



Utilisation of Powtoon Platform as Learning Media and Improving Student Achievement

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ABSTRACT

The development of information technology is increasingly advanced, the world of education should also be able to see opportunities that can be utilized to support the learning process. Powtoon is one of the applications used to do online presentations using interesting animation features such as handwriting animation, cartoons, livelier transitions, and simpler time line arrangements. The purpose of this study was to determine the benefits of the powtoon platform as a learning media and improve student achievement. This research uses quantitative research with a survey model, survey tools using google form. The results of this study explain that powtoon can be made as a learning media with interesting features, so that it can increase student understanding in learning. The conclusion of this study explains that the benefits of the powtoon platform as a learning media are very effective for teachers to use in a more effective learning process so that it can improve student achievement. The limitation of this study is that researchers only utilize the powtoon application as a platform to improve student achievement, therefore further research should be able to conduct research aimed at developing the powtoon application as a learning media that can increase student motivation, enthusiasm and activeness in discussions.

Keywords: Achievement, Powtoon, Learning Media

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INTRODUCTION

Technology at this time is growing and bringing huge changes to everyone. The development of technology affects the fields of information, communication, economy and even education (Carrillo & Flores, 2020). In the world of education, technology is very developed, especially with the various kinds of media that can be used. Education is needed by all humans. Education is not only to study but also to add insight, ethics and improve character for the better (Guo et al., 2018; Mahoney et al., 2021). With the existence of technology, it can overcome problems in education or help teachers and students to achieve educational goals (Aristovnik et al., 2020; Dost et al., 2020; Subhash & Cudney, 2018). As an educator, it is very necessary to master the field of technology and be able to utilize various existing learning media.

With the sophistication of technology requires teachers to dare to change methods in learning, educators usually deliver material directly without the help of any media (Lundervold & Lundervold, 2019). This results in students becoming bored and unable to concentrate on the explanation given (Chang et al., 2020; Swann et al., 2019). Sometimes students also do not pay attention to the teacher's explanation and prefer to talk to their friends at the back or skip class during class hours (Chan et al., 2020; Lin et al., 2020). To overcome this, educators need to take steps and more effective ways to restore and maintain student interest and concentration during the learning process (Alavi et al., 2021; Kaufmann et al., 2019; Thomas et al., 2021). The use of creative media can overcome boredom in the learning process, boredom, and can increase student enthusiasm in learning (Osei-Frimpong & McLean, 2018; Verdoliva, 2020). so that the student becomes more active in class and pays attention to the material being explained.

Learning media is very helpful in achieving the goals of the education curriculum (Barzilai & Chinn, 2018; Jumreornvong et al., 2020). Learning media aims to make it easier for teachers to explain the material and make it easier for students to understand the material provided (Delgado et al., 2018; Gong et al., 2018; Lundervold & Lundervold, 2019). The benefits of learning media as a means of communication between students and teachers in the teaching and learning process (Cederholm et al., 2019; Ní Chróinín et al., 2018; Raes et al., 2020). As learning media is very helpful to improve understanding so that it can make student achievement increase (Kuhfeld et al., 2020; Lei et al., 2018; Sisk et al., 2018). Learning media makes the learning process from usually boring to more interesting. Moreover, educators are good at using media so that they can dilute a more effective, creative and innovative classroom atmosphere. Educators need to utilize existing media platforms and are very helpful to achieve the goals of the curriculum (Hassan et al., 2018). One of the learning media that supports the learning process is paltfrom media.

One of the platform applications used to support the learning process is powtoon (Bakri et al., 2021; Durbin, 1975). *Powtoon* is an online application creation service with various interesting features such as, cartoon animations, more vivid transitions from these features can make it easier to understand the material (Muliyati et al., 2021).

Powtoon is easy to use to display learning materials, because educators can access all the features in it (Perez-Riverol et al., 2019; Rajkumar, 2020). The service features cartoon characters, animations and other animated cartoon objects that make learning media more creative. *Powtoon* is also very easy to use compared to other applications. Therefore, as educators, we want to be able to understand how to use the *powtoon* properly. Because it can stimulate student interest in understanding the material provided, and educators must also explain the material clearly. Teachers only need to explain material that may not be on the *powtoon* using interesting language too, of course. So as to eliminate the boredom felt by students in the learning process. With the *powtoon* should be able to increase student achievement.

