



DEVELOPING WORDWALL-BASED LEARNING MEDIA FOR ONLINE BUSINESS SUBJECTS FOR ELEVENTH GRADE STUDENTS AT SMKN 1 SOOKO MOJOKERTO

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ABSTRACT

Phenomenon/Issue: The issue addressed in the study is the need for effective learning media for the Online Business subject for Eleventh-grade students at SMKN 1 Sooko Mojokerto.

Purpose: The purpose of the study is to develop Wordwall-based learning media to enhance the learning process for Online Business subjects for Eleventh-grade students at SMKN 1 Sooko Mojokerto.

Novelty: The novelty of the study lies in the development of Wordwall-based learning media, which integrates interactive and engaging tools to facilitate Online Business learning, specifically designed for SMKN 1 Sooko Mojokerto's eleventh-grade students.

Research Methods: This study used the ADDIE development model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The study involved 34 students from the eleventh Online Business and Marketing class at SMKN 1 Sooko Mojokerto. Validation of the media was conducted by three experts: a linguist, a media expert, and a material expert

Results: The validation results indicated that the Wordwall-based learning media is highly feasible, with language validation at 82%, media validation at 98%, and material validation at 100%. These findings suggest that the learning media is highly suitable for Online Business learning at SMKN 1 Sooko Mojokerto.

Research Contributions: This study contributes by providing a validated and suitable Wordwall-based learning media for Online Business subjects, offering an effective tool for enhancing student engagement and improving learning outcomes in the eleventh-grade class at SMKN 1 Sooko Mojokerto.

INTRODUCTION

Education is fundamental to developing high-quality Human Resources (HR), particularly in science and technology. Education plays a vital role in improving the quality of human resources (Mukrimatin et al., 2018). Education gets more attention to improve an individual's quality of life and is a compulsory need for all humans because it is essential and inseparable from life. Education serves as a fundamental guide for the continuity of life. To improve human resources, it is essential to enhance classroom learning and leverage technology to support and elevate the quality of education.

As technology develops, teachers are expected to design more interactive and creative learning experiences that motivate students in both independent and classroom learning (Bahtiar & Sulistyowati, 2019). Improvements and changes are needed in education, including educators and the learning media used. Each individual must master technology to stay competitive. Technology significantly impacts

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education by providing convenience, openness, and freedom, including the ease of obtaining information (Heryani et al., 2022). These changes are expected to support student development and prepare them for future demands. Technology can function as a supportive tool in learning, with teachers utilizing various digital media such as computers, laptops, and smartphones to create a dynamic and diverse teaching environment. This effort makes the classroom learning process more engaging (Ridha et al., 2020).

Vocational High School (VHS) is an educational level designed to prepare students for the workforce, which provides practical knowledge and skills for entering the workforce and further education (Wulandari & Sulistyowati, 2022). Therefore, the government aims to improve vocational education quality by changing some private vocational high schools into State Vocational High Schools. This transformation aims to enhance educational quality and facilities. SMKN 1 Sooko, an A-accredited State Vocational High School in Mojokerto, is ISO 9001:2008 certified. The 2013 curriculum, revised in 2017, is implemented for grades XI and XII, while grade X follows the Merdeka Curriculum. The school offers a major in Online Business and Marketing.

The online Business and Marketing program at Vocational High School includes subjects such as Online Business, allowing students to learn offline and online marketing (Erfianto et al., 2015). Online business subjects are highly relevant to current technological developments, requiring students to keep up with the times. Providing online business subjects to students can be used to provide knowledge and skills for students to implement in the business world by utilizing smartphones owned by students. In addition, Online business learning encourages student creativity and innovation in business, providing practical knowledge for operating in a digital business environment

Based on the results obtained from observations at SMKN 1 Sooko Mojokerto, learning activities in Online Business subjects align with curriculum standards. However, students often find the learning process monotonous, primarily relying on blackboard teaching and lectures. This traditional method limits student engagement and activity. This research proposes developing website-based teaching materials using Wordwall to improve online business learning.

Modern learning extends beyond books to digital platforms such as websites and blogs, accessible via laptops or smartphones. In addition, in the digital world, education also utilizes games. Websites are advertising media and educational resources that all groups can use. The school has also facilitated WiFi for all students, which can be utilized as internet-based learning support. With this facility, students are expected to search for extensive information not found in books easily.

Learning media plays a crucial role in supporting learning activities. Wordwall, a media tool, offers free services to users who register with a personal email. It provides various themes, enabling users to customize their experience. Learning media development aims to enhance student enthusiasm and participation, create a new learning atmosphere, and facilitate material mastery.

