

*Full Length Research*

## Development of Learning Media Using Lectora Inspire Software to Improve Writing Ability

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This study used a development research approach using the ADDIE model conducted at the Unimed German Language Education Study Program. The object of this research is in the form of media development using lectora Inspire software. Data collection techniques were carried out through observation, interviews and questionnaires and tests, while data analysis techniques were carried out using qualitative descriptive analysis, and trials of the application of media carried out in large groups. The purpose of this development research is to improve student competence in writing using the lectora software. The results of this study are learning media for writing subjects using the help of Lectora Inspire. Media experts, material experts, product trials have assessed this learning media, and media use trials. The results of the scores given by media experts and material experts on the learning media for writing with the help of the Lectora Inspire software were an average of 3.8 in the good category. The results of product trials and product usage trials average 3.4 with appropriate categories. Based on the results of the scores obtained above, it can be concluded that the learning media of writing using lectora Inspire software is appropriate to be used as a learning media.

**Keywords:** teaching material development, writing skills, German language study program, software lectora inspire

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### INTRODUCTION

In learning foreign languages, especially German, there are four competencies that must be possessed by German language learners, namely hearing (Hoerverstehen), speaking (Sprechfertigkeit), reading (Leseverstehen) and writing (Schreibfertigkeit). The four

language skills are inseparable from each other. In learning foreign languages, especially German, many difficulties are encountered, such as German rules or grammar and German culture that must be learned through practice both orally and in writing. To practice the

ability of language skills can be through the media of learning books, films, videos, applications and software.

At present the use of information and communication technology is one of the alternative learning media that is popular because it appears attractive and varied so that it can increase students' interest in learning. Along with the development of information technology that is very fast and marked by the number of software that can be used as innovative learning media. The development of technology and information must be used as well as possible by educators as an effort to improve the quality of teaching in the classroom. Without interesting and innovative learning media in the teaching and learning process, the learning outcomes will not work optimally.

The software that can be used as a learning media in delivering material and arranging practice questions is Lectora. Lectora is one of the software that is very interesting, easy to use and which has several types of exercises such as: true-false, multiple choice, multiple responses, fill in the blank, matching and so on. Software Lectora can be used online or off-line not dependent on the existing internet network so that it can be used by educators in remote areas. The development of learning media using Lectora Software is very important so that students are more motivated to train themselves in improving their language skills.

Based on the results of previous research data it was found that the basic competencies of students in writing were still low with an average score of 2.5 from the range of scores 0 - 5 (Harahap, HerlinaJasaPutri: 2009). Other research results (Harahap, HerlinaJasaPutri; 2011) conducted on 60 students in Unimed German Language Education Study Program obtained data that 45% of 60 students showed good results in writing simple essays, while 55% of 60 students were student competencies. In writing simple essays it is still low, there are many mistakes in the field of German grammar (grammatical), the absence of coherence between sentences and the limited vocabulary of students. Furthermore, the results of the data obtained (German Language Education Study Program, 20016) indicate the level of German Language Education Study Program student graduation in the National Level Basic Language Proficiency Test (Zed's = *Serif für indonesische Deutschstudierende* exam) is still low with an average score of 2.9 in aspects of German grammar.

To overcome the above problems, it is necessary to find a solution, namely by developing learning media to develop teaching materials and practice questions using the Lectora Software. Lectora software can be used as one of ICT-based learning media that is very useful in delivering learning material so that students do not feel bored during the learning process in class. Therefore, the researcher is interested in researching "Development of Learning Media Using Lectora Software to Improve Writing Ability (Schreibfertigkeit) Niveau A1 Level of

Unimed German Language Education Program Students".

## Understanding Development

Sugiyono (2016: 297) explained that development is to produce products that are sure and test the benefits of these products. Furthermore Borg and Gall (in Sugiyono 2016: 28) explain that development is developing a product and validating it such as books, films, and software.

From the expert's opinion above, it can be concluded that development is a process of developing a product and validating the effectiveness and efficiency of the product to be produced.

## Understanding Learning Media

Latuheru (1993) explains that learning media are materials, tools, or techniques used in teaching and learning activities so that communication interactions between teachers and students can be achieved. Furthermore, Daryanto (2011) explained that learning media is a communication tool that is interpreted as a link between the sender and the recipient of the message.

From the expert's opinion above, it can be concluded that the learning media is a tool that helps teachers to deliver learning material so that the teaching and learning process runs effectively and efficiently.

## Lectora Software

The founder of Lectora Software is Timothy D. Loudermilk in Cincinnati, Ohio, America in 1999. Software Library is an authoring tool that can facilitate teachers in making ICT-based learning multimedia. With Lectora the instructor can deliver teaching material and practice questions interactively (Muhammad Mas'ud: 2012). Lectora can be used when offline or online so students can use it at any time not dependent on the internet network.

Lectora has several advantages over other e-learning authoring tools, namely:

1. Lectora can be used to create websites, interactive e-learning content.
1. Lectora features are very easy to make audio and video learning.
2. The Lectora display is complete.
3. Lectora can be used offline or online.
4. Lectora also has weaknesses, namely:
5. Lectora still needs support from other software such as Firefox 1.0 and above, Microsoft DirectX 9, Camtasia and Adobe Flash so that Lectora can run optimally.