The use of creative media can overcome boredom in the learning process, boredom, and can increase student enthusiasm in learning (Aflalo et al., 2018; Fernández-Gutiérrez et al., 2020; König, 2021). so that the student becomes more active in class and pays attention to the material being explained. *Powtoon* makes learning more fun because teachers can provide material with an interesting display. The teacher only needs to explain material that may not be on the *powtoon* using interesting language as well. So as to eliminate the boredom felt by students in the learning process. With the *powtoon* should be able to increase student achievement. This *powtoon* media has the advantage of simplifying the existing material clearly (Basriyah et al., 2020). *Powtoon* media not only explains the material but also has other features such as evaluation exercises, and interestingly can also be discussed via the YouTube application in the comments column. With this, students who are used to learning individually can do so with cooperation (Li et al., 2020; Wu et al., 2018). Utilizing *powtoon* platform media is very effective as an alternative tool for independent learning and can be done at home (Arbyn et al., 2020; Kang & McAuley, 2018). So students can not only understand learning at school but can also repeat it at home. And *powtoon* also makes students who are usually more silent become more active and often ask questions about the explanations given.

Powtoon as a learning media for educators aims to see the extent of development and see the extent of student understanding (Bray et al., 2018; Letunic & Bork, 2019). How is the mastery of material obtained by students in learning in accordance with the learning curriculum. While *powtoon* for students aims to find out the weaknesses of students towards mastering the material obtained in the learning process which is very important to improve student achievement (Brannigan, 2021; Skoe & Karayanidi, 2019). The shortcomings of students in explaining understanding the material are not all blamed on educators because considering the development of increasingly advanced technology so that educators are required to be more creative and innovative in utilizing existing media (Saber et al., 2019; Tao et al., 2019; Wang et al., 2020). Like online media that can be accessed for free through cellphones, laptops, computers and tablets that can be connected to the internet. One of the media that can be accessed by students is *powtoon* which can be used anywhere such as at school or at home. However, not a

few educators or students have difficulty using or have difficulty adapting to technology that continues to develop.

There are several previous studies that are very relevant to the current research, including research conducted by Zulfah Anggita in 2020 entitled *The Use of Powtoon as a Learning Media Solution During the Covid-19 Pandemic*, which explains that the powtoon application is an online application that is useful for improving student achievement during the pandemic. This application is very beneficial for students because it can eliminate students' boredom in learning. This powtoon media has advantages such as applications that are very innovative in learning and motivate students to more easily understand the material presented. In addition to the advantages of powtoon, it also has disadvantages, namely that this media depends on the availability of technological facilities that must be adjusted to the existing system. Then requires the support of professional human resources (Fitra & Maksum, 2021) conducted research on the Effectiveness of Interactive Learning Media with Powtoon Applications in Counseling Guidance Learning Subjects. The results obtained are the effectiveness of interactive learning media by using the powtoon application to make it easier for students to understand learning material, as well as the effectiveness of interactive learning media which can be seen from students' cognitive learning outcomes. (Wibawa et al., 2021) also examined a similar thing, namely the Development of Audio Visual Learning Media Berbais Powtoon for Refrigeration System Subjects for Vocational Students. The results obtained are that this media is very feasible to use as a learning media in terms of material and media.

The purpose of this study is to see the extent to which the utilization of the powtoon platform as a learning media and improve student learning achievement in learning activities and can find out the advantages and disadvantages, so as to provide benefits and how to use powtoon in learning. Which will make it easier for teachers and students to achieve existing learning goals. Problems or obstacles that exist are only constrained by internet networks that must be adequate and also require a long time in explaining the material based on the video that is played. With the constraints of the problems involved in utilizing the powtoon platform as a learning media and improving student achievement, this study discusses how to utilize the powtoon platform as a learning media and improve student achievement at MAN Kota Solok.

RESEARCH METHODOLOGY

The method that researchers use in this study is to use quantitative methods with survey models, survey tools using google from (Guthold et al., 2018; Kamilaris & Prenafeta-Boldú, 2018; Vos et al., 2020). Where in this study trying to reveal objectively and systematically related to the emergence of factors causing the research. Quantitative research method is a method used to describe a situation objectively using numbers (Chu et al., 2020; Zwanenburg et al., 2020). The survey was used because it was in line with the research objectives which wanted to obtain and analyze data related to the perceptions of teachers and students on the use of the powtoon platform as a

learning media and improve student achievement. This research was conducted using statements from teachers and students at MAN Solok City school during the 2022/2023 learning year. The research time was chosen because of the learning conditions that have been carried out offline.

