations of Research and Development

1. Research and development assumptions

The assumptions in this research and development of video learning media are as follows:

- 1) Produce products in the form of learning media in the form of English videos. Materi yang dipakai adalah Festival Tabut Bengkulu.
- 2) Video media can overcome the limitations of space and time in presenting objects that physically cannot be illustrated visually by students.
- 3) The validity test is carried out as an effort to determine whether or not the video learning media is valid.
- 4) The effectiveness test is carried out to determine whether or not the expected objectives are achieved through the video learning media.

2. Research and development limitations

To provide limitations in research so as not to widen, the researchers provide the following limitations:

- 1) The material used is the Tabut Festival Bengkulu.
- 2) The media is used only for 7th grade junior high school students.