

## **CHAPTER I**

### **INTRODUCTION**

In this chapter would describe about the phenomenon happened at higher students in one of the private universities in Yogyakarta related with English speaking skill. Including; introduction that concerned with the research background, research questions, research objectives, scope of the research, product specification, research benefits, and definition of terms as would be elaborated in the following sections.

#### **1.1 Research Background**

21<sup>st</sup> century skills are defined as new capabilities that society is increasingly demanding of the present workers and, in educational terms, of the young generation need to be prepared now for future professions and careers Voogt and Roblin (2010, 2013 in Joynes et al., 2019) by acquiring the 6Cs (communication, critical thinking, collaboration, connectivity, citizenship, and creativity). Utilizing those skills, the young generation will not only focus on the content and knowledge but they will also learn how to employ the skills and attitudes. Among those skills, Communication skill known as multidimensional and involves a range of elements, including oral, written, listening, visual, intercultural, interdisciplinary and soon (Riemer, 2007) which is used to help connecting in the digital era that consists of ability in spoken, written, nonverbal and listening skill or oral communication skill (Brown & Lee, 2015) having a good communication skill would build self-esteem and relationship. As explained by (Sabbah et al., 2020) students with good communication skills could demonstrate their ideas and thought while also forming relationships without encountering difficulties or discrimination based on religion, race or gender. Furthermore, having poor communication is the root of obstacles, and communication is the solution to the problems. The greatest approach to communicate globally is to use an international language which makes English widely used for most global communication. In a nutshell, the crucial reason for learning English is having the ability to communicate in any condition for effective communication that cover presentation skills, convincing and negotiation skills and interpersonal skills (Rini, 2014). Thus, to cope with global demand the Indonesian government emphasizes that foreign language, specifically English, is essential to learn and use in global communication which is stated in a regulation No. 32 issued in 2013.

Concerning Indonesian students' English proficiency, the findings by EnglishFirst, 2020, the Indonesia's English Proficiency Index (EPI) is on 74<sup>th</sup> position out of 100

countries in the world and 15<sup>th</sup> in Asia, and 6<sup>th</sup> in Southeast Asia which can be said that Indonesia has lower English ability than the nearby countries in that region. In other words, Indonesia's position decreased from 61<sup>st</sup> in 2019 to 74<sup>th</sup> position. As a matter of fact, having good foreign language skills, specifically English, is the way to enter the global society in this digital age (Santoso, 2014). The preliminary research involving learners of higher education in one of the universities in Yogyakarta encountered problems in mastering English, especially listening and speaking skills. More than 50% of the total students explained that they experienced verbal instructions by the lecturers which caused a misunderstanding for they failed to identify the words pronounced. The students also faced difficulties when they had to present or tell their ideas orally that mostly come from lack of vocabulary, pronunciation, uncertainty and nervousness. They did not practice enough speaking correctly at school and the least widespread issues were difficulties understanding the questions (Diyora & Diloza, 2020). Meanwhile, anxiety, motivation, and self-confidence (Tuan & Mai, 2015) is possibly seen clearly in this skill while the learners practice speaking (Handayani et al., 2020).

The communication purposes has not been achieved since in the university English is given for reading purposes where students should struggle to get the information by comprehending the English sources (Rini, 2014) and be more aware of the strategies to be used in English reading to help them gather the information about the text (Abrar, 2018). As speaking (and listening) becomes the crucial aspect which should be developed and mastered by the higher education students due to its an essential skill in communication, creating situations that can encourage learners to produce English oral communication that provide learners with opportunities to explain concepts and help them to vocalize concrete meaning, by vocalizing concrete meaning, (Diyora & Diloza, 2020) become a consideration of this study.

Based on the phenomenon that took place recently, the media is the way to solve the problem. It is for supporting the higher education students to learn English skill, the students required such fabric that's curious, colorful with numerous pictures in it. It emphasizes the competence of communication-based on a real-life situation. Facing the digital era, the utilization of technology is crucial to help self-understanding, gives high motivation for the compelling learning of language skills, and helps them to more confident learn English (Ahmadi, 2018). Advantageous to the development of students' receptive abilities than their expressive skills (Ngo & Eichelberger, 2019) in learning English skills, the majority of the college students enjoyed learning by using mobile applications. An interactive digital media was chosen in this study because it is computer driven that

accommodates two-way conversation between the users and the system through the instructions and the response tool (Griffey, 2019) and consists of texts, graphics, pictures, audios, videos and animations which is integrated (Fikri & Madona, 2018). Fundamentally, the interactive digital media was chosen to assist the students gaining the skills by providing some activities and its feature based on the needs; provide the video to explain the content of the materials, brainstorming by employing the audio and some quizzes to make more interactive gather the students' attention, and provide the activities related with the indicators.

## **1.2 Research Questions**

The problem that would be discussed in this research can be stated as follows:

- a. What is the learning need of the higher education students?
- b. What does the design of the interactive digital media?
- c. How does the students' progress in speaking after utilizing the interactive digital media?

## **1.3 Research Objectives**

According to the research questions mentioned above, the objective of the research could be stated as follows:

- a. To analyze the needs in learning of speaking in higher education students
- b. To present the design of interactive digital media
- c. To the higher education students' progress in speaking after learning by utilizing the interactive digital media.

## **1.4 Scope of The Research**

This research was conducted to college students in one of the private universities in Yogyakarta. This research aimed to support higher education's speaking mastery. It focused on designing an interactive digital media as a tool in learning English communication to improve speaking skill.

## **1.5 Product Specification**

This product was designed for college students in one of the private universities in Yogyakarta. This interactive digital media would be designed considering the needs, wants and lacks of the higher education students. It would help them to practice speaking English through utilizing the media and how the media involved in their speaking progress.

## 1.6 Research Benefit

The research finding was expected to give benefits in theoretical and practical. They were listed:

a. Theoretical

The result of this study be able to contribute useful information for the future research and development with the same problem on developing materials for enhancing English speaking skill improvement and help other researchers on producing materials of English communication.

b. Practically

This study also be able to be assistance for the teachers, students, community and the next researcher.

1. For the Researchers

The study provided references for the next researcher which conducting the similar research and designing interactive digital media for being media to assist students improve their English ability.

2. For the students

For the students, this study hoped that through this the media could build the students enhance their English-speaking skill. Specifically, by utilizing the interactive digital media to support higher education students in speaking mastery. Furthermore, the media and materials would be able to use to support learning speaking English to be more excited and enjoyable.

3. For the institution

The result of the research be able to contribute the two faculties in improving the quality of institution to be more integrated and visionary.

## **1.7 Definition of Terms**

### **a. Spoken Communication Skills**

Communication skill is ability to communicate between the speaker and the listener or receiver to convey their ideas, feeling through speaking. It covers presentation, negotiation, and communicate with other people.

### **b. Designing**

Designing is a plan creatively to create or make new things related with the plan based on the students' learning needs and target need to have a certain purpose.

### **c. Interactive digital media**

Media is a tool to help the students easy to understand about the material given by the teacher. meanwhile, interactive is two conversation between the system and the users related with the instruction given by the users then. In the other hand, interactive digital media is appropriate tool be used in learning process which the students able to give the instruction then the system respond by showing the information related with instruction given. Moreover, it is one of strategies that can be used by teacher to make the students interest during on teaching and learning process.