The data source of this research is from teachers and students of MAN Kota Solok who are randomly selected to fill out a questionnaire on google from (Koehler et al., 2018). This technique was chosen to make it easier for teachers and students to become research subjects. From the research results obtained from this technique, the research sample was obtained totaling 15 people consisting of 5 teachers and 10 students. The number is reviewed from the aspect that the background of the lack of respondents consists of several students who know powtoon at MAN Kota Solok. This research data was collected with the technique of collecting answers through google from, meaning that here the researcher first made a questionnaire about the utilization of the powtoon platform. The link from the questionnaire is then distributed. Questions from google from are related to the utilization of the powtoon platform as a learning medium and improving student achievement.

Researchers used a survey as a tool to collect data on the utilization of powtoon for teachers and students. The research data that has been collected is analyzed using quantitative, namely by calculating the percentage obtained from each survey question that is distributed. The characteristics of this research are obtaining respondents directly from teachers and students. The percentages that have been presented through the words of researchers in tabular form and discussed using several expert opinions and discussed with the opinions of previous research that are relevant. In the discussion section of the research results, this is where the researcher's argument is narrated and developed by placing the researcher who is obtained to mediate the many conclusions that already exist. So this research also aims to find out whether this powtoon platform provides benefits and can improve student learning achievement.

RESULT AND DISCUSSION

The survey that researchers have done before through a questionnaire on Google from which has been filled in by 5 teachers and 10 students at Madrasah Aliyah Negeri Kota Solok. From each question given in this questionnaire, it is stated that teachers and students in this school know powtoon and understand how to use it in the learning process. On average, teachers and students know how to use this application. Powtoon is considered very useful in supporting to improve student learning achievement. Powtoon is useful for making it easier for students to understand the material, making learning effective and efficient to increase students' enthusiasm for learning. The disadvantages of this application must use a good internet network and have a large storage. Behind these advantages and disadvantages, the powtoon application is considered as a support for improving student achievement.

Table 1 Research Results at Madrasah Aliyah Negeri Kota Solok

No.	Question	Answers (percentage)	Description
1.	In this age of technology, we as educators must be able to use learning media properly to make it easier for students to understand the material.	70.3% very correct and 20.7 correct	4 teachers and 8 students are very correct, because using learning media makes it easier for students to understand the material.
2.	Do educators and students know what powtoon platform is?	90% know very well and	4 teachers really know and 10 students know the powtoon application, 1 teacher knows how to use powtoon.
3.	In the world of education, powtoon is a form of presenting material delivered through cartoon animation. Powtoon contains several elements, namely a combination of images, material that will make students excited.	10% know	4 teachers and 7 students agreed that powtoon can increase student enthusiasm, 1 teacher and 3 students strongly agreed in using powtoon.
4.	Powtoon is presented in a concise manner so that it is easily understood by students. So that powtoon is made an alternative for learning to be more effective.	64.3% agree and 35.7% strongly agree	5 teachers and 8 students said it was true that the powtoon application was effective to use. And 2 students said that powtoon was effective to use.
5.	How is powtoon developing in schools	71.4% true and 28% very true	3 teachers and 4 students said it was well developed 5 students said very good, 1 teacher said better and 1 student said that powtoon was not well implemented.
6.	Is powtoon suitable for learning media	64.3% good, 21.4% very good, 7.1% better and 7.1% not yet well done	4 teachers and 5 students said that powtoon is suitable for use as a learning media. and 1 teacher and 5 students said that powtoon is very suitable as a learning media.

