CHAPTER 1
INTRODUCTION

This chapter presents about research context, research focus, research objectives, the significance of the study, scope, and limitation, and definition of key terms.

A. Research Context

Learning outcomes are interactions between student learning, action teaching, and learning carried out by the teacher. Learning ends with the evaluation process, while learning is the peak of the process of learning with increasing ability.[1] Sometimes, the teacher ignores the learning evaluation process. The teacher does not understand what the students need, and the teacher behaves that all of the students understand what she explains, whereas the students want something new. The students want to be active in the class, and students want to follow learning well with sound methods and suitable media.

Learning media is everything that teachers can use to stimulate students` thoughts, feelings, attention, and abilities so that they can encourage the learning process.[2] The suitability of learning media with aspects of student's characteristics becomes an essential part of learning. The teacher should prepare everything needed before teaching, such as media, what will teach things and what teaching models she wants to use. Sometimes, what has been prepared is not identical to expectations. The teacher should indirectly replace it. So, the teacher should already know everything. Teachers today should not only focus on student learning associated with daily and weekly lessons but also make sure students find success on high-stakes accountability measures.[3] The teacher should have characteristics when she teaches, and the teacher should have a million ways to make the students not bored in the class, not only giving them some tasks about the subject, but also how the teacher give any lesson about daily life, and to make the students understand well about

[1] Ayu Widya Citra, "Implementasi Model Pembelajaran Assure dalam Meningkatkan Hasil Belajar PAI di SMA Negeri I Kalianda", (Tesis, S. Pd, UIN Raden Intan Lampung, Bandar Lampung, 2019)., p. 1.

[2] Smaldino, et. All., In Novit Rizal Putra, "Pengaruh Media Belajar Berbasis Model Assure Terhadap Hasil Belajar Siswa pada Konsep Elastisistas", (Tesis S. Pd, UIN Syarif Hidayatullah, Jakarta, 2017)., p. 10.

[3] Richard I. Arends and Ann Kilcher, *Teaching For Student Learning: Becoming an Accomplished Teacher*, (New York and London: Routledge, 2010)., p. 23.

the environment. This is also related to the teacher's choice of the media or technology when the students have different characteristics and ways to study.

Some educators have approached teacher learning and development from the perspective of how teachers think. [4] So, they have already thought of themselves how to handle the class through their ways. However, this should require several ways to help find the best model that should be used to create a learning process that is by what students need and the teacher.

The teacher can realize the teacher's attention to the students through the teacher's role in help students in each learning process. Learning assistance integrated into the ASSURE model learning focuses more on the use of media and technology. [5] Teachers already know about the ASSURE model, and it is usually implemented during the teaching and learning process. Sometimes she mix it with other models, but the ASSURE model remains the dominant model by English teachers in grade 11th of SMA Al-Falah. Therefore, the researcher wants the teacher to be able to utilize and adequately use the ASSURE model. The researcher wants to make it the teacher easier to conduct the class and make a lesson plan appropriate with the steps of ASSURE model to determine methods, media, technology, and material. Support the disclosure, the statement was revealed by Benny. He stated that "The ASSURE learning model is more oriented towards the use of media and technology in creating processes and learning activities that are desirable. [6] The ASSURE model is identified as a solution to one of the problems with utilizing the role of technology and as a learning model that provides step analysis of student's characteristics. [7] The ASSURE model is more focused on learning planning to be used in actual classroom learning situations. This learning system design model looks simpler when compared to other learning systems design models, such as the Dick and Cary model. The model proposed by Dick and Cary is generally implemented in a learning system on a larger scale. So, the teacher can understand more about English instructional media through ASSURE

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[4] Ibid., p. 9.

[5] Novit Rizal Putra, "Pengaruh Media Belajar Berbasis Model Assure Terhadap Hasil Belajar Siswa pada Konsep Elastisistas", (Tesis S. Pd, UIN Syarif Hidayatullah, Jakarta, 2017)., p. 10.

[6] Ibid.,

[7] Ramazan Yilmaz, et. All., In Novit Rizal Putra, "Pengaruh Media Belajar Berbasis Model Assure Terhadap Hasil Belajar Siswa pada Konsep Elastisistas", (Tesis S. Pd, UIN Syarif Hidayatullah, Jakarta, 2017)., p. 3.

model. ASSURE model can also help the teacher to solve the problem in the class, especially related to media.

