

DEVELOPING MACROMEDIA FLASH FOR TEACHING SPEAKING MATERIALS FOR STUDENTS

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Abstract

The aim of this study is to develop macromedia flash as a learning media for teaching speaking materials for students. Research and Development is used as the research method. Research Procedures are modified into four steps, they are: evaluation and need analysis, media design, validation and revision, and final production. The product has validated by expert validation. The expert is an English lecturer of English literature Department, State University of Medan which approved by Faculty of Languages and Arts. The instrument for collecting data is by using questionnaire. The data are analyzed by descriptive technique. The result shows that macromedia flash is advisability to use with the total assessment by expert validations is 91 (Good). With the result that macromedia flash is good and eligible to use for teaching speaking for students.

Keywords: macromedia flash, teaching speaking, speaking materials.

Introduction

In mastering the speaking skills, English becomes one of the subjects included in the curriculum, but the process of learning English still cannot achieve the expected results. English as a foreign language has become the major International language which is used by most of people who lived along in the advanced technology. Beside that we also need to be able to use technology as one aspect of visible in learning by developing technology as a learning media.

Slameto (2003) stated that there are three factors affecting the learning outcomes; teaching method, media, and students' motivation. Because the teachers only use textbook as the media, students have low motivation and interest in learning English, so they feel bored and their vocabulary is still poor. Their examination result is also poor.

According to Arsyad (2011) teaching media is communication tools to convey the message or information in order to further streamline the learning process. There are many kinds of media can be used likes multimedia learning but it is no more be used by the teacher. Teacher should be creative and try some alternative ways. Macromedia flash is one of the applications in computer which is interactive as a media. Teacher

can develop this media especially in teaching speaking in order the students are more active to participate in the classroom and they can communicate in English.

In SMK 2 YP Panca Jaya Galang, textbook is the only one media which is used by the teachers. A hour (2014) defined that Textbook is crucial in English learning process which consists of activities related to four skills, grammatical and lexical information, and various language functions. Because of this, teachers only focus in the using of textbook than the other media in teaching learning process.

Based on the above condition, teacher who has more responsibility for her students must take a solution to increase the result of the study. Teacher can develop learning media in order to bring the effectiveness of learning English in the classroom. Indeed, it builds students' interest and confidence in using English particularly in asking for and giving directions topics.

Based on the description above, Media is one of the important factors affecting in teaching learning process especially speaking. Therefore, the study of developing of macromedia flash in teaching speaking materials for students of Business Management Program at vocational school should be carried on. It is considered that can help the English teachers teach effectively and learners are more interested and motivated in learning English.

Literature Review

Rusman (2013) stated that learning media is anything that is used to distribute messages and can stimulate the mind, feelings, concerns, and the willingness to learn so as to encourage the process of learning a deliberate, purposeful. Learning media is a physical means to convey the subject matter. This definition is similar to the definition delivered by the Association of Communication Technology and Education in America, that is, as all forms and channels used to distribute the messages/ information. Thus, the objectives of the media in the learning process are to streamline and make efficient the learning process itself. (Munadi, 2008).

Rusman (2013) stated that there are several functions of media:

1. Media is a tool which is used in learning process.
2. Media is component of sub learning system.
3. Media is a guide to lid what material that will be told or what competency that will be developed for the student in learning process.
4. Media is used as a game or to build up the student's motivation and interest.
5. Media is used to improve the result and the process of learning.
6. Media is used to decrease verbalism.
7. Media is used to solve the space limitations, time, effort, and the power of sense.

Among the programs existing animation, Macromedia Flash is the most flexible program in making interactive animations, games, company profile, presentations, movies and other animated display.

Istiono (2006) explained that Macromedia Flash is a vector-based application program standard researching tool professional used to create animation and bitmap which is very interesting to create animated logos, movie, game, interactive menu, and manufacture of web applications.