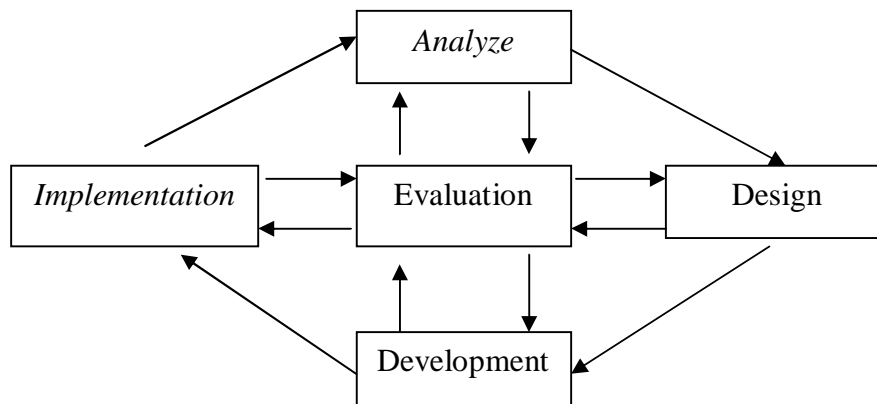


Figure 1. ADDIE Model Stages (Anglada Source 2007)

### Writing (Schreiben)

Writing is a process of activities to express feelings, convey feelings to others (Sujanto. 2008: 56). Furthermore Syamsudin in Hasani (2005: 1) explains writing is an activity to greet thoughts, feelings, and ideas to others through writing.

Based on expert opinion above, it can be concluded that writing is an activity in conveying ideas, thoughts and feelings through written language media.

### Niveau A1 level

The Niveau A1 level is the most basic level or beginner in German language skills organized by the Goethe Institute. The results of the certification examinations held by the Goethe Institute apply and are accepted worldwide and recognized as qualifications by various companies and institutions for further education in many countries. Qualifications needed to complete A1 level certification:

- a. Understand short conversations in everyday situations, simple questions, and understand short messages.
- b. Summarize the appropriate information from written messages, and general information.
- c. Mention and find out the number, amount, time and price.
- d. Fill out the form with complete personal data.
- e. Tell yourself in the form of short writing
- f. Introduce yourself and answer questions that concern yourself
- g. Arrange questions and requests while responding to them.

### Previous studies

The results of previous studies relating to error analysis and character education are outlined as follows:

1. Harahap, HerlinaJasaPutri (2011) stated that the use of pictograms learning media proved to be able to increase student competence in writing simple German language essays.
2. Perdamean (2010) states, the application of an exercise pattern of analysis of errors in forming German sentences is proven to improve mastery of German grammar of students.

### Development Research Model

This research model uses the ADDIE development model reference developed by Reiser and Mollenda which consists of: i) analysis, ii) designing, iii) developing, iv) implementing, and v) evaluation. In this study an expert test and revision was conducted before the learning media given to students. The purpose of the evaluation is to find out whether the learning media development goals have been achieved or have been in accordance with the needs. For more details, see in Figure 1.

### Place of the Research

This research was conducted at the German Language Education Study Program, UniversitasNegeri Medan, Sumatera Utara, Indonesia.

### Data collection technique

Data collection techniques used are through field studies by collecting data from observations, interviews, and using questionnaires and tests. Observations and

interviews are used to analyze learning media needs. The expert test questionnaire instrument was used to collect data on product feasibility based on the suitability of the design and material on the product to be developed. The user response questionnaire instrument is used to collect data on the level of attractiveness, convenience, and usefulness.

### **Data analysis technique**

Data on learning media product development process using Lectora software is descriptive data in the form of reviews and suggestions from material experts and media experts in accordance with the development procedures carried out. The media that has been validated by a team of material experts and the media was then revised so that the results of the revised phase 1 obtained. The results of the revision of phase 1 were then tested in small and large classes.

### **Research Steps**

This study uses the Model ADDIE theory which consists of five phases, namely:

#### 1. Analysis (Analyze)

At this stage the researcher conducts a needs analysis, identifies the problem, by giving a questionnaire to students which aims to determine the level of student interest in using Lectora Software

#### 2. Design

At this stage the researcher reviews writing learning media sourced from the Studio D A1 book with the help of Lectora Software. Learning media that will be designed in the form of: i) learning material, ii) practice questions, iii) answer keys, and iv) scores. The types of questions to be compiled are multiple forms of response, fill in the blank, and matching by giving the time limit and the final score obtained in solving the questions.

#### 3. Development

At this stage of development researchers include teaching materials, practice questions, key answers and scores into Lectora Software. Development of learning media and practice questions must be tested by a team of learning media experts and research instruments first and then revised to achieve the objectives of this study.

#### 4. Implementation

At this stage the learning media that has been installed into the Lectora Software is directly tested by the media.