According to Fitra Kurniawati, in her thesis, the researcher can take a conclusion from her thesis. Fitra Kurniawati has conduct a thesis on April, 2017 entitle "Penerapan Langkah-langkah Model ASSURE Dalam Pemilihan Media Mata Pelajaran IPA Oleh Guru SD Kelas Rendah Se-Kecamatan Seyegan". This research aims to see the application of the ASSURE Model in media selection by science subject teachers in SD low-class state in Seyegan district. This research uses an approach with a population, namely 60 low-grade quantitative teachers from 20 SD in the Seyegan district. The data technique use questionnaire. Data were analyzed descriptively quantitatively. The result showed the application of ASSURE Model in the selection of media for science subjects by Seyegan schools low grade public elementary school teachers of 72,03%. From her thesis, it can be concluded that applying the steps of the ASSURE model in selection media for science subject by 72%. Based on the analysis in Fitri Kurniawati's thesis, she stated that the application of the steps of the ASSURE model was carried out only according to the conditions, due to the limitations of the media used in the learning process, media used were only modest.[8] So, media in the learning process is significant. It is to help the teacher when teaching in the classroom. If the media is minimal, the teacher should have more creativity to make the classroom situation effective effectively. This study has similarities with this research, that researcher has conducted the research that focuses on the steps of ASSURE model on English instructional media used by English teachers. The differences between both of research, this study that Fitra has conducted focus on applying the ASSURE model to deciding media choice in a science subject. Still, in this research, the researcher wants to conduct about analysis of ASSURE model on English instructional media used by the English teacher.

She added that implementing the ASSURE model's steps would work well if supported by the media and complete facilities in the school. Besides the ability of the creative teachers, have goals and involve the students. So the students are active and

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[8] Fitra Kurniawati, "Penerapan Langkah-Langkah Model Assure dalam Pemilihan Media Mata Pelajaran IPA oleh Guru SD Negeri kelas Rendah Se-Kecamatan Seyegan", (Tesis S. Pd, Universitas Negeri Yogyakarta, Yogyakarta, 2017)., p. 149.

quickly understand the material presented.[9] Molenda said in Fitra's thesis that the ASSURE model is a guidance procedure for planning and learning guidance that combines material, methods, and media. An excellent procedural guide starts by capturing the students' attention, stating the goals and objectives encountered, presenting new material, engaging students when practicing, assessing understanding of providing good feedback, and finally giving follow-up activities.[10]

Another researcher namely Ayu Widya Citra has conduct a thesis on May 2019 entitle "Implementasi Model Pembelajaran ASSURE dalam Meningkatkan Hasil Belajar PAI di SMA Negeri I Kalianda". This research aims to find out the ASSURE model in improving students' learning in Islamic Religious Education. This research use PTK (Penelitian Tindakan Kelas) Method. The obtained the data sources from all objects research, namely 31 students of class X IPS I at SMA Negri I Kalianda, consisting of 10 male and 21 female students. Ayu stated that ASSURE model focuses on planning technology that makes it easy for the teachers to design and create changes in an educational environment that will later support them. The advantage of this model can thoroughly analyze the components in learning: the form of students characteristics, formulation of learning objectives, models, and learning activities, to the assessment of the learning process. Aside from that, able to increase active student participation by utilizing roles technology so that learning becomes more optimal than before.[11] This study has similarities with this research. The researcher wants to conduct this study that Ayu has conducted to focus on the ASSURE model to make the teacher quickly determine a media, methods, and material. The differences between both of them, this study focus on the implementation of ASSURE Model to improve students learning outcomes. Still, this research focuses on ASSURE model on English instructional media used by the English teacher at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan.

Novit Rizal Putra has conducted a thesis entitled "The Effect of Media Learning Oriented Model ASSURE Against Students Result on the Concept of Elasticity." This research aims to know the effect of the media learning-oriented model ASSURE on

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[9] Ibid, p., 149.
[10] Ibid.
[11] Ayu Widya Citra, "Implementasi Model Pembelajaran Assure dalam Meningkatkan Hasil Belajar PAI di SMA Negeri I Kalianda", (Tesis, S. Pd, UIN Raden Intan Lampung, Bandar Lampung, 2019)., p. 10.

students learning outcomes. This research was done in October 2017 at SMA Negeri I Ciseeng. The research has methodology used Quasi-Experimental Methods. To get the data, the researcher took 60 students as a sample by using the purposive sampling technique. The instrumentation of this research used an objective multiple-choice test. This research shows that the media learning-oriented model ASSURE carries a significant influence on studying the concept of elasticity. This study has similarities with this research in that the researcher wants to know about its issue with learning media based on the ASSURE Model on student learning outcomes. The differences between the focus on whether there is an influence in media use based on the ASSURE Model. The method of this study uses Quasi-Experimental Method. At the same time, this research focus on analyzing the ASSURE Model on English instructional media used by the teacher, and the method is descriptive research.