7.	So according to educators and students, is the powtoon platform very suitable for use in learning media? And also good for improving student learning achievement?	Teachers argue that it is very suitable, other teachers think it is suitable because the learning KD adjusts and is very useful as a means to increase student enthusiasm in the learning process. Students think it is very suitable, for learning and other students also think yes because it will help students to more easily understand the lesson, especially in this era students are more suitable to use the media, especially the media is very important in schools, because students can better understand learning, and more freedom in knowledge, because what students can understand is also learning by using this media, not just for learning, it can also be for brain refreshing when tired of studying.
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Table 1 explains based on the results of the first respondents from teachers and students of Mandarasah Aliyah Negeri Kota Solok stated that in this technological era with the existence of learning media it really helps teachers explain the material and makes it easier for educators to understand the material provided. Teachers and students responded 70.3% very correct and 20.7 correct. Teachers and students strongly confirm that by using the media students can understand the material easily, who say true maybe because they have not been able to use the media properly in the learning process. The results of the second and third respondents from teachers and students explained that they were very familiar with the powtoon platform application, strongly agreeing that using the powtoon platform can increase students' enthusiasm for learning because the interesting powtoon application displays cartoon animation, animation so that students are more eager to listen to the material being explained.

The results of the fourth and fifth respondents stated that powtoon only displays videos concisely making it easier for students to understand the material so that it is

effective for use here teachers and students justify because by explaining concise material the student does not experience boredom when listening to the material. And the development of powtoon utilization in schools according to teachers and students, some have stated that it is good because some have used the application, but there are still those who have not maximized the use of the application properly. And the sixth teacher and student stated that the powtoon application is suitable for use as a learning media because powtoon provides interesting features so that students are not bored during the learning process, but there are also teachers and students who say it is very suitable maybe because powtoon displays very interesting videos. And based on the seventh respondent, teachers and students stated that powtoon is very suitable for increasing students' enthusiasm for learning, making it easier for students to learn, and can improve student achievement.

The conclusion that we can draw based on the explanation above is that many teachers and students already know about the powtoon application, many teachers and students have been able to utilize powtoon media properly so that it can increase the enthusiasm of students' learning from usually boring to more interesting. And the powtoon application makes it easier for teachers to explain the material so that it is effective to use in the learning process. Its interesting features make learning that is usually boring more creative so that it can refresh students' brains with the cartoon animation that is displayed. So teachers must be able to use the powtoon application well because it is very helpful in improving student learning achievement because students can pick up material quickly. Therefore, it is necessary for educators to further utilize powtoon in carrying out the learning process which can improve student learning achievement.

With the sophistication of technology requires teachers to be able to change learning methods. Which from usually only makes books as teaching media but now teachers are required to use other media in the learning process. One of them is platform media, which is a site that is used to run a system in accordance with the program plan that has been made. For example, in online learning activities, the platform used is based on digitization. The platform makes it easy for educators to send teaching materials or learning plans and also through the platform makes it easier for teachers to explain material through video, zoom, quizzes and discuss with students. The lack of platform applications lacks a reciprocal response between teachers and students. Various kinds of media platforms that can be used by educators such as whatsapp, google classroom, teacher rooms, youtube, and one of the applications for displaying videos is powtoon.

Powtoon is a platform application that can be used to create presentations using cartoon animation, clear transition effects and simple time line settings. Almost all of the features in it can be accessed with one screen, which makes powtoon easy to use in making learning materials. The powtoon application can be accessed by anyone, both by teachers and students. In addition, creating animated videos is also quite easy because the features in it are quite complete. If educators want to make presentations using the

powtoon application, they can make them in the form of slides or text effect movies and can add images, characters, animations, cartoons, markers, transition shapes, backgrounds and many other styles that make the slides look truly unique and more interesting. The powtoon application must use a good internet network to be able to access it, and must also have a large storage.

The powtoon application is basically already known by teachers and students. However, not all teachers understand how to use it. Therefore, in order to increase teacher understanding, it is necessary to conduct training to be able to understand how to use the powtoon application in the teaching and learning process. In addition to conducting this training, teachers should also be able to add insight into the proper use of technology. Because if the teacher wants his students to understand technology then first the teacher must know, find out and understand it. Powtoon is part of technological development, so teachers must be able to understand how to use it well, especially from the period of online learning to offlien, so teachers should be able to use powtoon to increase the enthusiasm of students who usually do learning from home now that they are learning at school, it is necessary for teachers to create a new learning atmosphere.

Learning is not only needed by students, but everyone is required to have knowledge. Likewise with learning, to understand technology with technology-based learning media. Teachers are required to make major changes in education. Training conducted by educators to be able to understand the powtoon application should be trained by people who really know about the use. The training activities must use a regular schedule and learn different applications or learning media every meeting. That way, the teacher's skills in teaching increase and are very capable of using learning media such as powtoon. Each teacher should be able to change the media every meeting so that students are not bored, bored and do not sleep when the teacher explains the material in front. Therefore, if there is a training event, teachers are required to attend the event.