A successful teaching and learning process requires a combination of several components so that a system is formed that has a relationship and can influence the components of one another. These components include goals, materials, learning media, evaluation, and methods (Aeni et al., 2022). For students to be interested during the learning process, the solution to the problem is obtained, one of which is learning using a web-based game, Wordwall. Therefore, Wordwall is an effective choice as a learning media implemented for the teaching and learning process in the classroom (Purnamasari et al., 2020).

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Learning Media

Learning media has two syllables: "media" and "learning." Regarding language, the word media is medius, which means intermediary. In English, the word "media" is plural, namely "medium", meaning intermediary. In Arabic, "media" is "wasa'il," which means means or message intermediary.

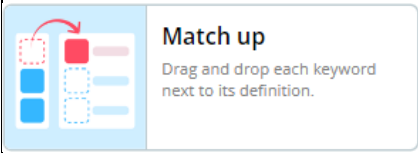
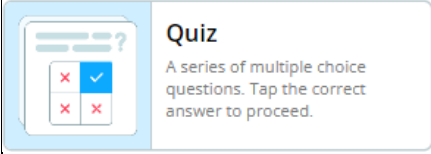
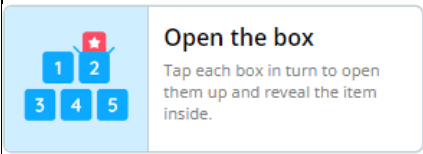
Learning media includes all elements that are used to transmit messages from senders to recipients to arouse thoughts, attract attention, arouse interest, and motivate students. Thus, learning occurs efficiently to obtain the expected learning objectives (Prayoga, 2018). Learning media is a tool used in learning activities to communicate several messages clearly to achieve learning objectives. (Kustandi & Darmawan, 2020: 6). Therefore, learning media serves as a tool for teachers to communicate material and as a student reference, fostering interest, attention, and effective learning activities.

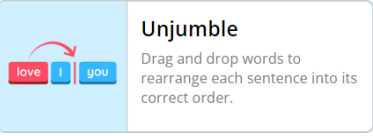
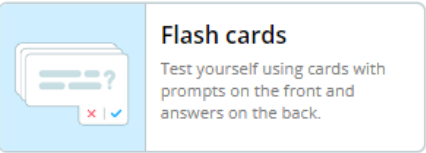
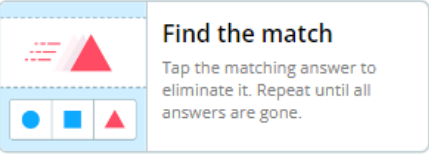
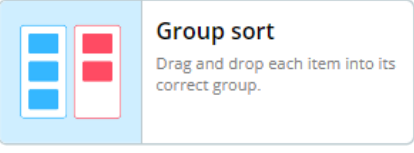
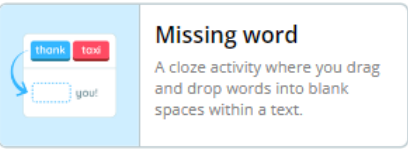
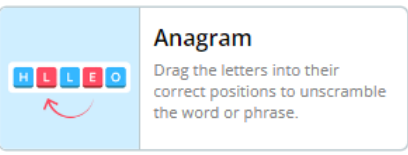
Wordwall

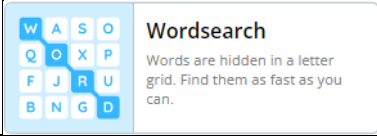
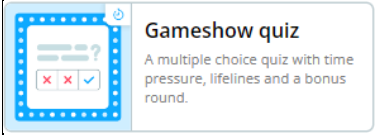
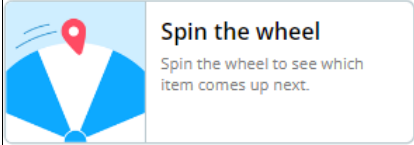
Wordwall is a website that offers various educational games to support tools and assessment evaluation tools that make students happy (Nisa & Susanto, 2022). This educational game offers a variety of features with a combination of images that can move, color, and sound so that its users can utilize it. Wordwall is a media that users can access for free (Lana et al., 2023). Teachers can use this to evaluate students' understanding of the material. Learning media that can improve students' understanding of the material is Wordwall (Sartika, 2017).

Wordwall is a web-based application with various themes and attractive displays (Billah et al., 2023). From the explanation of this definition, the conclusion is that Wordwall is a website that can be used as a learning media with various features and themes and can be easily accessed for free by its users. In the Wordwall application, there are various kinds of templates, including the following:

Table 1.
WORDWALL TEMPLATE

No.	Image	Description
1.		Match Up is a feature where users can answer questions by matching answers.
2.		A quiz is a feature that provides questions for the user to choose the correct answer from multiple choices.
3.		Opening the box is where the user must click on boxes to answer questions inside.

