

CHAPTER I

INTRODUCTION

1.1. Research Background

The media is not just resources for learning can be found in things, instructors, and the environment. Media can be perceived during the learning process. As tools for analyzing information such as cameras, electronics, or graphics (Irma et al., 2019). Learning resources can be delivered by teachers more easily with the help of media. Because they share the same objectives and have been established, the learning system and media are closely linked in this context. There are several parts to this objective, including objectives, materials, techniques, media, and evaluation. And within a single entity, each of them is interconnected (Aunurrahman et al., 2013).

Picture paper boxes are a cutting-edge learning tool that may be used to match or arrange pictures in a logical way to prioritize groups. Students are informed of the rationale for the picture of the subject. Learning media can be used as a medium to convey educational picture (Sunaky et al., 2013). This media is incredibly beneficial for learning. Print media and visual media are two examples of the different elements that go into different sorts of teacher learning materials for student. This type of media helps teachers get more out of their students in the classroom.

However, this form of learning relies on visuals that become the key factor in the learning process. The picture matched with each other or can be arranged into a logical sequence during its operation. Thus, prior to the instructor preparing the

photos that will be exhibited, either in the form of cards or boxes with a slightly larger size (Shoimin et al., 2014). Learning media is an intermediary medium used to transmit messages to students so they can pay attention and respond to messages during learning processes inside or outside of the classroom (Puspitarini & Hanif, 2019). During learning media, as defined by Hamid et al. (2020), is anything that can transmit messages using a variety of methods and techniques.

Interaction or mutual ties between teachers and students are prioritized in learning. Students might be motivated to participate in the educational process at school by their interactions with teachers. Learning media can be used to support the teacher's instructional process. Sanjaya claims that learning media can serve as a tool in the educational process that can entice and motivate student to learn (Haryono 2014). The application of learning media to the learning process to increase student motivation and interest in the subject matter being taught.

The 2013 Curriculum is the current national curriculum determined by the government. The 2013 curriculum is competency based and focuses on developing students' achievement of the skills that are outlined in the SKL. Competencies are knowledge, attitudes, and skills (Graduate Competency Standards). Competencies for Graduates). According to Yazidi (2014), curriculum renewal is essential in the effort to equip the next generation of the nation for competing in life in line with the advancement of science and technology and the current period of globalization.

The issue English teachers encounter in ninth grade while offline learning is what researchers discovered in the junior high school. The issue is that students find it less entertaining to hear a teacher explain a concept in front of the class, even

when the teacher can create simple printed picture using simple design principles. In order to get their student interested in learning the content, teachers can create picture papers.

Offline learning is therefore not functioning at its best, especially for content centered on being healthy and happy. Only textbooks are used by teachers during class. Teachers also believe that effective media can be employed in the teaching process to pique students' interest in learning English and comprehending the information, particularly be healthy be happy stuff.

Problems in the learning process, if students cannot understand the material, then students will also experience difficulties in the learning process. To motivate students to learn, it is important for teachers to be able to stimulate them. This has an impact on how teachers should create interesting lessons.

The use of learning media supports the learning process by assisting students in easily understanding the subject's material. Learning media also acts as a middleman in conveying the information. Convert a lecture-based learning approach to student-centered learning, specifically by including print media in the learning process (Schwartz et al., 2019).

1.2. Research Problem

The problem can be formulated based on the background is a follow. How was English picture paper box learning media for the grade 9 developed?

1.3. Research Objective

The research objective is to develop and learning media picture paper box medium for learning the material "be healthy, be happy in ninth grade that makes students understand in learning "be healthy, be happy," and students get the material easily.

1.4. Specification of Product

The product specifications expected in this study are as follows:

- a. The researcher was use cardboard, paper, and word applications to layout images that have been printed.
- b. Material with colorful picture of food, beverage, and medicine packaging products is used in picture paper box media.
- c. Material in the form of workmanship writing facts, available, and statements on the product label material.
- d. The material is related to everyday products and the environment.
- e. English picture paper box media is created in accordance with the 2013 syllabus and curriculum.
- f. Writing the material contained in the packaging product label that has been printed on the paper results in paper box media with picture material.

1.5. Research Significance

Researcher tried to develop learning picture paper box media for the material of be healthy be happy in learning at nine grade. Researcher also provide benefits for groups or individuals, namely the following benefits;

1.5.1 Theoretical Significance

The theoretical significance of this research is also expected to provide quality and knowledge that can be developed through English picture paper box media for 9th grade.

1.5.2 Practical Significance

This research is also useful for teachers, students, and other research. There is some significance as follow:

a) For teachers

This research can take advantage of the use of picture paper boxes in the media convey learning about mastery of product labels in English. Teachers can increase the effectiveness of learning in mastery label material through the media of the drawing paper box. Teachers can improve the quality of learning, be more varied and innovative in delivering subject matter.

b) For student

This research can students are expected to be more interested and more active in improving mastery of English vocabulary through the learning process English vocabulary with picture paper box media. Students get an interesting learning experience through the media The picture paper box is interesting in learning, because using this media you can take advantage of the picture paper box media during the learning process take places.

- c) For other researchers

This research can also be a reference for some future researchers to develop the usefulness of learning picture paper box media found on the label of a product.

1.6. Assumption and Limitation

The assumptions and limitations in this study are as follows:

1.6.1 Assumptions

- a. Picture paper box media is used in the offline learning process in junior high school.
- b. The product does not use the internet to work on it.
- c. This picture paper box media contains parts that are on the label of a drug, beverage and food packaging product.
- d. Be healthy be happy is related to everyday products and the environment of students.
- e. This product can also be used in grade 9 junior high school.

1.6.2 Limitation

This research is limited to grade nine junior high school however, there is no picture paper box media on the material to be healthy be happy that uses this strategy. Moreover, the material taught is still very little, and the material is not based on the pictures in the book alone but, based on the material provided by the researcher to students using picture paper box learning media for 9th grade.

1.7 Definition of Key Term

1.7.1 Developing

Development is a process of developing and providing research results in the form of processes, products, designs, and validation by experts.

1.7.2 Picture paper box

Picture paper box is a media made by researchers that is equipped with the material of a packaging product that has been prepared by the teacher to help students in learning to be healthy be happy for grade 9 when learning activities are taking place.

1.7.3 Be healthy be happy

Be healthy be happy is an English material that presents Product Labels, Label Functions, Language Features of Labels, Generic Structure or Labels found in everyday products and the environment.