In developing learning media in teaching speaking, the researcher needs software to create it. There are some softwares provided to make learning media for teaching speaking. One of them is Macromedia flash that provided by Adobe, Inc. Flash lets designers and developers integrate video, text, audio, and graphics into effective experiences that deliver superior results for interactive marketing and presentations, e-learning, and application user interfaces.

Macromedia flash is vector-based animation program that is very popular and most widely used today to make professional animation and web applications are dynamic and interactive (Andrew, 2006).

Macromedia Flash, which is now turned into Adobe Flash, is computer software that is the flagship product of Adobe Systems. Before 2005, flash released by Macromedia Flash 1.0 which was launched in 1996. The program was launched after the Macromedia Corporation bought a vector animation program called Future Splash. The final version is launched in the market under the name "Macromedia" is Macromedia Flash 8. Macromedia Flash 8 is an application used to design and build devices percentage, publication, or other applications that require the availability of a means of interaction with users.

Teaching speaking is not merely to force them to speak the English utterances but it should be given an opportunity to work in interactive mode to talk in personally relevant ways. The demands are such new dimensions to the language learning process.

In learning speaking, students can express themselves and learn how to follow the form of a repetition of drills or memorization of dialogues. To do so, teacher should be creative in teaching speaking to improve students' speaking. Students should get chance to interact and practice the language with other students. So, teacher talk time should be less and student talk time should be more. It gave enough opportunities for student to speak in class.

Macromedia Flash is one of multimedia learning that used to present a material by using words and pictures computerized. There are two goals of macromedia flash as multimedia learning, namely to remember and to understand. Remember is capability to product or know the subject taught. Understand is capability to use subject taught on new situation.

Research Method

This research design is Research and Development (R&D) model by Gall, Borg and Gall's (2003) which consists of a set of steps to develop new educational product.

According to Sugiyono (2014), the methods of research and development are the research methods used to produce a specific product and test the effectiveness of the product. The product result in this research is macromedia flash as a learning media in teaching speaking that can be used at vocational school.

The research procedures are not a strict step that should be implemented. As Dirgayasa (2011) says that the procedures of development and research implementation are not strict steps that should be followed, every researcher can execute and determine the proper procedures based on the condition faced during the process of development. It can be said that the researcher can modify the procedures according to the condition. Then, the steps of macromedia development are modified in to four steps, they are: 1) evaluation and need analysis; 2) media design; 3) validation and revision; 4) final production.

Discussion

From the assessment by media experts and a teacher of English subject above, we know that macromedia flash is advisability to use after validation from material expert and media expert there were revise every suggestion by the material expert and media experts.

Expert 1	Expert 2	Total Assessment	Average Assesment
89	93	182	91

The total assessment can be formulated through simple statistical formula by giving an average. (Arikunto, 2009). The formula is:

$$P = \frac{\sum x}{n}$$

Where:

P= Average of the total assessment

x= the number of total assessment of each expert validation

n= the number of expert validation

The result of this validation is:

$$P = \frac{\sum x}{n} = \frac{A+B}{n} = \frac{89+93}{2} = \frac{182}{2} = 91$$

After data was analyzed, then we know that macromedia flash is advisability to use with the total of assessment of expert is 91 with categorized into level validation *Good*.

Conclusion

Based on the research result, it concluded that: Developing macromedia flash for teaching speaking materials for students of business management follows Research and Development (R & D) model by Gall, Borg and Gall's (2003) which consist of a set of steps to develop new educational product. Then, the steps of macromedia flash development are modified in to four steps, they are: 1) evaluation and need analysis; 2) media design; 3) validation and revision; 4) final production.

The product of developing macromedia flash for teaching speaking with English material about asking for and giving direction for students of business management

has validated by expert validation (material and media). For the total assessment by material expert is 89 (Good), and the total assessment by the media expert is 93 (Good). With the result that macromedia flash is good and eligible to use for teaching speaking for students of business management program at vocational school.

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