



Differences in Student Learning Outcomes Using Media of Microsoft Powerpoint and Adobe Flash Player in Business Education

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Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis perbedaan hasil belajar siswa dengan menggunakan media Microsoft PowerPoint dan Adobe Flash Player pada pendidikan bisnis. Penelitian ini merupakan penelitian eksperimen. Pada penelitian ini terdapat dua kelompok belajar yang akan dibandingkan sebagai subjek penelitian, yaitu kelompok belajar pada kelas kontrol dengan media pembelajaran Microsoft PowerPoint dan kelompok belajar pada kelas eksperimen dengan menggunakan Adobe Flash Player pada pendidikan bisnis. Kedua kelompok diberikan materi yang sama. Populasi dalam penelitian ini adalah Mahasiswa Perguruan Tinggi Swasta di Kota Medan Tahun 2022. Namun karena data resmi Mahasiswa Perguruan Tinggi Swasta di Kota Medan Tahun 2022 sulit dicari, maka sampel diambil secara acak dengan teknik snowball sampling. Jadi sampel dalam penelitian ini adalah 60 Mahasiswa Perguruan Tinggi Swasta di Kota Medan. Teknik analisis data melalui inferensial menggunakan uji t berpasangan. Hasil penelitian menunjukkan bahwa terdapat perbedaan hasil belajar siswa dengan menggunakan media Microsoft PowerPoint dan Adobe Flash Player pada pendidikan bisnis pada Mahasiswa Perguruan Tinggi Swasta di Kota Medan.

Kata Kunci: Microsoft PowerPoint, Adobe Flash Player, Pendidikan Bisnis

Abstract

The purpose of this research is to analyze differences in student learning outcomes using media of Microsoft PowerPoint and Adobe Flash Player in business education. This research is an experimental research. In this study, there are two learning groups to be compared as research subjects, namely the learning group in the control class using Microsoft PowerPoint learning media and the learning group in the experimental class using Adobe Flash Player in business education. Both groups are given the same material. Population in this study are Private Higher Education Students in Medan City in 2022. However, because the official data for Private Higher Education Students in Medan City in 2022 is difficult to find, sample is taken randomly using snowball sampling technique. So sample in this study are 60 Private Higher Education Students in Medan City. Data analysis technique through inferential using paired t-test. The results of the study show that there are differences in student learning outcomes using the media of Microsoft PowerPoint and Adobe Flash Player in business education at Private Higher Education Students in Medan City.

Keywords: *Microsoft PowerPoint, Adobe Flash Player, Business Education*

Introduction

Education is guidance or assistance given by adults to the development of children to reach maturity with the aim that children are capable enough to carry out their own life tasks, not with the help of others. Education will help humans develop their potential so that they are able to deal with any changes that occur as a result of advances in science and technology (Syafri and Zelhendri, 2017).

According to the Law of the Republic of Indonesia Number 20 of 2003 concerning the National Education System in Chapter 1 Article 1 states that education is a conscious and planned effort to create an atmosphere of learning and learning process so that students actively develop their potential to have spiritual strength.

Education should create a forum where students actively bring out the potentials that students have so that they become abilities that are naturally owned. Improving the quality of the education system is based on several things, especially on the implementation of educational autonomy, the development and implementation of a curriculum that emphasizes competence, supervision and educational evaluation. To improve the quality of education, one thing that must be done is to increase educational goals.

The purpose of education is the change that is desired or realized through educational activities. Educational goals are the culmination of all efforts related to educational activities, because all educational components are directed to achieve educational goals (Saat, 2017). The purpose of education depends on

several aspects that really influence how a lecturer implements learning.

Something that can result in a low level of students' understanding of learning material and students become less actively involved in the learning process.

Achieving the learning objectives of the media factor is a factor that cannot be ignored, because it also determines the success or failure of achieving educational goals. If educational media is used properly and appropriately, then educational goals are likely to be achieved properly.

The purpose of education is to educate and provide basic abilities for students to develop themselves in accordance with the interests and talents and abilities possessed by students which are useful for providing provisions for students to continue their education to a higher level. The aim of education is also oriented towards students' behavior, namely (1) knowledge and understanding, (2) attitudes towards learning, (3) social values and attitudes, and (4) skills (Surahman and Mukminan, 2017).

The concept of active learning is not the goal of learning activities, but is one of the strategies used to optimize the learning process. Being active in this strategy is positioning the lecturer as the person who creates the learning atmosphere. While students as participants must be active in learning activities. The active learning process occurs dialogue between students and students, students and lecturers.

The low student learning outcomes there are several problems found in the learning process as observed by researchers when lecturers carry out the

learning process is that lecturers have not used PowerPoint and Adobe Flash media in the learning process activities and it can be said that lecturers only use conventional methods. After explaining the lecturer asked students to record the subject matter and invited students to ask questions. Therefore learning becomes monotonous, ineffective and only the domain lecturer plays an active role and the learner is passive during the learning process.

The various problems above require the right solution so that the learning target is achieved properly. One of the steps taken is to use Microsoft PowerPoint media and Adobe Flash Player. With Microsoft PowerPoint and Adobe Flash Player media, this learning does not only help lecturers but also makes it easier for students to be more active in teaching and learning.