In SMA Al-Falah, every student has a different ability to think. Every student has a desire to know. The teacher should understand what students need and the obstacles for the students in their development in the teaching-learning process. The teacher should determine what media, methods, and material to help the process of learning activities.

From the problem above, the researcher is interested in researching the ASSURE Model on English Instructional Media Used By The English Teacher at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan.

B. Research Focus

A research focus can be questioned (s) to be investigated in a formal study. It can be a general area or domain in which research questions are presented and analyzed.[12]

According to Creswell, research problems are the educational issues, controversies, or concerns that guide the study's needs.[13]

Based on the explanation above, the researcher formulates the research focus, they are:

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[12] David Verret, *"What is A Research Focus?"*, Accessed from https://www.quora.com/what-is-a-research-focus on February 23, 2020, at 19:32

[13] John W. Creswell, *Educational Research Planning, Conducting, And Evaluating Quantitative and Qualitative Research* (Bostom: Pearson Education, 2012)., p. 59.

1. What are the aspects of ASSURE Model on English Instructional Media Used By The English Teacher at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan?

2. How is the suitability of ASSURE Model on English Instructional Media Used By The English Teacher to English material at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan?

3. What are the strengths and weaknesses of ASSURE Model on English Instructional Media Used By The English Teacher at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan ?

C. Research Objectives

According to Creswell, the research objective consists of identifying the primary intent or aim for a study and narrowing it into specific research questions or hypotheses. The purpose statement contains the major focus on the study, the participant, and the location or site of the inquiry.[14] Based on the research focus above, this researcher will conduct the research:

1. To know the aspects of ASSURE Model on English Instructional Media Used By The English Teacher at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan.

2. To know the suitability of ASSURE Model on English Instructional Media Used By The English Teacher to English material at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan.

3. To know the strengths and weaknesses of ASSURE Model on English Instructional Media Used By The English Teacher at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan.

D. Significance of Study

The significance of the study is a part that explains the advantage or the importance of research. [15] This research has two significance: theoretical significance and practical significance—the study's theoretical significance for the researcher and other people.

1. Theoretical

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[14] Ibid., p. 9.
[15] *Pedoman Karya Tulis Ilmiah* (Pamekasan: STAIN Press, 2015)., p. 11.

This research study is expected to provide information for success to know about ASSURE Model on English Instructional Media Used By The English Teacher at 11th Grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan. It is also expected to be a helpful reference for the next researcher who wants to conduct research with the same research focus on media in the English teaching-learning process.

2. Practical

a. The Researcher

This study will answer the question which is the fundamental problem of conducting this research and it also to know the ASSURE model on English Instructional Media Used By The English Teacher.

b. The Teacher

This research can help the teacher evaluate their performance and then choose the media in the English teaching-learning process. So that, the teacher can increase their performance through knowing about ASSURE model on English Instructional Medias Used By The English Teacher so that the teacher can make a new way to conducting the class to be run well.

c. The Students

The result of this research can motivate the student to be a spirit in the English teaching-learning process. Also, they can join the teaching-learning process because the teacher has understood what students need and know the best media in the class so that the students are more attracted to learning the material given by the teacher, especially in English.

E. Scope and Limitation

In this section, the researcher will discuss the definition of scope and limitation. The scope is a range of that a subject organized.[16] While the limitations are potential weaknesses or problems with the study identified by the researcher. [17]

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[16] *Oxford Learners Pocket Dictionary* (New York: Oxford University Press, 2008)., p.383.

[17] John W. Creswell, *Educational Research Planning, Conducting, And Evaluating Quantitative And Qualitative Research* (Bostom: Pearson Education, 2012)., p. 199.

In this research, the scope focus on an ASSURE model on English Instructional Media. At the same time, the limitation of this research refers to The English Teacher who teaches an English subject at 11th grade of SMA Al-Falah Sumber Gayam Kadur Pamekasan.

F. Definition of Key terms

To avoid misunderstanding for the readers in classifying the key term in this research study, the researcher defines some terms that used as a keyword such as :

1. Analysis

   An analysis is an activity looking for something by selecting and sorting out which is the most appropriate according to the criteria, then find its meaning and see its relevance.

2. ASSURE Model

   ASSURE model is a structured instruction guide to making plans related to media and technology that helps the teacher in managing or organizing instructional procedures. This model can support the teacher to conduct the class to run well because the teacher has prepared a plan for the teaching-learning process according to the six procedures included in A S S U R and E model.

3. English Instructional Media

   Media is an instrument that can use by someone to communicate, to give information or any ideas. So, English instructional media is an instrument that can help the teacher when to do something, especially in the English class. It is as a mediator to help the teacher.

4. English Teacher

   An English teacher is someone who teaches an English subject.