It is not only educators who must understand and be skilled in using the powtoon application but students themselves must understand this application especially when educators use it in class. Many students complain and do not understand during online learning. One of the factors causing this is the lack of assistance from parents to students during online learning. So as a teacher, it is necessary to re-trigger students' enthusiasm for learning, especially in doing the assignments given. Student understanding is needed to receive the material provided by the teacher using powtoon media. If students do not understand the application used, the learning process using powtoon will be delayed and constrained. So to make students understand this application, it is necessary to have assistance from the teacher to first introduce what media is being used. The teacher must also ensure that all students understand how to apply powtoon.

The use of powtoon as a learning media for transferring from onlien to offlien is of course very beneficial and suitable for use in education, including at the State Madrasah Aliyah level. The main reason for using the powtoon application as a learning

media is because of its attractive appearance and the ease with which students can understand the material being explained. Powtoon has several benefits that make this application also support to be used as a learning media compared to other applications. Powtoon can overcome one of the obstacles in learning in the form of limited space, time and sensory power because it displays objects clearly, can be simplified with images, movies, effects, and frames. While small objects can also be helped with movies, pictures or frames. With this powtoon application, it also provides a way or access to make discussions more colorful than usual.

Powtoon can also be accessed anywhere not only at school but can also be opened or studied at home. This application provides blank templates for creating presentations or teaching materials to be delivered. Educators can also share materials with students using public links such as YouTube, Facebook, and others. Then powtoon can also download animated presentations as PDF or Power Point files. Powtoon can also support sending presentations directly to YouTube, a timeline bar is present at the bottom of the screen that lists each object on the slide. It can make it easy to make changes to the time objects that appear and take animation effects. Powtoon can select sounds for free that are available on the website. Based on these features, Powtoon is effective for use as learning media.

The benefits of using powtoon as an offline-based learning media are numerous. Powtoon can provide convenience in the learning process related to space and time. The powtoon application also re-increases students' enthusiasm for learning that has long been pent up during the onlien period. Enable students to understand the material provided by the educator. With this application, it can create a more lively and less boring learning atmosphere. Students' enthusiasm for learning, which is usually lacking, is increased by using this powtoon application. Because it cannot be denied that students like new things, or things they have never gotten before, especially during the State Aliyah Madrasah period. As an educator, it is necessary to create all the media that can be used in the learning process that can stimulate the mindset of students.

From some of these benefits, the powtoon application also has several weaknesses, namely the availability of the internet which must be adequate because this application must depend on the internet. In addition, it also needs support from other technological facilities such as computers or laptops that are needed when making teaching materials. Making videos must be done by people who really understand technology. And reduce the creativity and innovation of other types of learning media. Because of the lack of these facilities, learning becomes constrained by tools. In making it also requires people who are good at understanding technology, even though at this time there are still many educators who do not know about this application. So that results in this application rarely being used unless the school has enough internet network facilities, and there is also training that makes educators understand how to use it.

Apart from these many benefits and shortcomings in the use of the powtoon application as an offline-based learning media at Madrasah Aliyah Negeri, this

application still provides a huge impact on educators and students. Powtoon is one of the applications designed and its use in the learning process can encourage student enthusiasm for learning so that student academic achievement becomes more improved. Make it easier for teachers to communicate more actively with students in learning not only explaining material but also discussing. Learning activities that usually only explain the material directly without any assistance from any media are now more effective with the use of the powtoon platform. Development of this application is still needed to provide more benefits and to cover the shortcomings contained in the powtoon application.

CONCLUSION

The utilization of the powtoon platform as an offlien-based learning media at the State Aliyah Madrasah is in accordance with the objectives of the education curriculum. Powtoon is an onlien application for creating materials that have interesting animation features including cartoon animation, handwriting animation and clear transition effects. In general, powtoon is well known in schools by both teachers and students, especially from onlien to offlien learning. This application is useful for teachers in explaining material and making it easier for students to understand the material provided. And also with the features in it make learning media more interesting. With this application as a learning media can increase student motivation and enthusiasm in learning and can improve student achievement. This application is also to improve the skills of teachers and students in technology in this day and age.

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