4.	 <p>Unjumble Drag and drop words to rearrange each sentence into its correct order.</p>	Unjumble is a feature that allows users to sort random words into correct sentences.
5.	 <p>Flash cards Test yourself using cards with prompts on the front and answers on the back.</p>	Flash Cards are a feature that allows users to remember and understand words.
6.	 <p>Find the match Tap the matching answer to eliminate it. Repeat until all answers are gone.</p>	Find the match is the feature that asks where users to tap the correct answer among random answers
7.	 <p>Group sort Drag and drop each item into its correct group.</p>	Group sort is the feature where users are asked to select answers to questions by dragging each answer to the correct group.
8.	 <p>Missing word A cloze activity where you drag and drop words into blank spaces within a text.</p>	Missing Word is the feature where the user drags the missing Word into the blank space
9.	 <p>Anagram Drag the letters into their correct positions to unscramble the word or phrase.</p>	Anagrams are features where the user is asked to arrange letters to form correct words.

10.		Wordsearch is a feature that allows users to find words hidden in a letter grid within a time limit. It can be vertical, horizontal, or minimized.
11.		Gameshow quiz is a feature where users answer multiple-choice questions with time limits, lifelines, and bonus rounds.
12.		A spin wheel is a feature that allows users to answer questions selected by a spinning wheel.

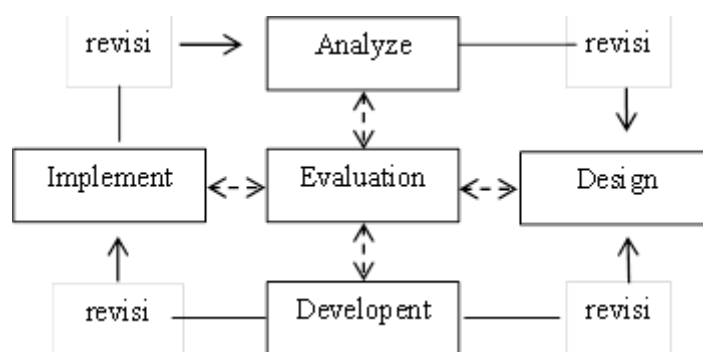
Source: Processed by Researchers (2024)

Online Business

Online Business is a new subject in the 2013 curriculum, revised in 2017, for grade XI students majoring in Online Business and Marketing (Risqi & Saino, 2020). In the 2013 curriculum, it is stipulated that the Online Business subject for SMK subjects in the marketing expertise competency starts from eleventh grade to provide insight and develop students' skills in online business (Chabib et al., 2021). Online Business subjects are part of the 2013 curriculum for Vocational High Schools, which aims to provide students with a basic understanding of marketing techniques and strategies through online platforms (Erifianto et al., 2015). So it can be concluded that Online Business subjects are productive subjects that aim to provide specific abilities for students in accordance with the skill program. The Online Business subject itself is a subject that studies marketing carried out using digital or online marketing.

METHOD

This study used research and development (R&D) to produce and test the products' feasibility (Sugiyono, 2017). The ADDIE model consisted of Analysis, Design, Development, Implementation, and Evaluation. It is a Design model with a learning system that has several core steps that are easy to implement (Cahyadi, 2019). The following is an image that shows part of the ADDIE development model.



Source: Sugiyono (2017: 38)

Figure 1 ADDIE Research Stage

The trial involved 34 students from SMKN 1 Sooko. Data collection methods included questionnaires, interviews, observations, tests, and document analysis (Sudaryono, 2013: 29). Data were collected using interviews, expert validation, and student response sheets. Data was obtained from the validation of several experts, including material validation, language validation, media validation, and student response sheets. The results of expert validation and the results of student response sheets will be calculated with the following formulation:

$$\text{feasibility percentage} = \frac{\text{sum of all validators' scores}}{\text{highest score}} \times 100\%$$

Source: (Riduwan, 2016)

The percentage results from several experts were interpreted according to the eligibility score criteria in the Table 2.

Table 2.
EXPERT VALIDATION CRITERIA

Assessment	Criteria
81%-100%	Very strong
61%-80%	Strong
41%-60%	Simply
21%-40%	Weak
0%-20%	Very weak

Source: (Riduwan, 2015)

The following are the percentage results interpreted by students on learning media:

Table 3.