The trial was carried out in two stages, namely: i) the first stage of the validity test by learning material experts, learning media experts and learning design experts. The expert test aims to determine whether the learning media that has been produced is in accordance with the achievement of the desired learning objectives, ii) the second stage of the practicality test by small and large groups. Revisions are made if there is still input and advice from an expert team that must be improved so that the research objectives can be achieved. The results of this trial are used to carry out the evaluation phase.

### 5. Evaluation

The last phase is evaluation which in this phase the learning media is evaluated by a team of experts to assess whether the learning media that has been prepared using Lectora Software is valid, effective and practical. If the results are said to be valid, effective and practical, the learning media can be applied to the learning process in the classroom and outside the classroom.

### **RESEARCH RESULT**

The learning media developed are learning media for writing subjects (Schreibfertigkeit) with the help of Lectora Inspire software. The model of learning media development developed adopts the ADDIE development model which consists of analysis, design, development, and implementation. The stages in this study will be explained in detail below.

#### 1. The Process of Developing Learning Media Using Lectora to Improve Writing Ability (Schreibfertigkeit) Students

##### a. Analysis Phase

In this analysis phase data collection was conducted by giving questionnaires to the 3rd semester students of 2017/2018 Academic Year totaling 28 people precisely on October 3, 2018. The purpose of this questionnaire was to find out the students' need for writing learning media. The results of the questionnaire showed that 98% of the number of students desperately needed learning media in the learning process of writing. So far writing learning is still less effective and less interesting in increasing student motivation in writing. Therefore it is necessary to develop a learning media for writing so students can pour and develop ideas and ideas better in written language.

The Lectora Inspire software is one of the right learning media to help students develop a theme in the form of writing and in the Lectora Inspire media it has been designed as attractive as possible according to the needs

of students which can be seen from the results of the questionnaire data obtained.

#### b. Design Phase

At this stage learning media is designed as attractive as possible to improve the ability of students to write with the help of Lectora Inspire. There are 2 themes developed from the book Studio D A2 using the Lectora Inspire media, namely Ausgehen, im Restaurant, Essen und Getränke, Freizeit, and Hobby. Each theme developed in Lectora Inspire has a material section, Quiz and Games. Quiz types are arranged in the form of right and wrong, multiple choices, matching, essays, and overlapping texts. While the games are made in the form of Stolt Machine games.

The theme chosen to be developed into Lectora Inspire learning media comes from the book Studio D A2 namely "Ausgehen, Im Restaurant, Essen und Getränke, Freizeit und Hobby".

#### Development

In this phase learning media was developed using Lectora Inspire. The design of learning media and learning materials has been carried out as much as possible to achieve the learning objectives. Step by step the media was developed

#### Implementation

In this phase the program design implementation is moved from the initial display to the actual display using the Lectora Inspire Software. The implementation of this media has been validated by a media expert and material expert who is experienced in their field with the aim of whether the learning media that has been designed is good enough or still needs to be improved and tested in small and large classes.

#### Evaluation

At the evaluation stage, media experts and material experts assess the results of the implementation of writing learning media using Lectora Inspire. The results of the assessment of media and material experts turned out that the writing learning media with the help of Lectora Inspire was more efficient and interactive to be used in writing learning because students could more easily develop ideas, thoughts and ideas by using the Lectora Inspire media.

#### Description of Trial Data

The trial data was obtained from the results of the questionnaire which had been filled by material experts,

media experts, product trial respondents, and respondents using the trial. Experts who assess media and learning materials are experts who are competent in their field. Media experts provide an assessment of the use and application of Lectora Inspire learning media in writing subjects (Schreibfertigkeit), material experts provide an assessment of the content of the material: in accordance with the learning objectives, good and correct German grammar and the use of the right words in the sentence. Respondents to product trials, and trial use respondents assessed based on the use of media and learning materials, namely Lectora Inspire.

From the results of the material expert assessment data obtained an average of 3.9 in the "Very Worthy" category. Based on these results it can be concluded that the learning material applied to the Lectora Inspire in a feasible category was tested.

Based on the assessment of media experts, the average score was 3.8 in the "Very Worthy" category. From these results it can be concluded that the writing learning media (Schreibfertigkeit) with the help of Lectora Inspire learning media is feasible to be tested in a small class.

#### Product Test Data

The purpose of this product trial is to know and identify various kinds of problems, constraints, and weaknesses that might occur when testing the product. The number of respondents in the product trial was 28 students who were completing the Schreibfertigkeit Für Weitergeschrittene course. After the learning media were tested, respondents were asked to provide ratings, suggestions and comments in the questionnaire on the results of the trial of media products and learning materials in this case the Lectora Inspire media.

#### Conclusion

After analyzing the data, it can be concluded that:

1. The steps in developing the learning media *Lectora Inspire* are: i) analyzing, ii) designing, iii) developing, iv) implementing, v) evaluating, vi) testing the media by expert, vii) testing the material, viii) testing the product, ix) testing the using, and x) revising the product.
2. The results of the data shows that the score from the expert for the media is 3,8 which means "very good". The score for the the material is 3,9 which means also "very good". So from those two results it can be concluded that the learning media with *Software Lectora Inspire* for writing skill is deserved to use as the learning media.

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