The advantage of Microsoft PowerPoint media is that it makes learning more interesting because the presentation of learning material is carried out in the form of text and combined with color so that it makes students more interested in the material that will be taught by the lecturer, using PowerPoint media can stimulate students to find out more information about the material to be taught studied. While the advantages of Adobe Flash Player media are that it makes it easier for lecturers to be creative in making animations in accordance with the material being taught so that learning is more interesting, making students more enthusiastic because the presentation of the material is accompanied by text, images, sound, and the learning material is in the form of animation.

The purpose of this research is to analyze differences in student learning outcomes using media of Microsoft PowerPoint and Adobe Flash Player in business education.

Methods

This research is an experimental research. Experimental research is research conducted using a scientific approach using two sets of variables or groups, namely the control and experimental groups (Octiva et al., 2018; Pandiangan, 2018; Pandiangan, 2022). In this study, there are two learning groups to be compared as research subjects, namely the learning group in the control class using Microsoft PowerPoint learning media and the learning group in the experimental class using Adobe Flash Player in business education. Both groups are given the same material.

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics that are applied by researchers to be studied and then conclusions are drawn (Asyraini et al., 2022; Octiva, 2018; Pandiangan, 2015). Population in this study are Private Higher Education Students in Medan City in 2022. However, because the official data for Private Higher Education Students in Medan City in 2022 is difficult to find, sample is taken randomly using snowball sampling technique. Snowball sampling technique or serial reference sampling is defined as a non-probability sampling technique in which the sample has properties that are rarely found. It is a sampling technique in which existing subjects provide referrals to recruit the required sample for research studies (Jibril

et al., 2022; Pandiangan et al., 2018; Pandiangan, 2022). So sample in this study are 60 Private Higher Education Students in Medan City.

Data analysis techniques are activities after data from all respondents or other data sources are collected. Data analysis technique used in this study is inferential statistics. Inferential statistics is a statistical technique used to analyze sample data and the results are applied to the population (Octiva et al., 2021; Pandiangan et al., 2021; Pandia et al., 2018). Data analysis technique through inferential using paired t-test. Paired t-test is a parametric test that can be used on two paired data. The purpose of this test is to see if there is an average difference between two paired or related samples. Because it is paired, the data from the two samples must have the same amount or come from the same source (Pandiangan et al., 2022; Tobing et al., 2018).

Result And Discussion

Microsoft Powerpoint is a Microsoft Office application program that is useful as a media presentation using several slides. This application is very popular and widely used by various groups, be it students, offices and businesses, educators, and trainers. The presence of Microsoft PowerPoint makes a presentation easier with the support of very attractive and sophisticated features. Templates or design features will also beautify a Microsoft PowerPoint presentation.

The uses or functions of Microsoft PowerPoint are as follows:

1. Means to facilitate a presentation.
2. Make a presentation in the form of softcopy so that it can be accessed by various computer devices.

3. Make presentations in the form of attractive and beautiful slides with the support of audio, video, image and animation features as well as templates or designs to be used.
4. Make it easier to create, organize, and print various slides.

The advantages or advantages of Microsoft PowerPoint include:

1. Easy to use even for beginners though.
2. A variety of attractive designs and templates are available.
3. Can be made in various data formats.
4. Can edit photos directly.
5. There are movement features such as transitions and custom animation.
6. There is a feature to include content from other applications that support object linking and embedding (OLE).

Adobe Flash Player

Adobe Flash Player is software for viewing multimedia, rich internet applications, and streaming video and audio, on a computer web browser or on a supported mobile device. Adobe Flash Player runs SWF files that can be created by the Adobe Flash Player authoring tool, by Adobe Flex or by a number of other Macromedia and third party tools.

Adobe Flash Player was created by Macromedia and is now being developed and distributed by Adobe Systems after the acquisition. Adobe Flash Player supports vector and raster graphics, 3D graphics, an embedded scripting language called ActionScript, streaming video, and audio. ActionScript is based on ECMAScript, and supports object-oriented code, and is comparable to JavaScript.

Adobe Flash Player has a broad user base, with over 90% internet penetration on connected computers, and is a common format for games, animations, and GUIs

embedded into web pages. Adobe Flash Player is freely available as a plug-in for recent versions of web browsers (Internet Explorer, Mozilla Firefox, Opera, and Safari) on selected platforms. Google Chrome integrated player in the distribution. Every version of the plug-in is backwards-compatible.

Paired t-Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pretest PPT & Posttest PPT & AFP	-51.5000	4.9609	.6404	-52.7815	-50.2185	-80.413	59	.000

From Table 1 in column sig. (2-tailed) obtained a smaller value of 0.000 (<) with an alpha or error rate of 0.05, null hypothesis is rejected, so the conclusion obtained is that there are differences in student learning outcomes using media of Microsoft PowerPoint and Adobe Flash Player in business education at Private Higher Education Students in Medan City.

Conclusion

The results of the study show that there are differences in student learning outcomes using the media of Microsoft PowerPoint and Adobe Flash Player in business education at Private Higher Education Students in Medan City.

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