STUDENT RESPONSE SHEET CRITERIA

Assessment	Criteria
>85%	Very positive
70%<x≤85%	Positive
50%<x≤70%	Less positive
<50%	Not positive

Source: (Aisyah & Marlina, R, 2016)

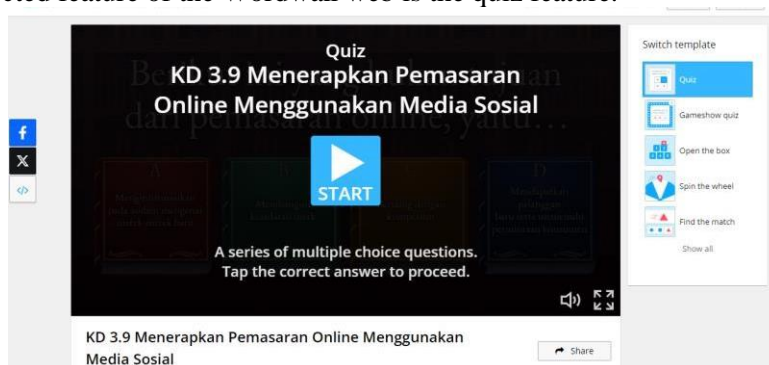
RESULTS AND DISCUSSIONS

The results of word wall learning media development research are discussed related to the process of developing learning media, the feasibility of learning media, and student response sheets.

The Development Process of Wordwall-based Learning Media for Online Business Subjects for Eleventh-grade Students at SMKN 1 Sooko Mojokerto.

At the analysis stage, the steps included needs analysis, which revealed that students often became bored and distracted by using smartphones or sleeping due to unengaging learning media. The following analysis, namely, the analysis of learners, involved 34 students in class XI Online Business and Marketing, with 31 female students and three male students. The last analysis is concept analysis, which is applied by planning the description of the learning media and the material displayed. The preparation of the Word wall-based media development concept is adjusted based on the syllabus of online business subjects. The concept of material adapted based on the syllabus of online business subjects refers to KD 3.9 on applying online marketing using social media.

In the design stage, material development focused on KD 3.9, utilizing the quiz feature on the Wordwall website. The initial design was validated by media, material, and language experts to ensure quality before finalizing the product. This study has determined that Wordwall is a word-wall-based learning medium. The selected feature of the Wordwall web is the quiz feature.



Source: Processed by Researcher
Figure 1. Wordwall home screen

In the development stage, the designed learning media were validated by expert validation, namely media experts, material experts, and linguists. The validity aims to improve the media to become a product per the final design. Several experts, including material, language, and media validation, carry out validation.

In the implementation stage, learning media has gone through the stages of validation and revision by experts. Furthermore, it will be tested on students of class XI Online Business and Marketing of SMKN 1 Sooko Mojokerto, with 34 students. Students will be directed to access the link that the researcher shared.

The final development stage is the evaluation stage, where students are directed to complete a questionnaire as test subjects. The questionnaire aims to determine the students' responses after using word wall learning media.

Feasibility of Wordwall-based Learning Media Development for Online Business Subjects for XI Students of SMKN 1 Sooko Mojokerto.

The feasibility of learning media is obtained from the validation results of several experts. The validation sheet is done by assessing the list of questions available. The validation was carried out by lecturers of Indonesian Language and Literature Education from the Faculty of Language and Arts, Universitas Negeri Surabaya; material validation was carried out by lecturers of Business Education, Faculty of Economics and Business, Universitas Negeri Surabaya, and media validation was carried out by lecturers of Educational Technology, Faculty of Engineering, Universitas Negeri Surabaya. The results of the feasibility of expert validation are listed in the table below.

Table 4.

EXPERT VALIDATION RESULTS

Validation	Percentage	Criteria
Material validation	100%	Very Strong
Language validation	82%	Very Strong
Media validation	98%	Very Strong

Source: processed by researchers (2024)

Response of Online Business and Marketing XI Students to Learning Media Based on Wordwall in Online Business Subject

Wordwall-based learning media validated by several experts were tested on 34 students of the eleventh class Online Business and Marketing program for 20 minutes at Vocational High School 1 Sooko Mojokerto. The following are the results of the recapitulation of student response sheets.

Table 5.

RESULTS OF STUDENT RESPONSE SHEET RECAPITULATION

No.	Criteria	Highest score	Total score	
			Yes (1)	No (0)
1.	Quality of content and purpose	17	478	100
2.	Qualification Instructional			
3.	Quality technical			

Source: processed by researchers (2024)

The overall calculation results from the formula show that the assessment of student responses from the criteria in the table above for Wordwall-based learning media get a percentage of 82.6%. The percentage of 82.6% is included in the positive interpretation. Thus, it is concluded that the student response to learning media is positively used in learning activities.

CONCLUSION

The feasibility of developing Wordwall-based learning media was determined through expert validation and categorized as very feasible. Therefore, the learning media that the validator has assessed is feasible for learning media. The results of student responses to learning media are obtained from the results of student response questionnaires. The trial was conducted on 34 class XI BDP 2 Vocational High School 1 Sooko Mojokerto students. The results of student responses are included in the positive interpretation. Therefore, it can be concluded that the student's response to the Word wall-based learning media for Online Business subjects is positive and can be effectively used in teaching this subject to XI students at Vocational High School 1 Sooko Mojokerto, Indonesia.

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