CHAPTER I
INTRODUCTION

A. Research Background

Flipbook media is a type of visual media in the form of stacked sheets of paper, such as a calendar measuring 21 x 28 cm attached to the top of the page (Susilana and Riyana 2009) Along with the development of advanced science and technology, flipbooks are now available in digital format with multimedia content throughout and navigation that makes users more interactive with the media. In this study, developing conventional learning media into digital flipbooks. Digital flipbooks are considered media because they are suitable for use in teaching. Learning process becomes interesting and easy to understand. To achieve an interesting and fun learning process, the use of knowledge technology as shown as a learning medium will shorten the learning process.

Flipbook-based learning media can help students learn material by providing clear examples and can increase student motivation. Knowledge is growing, and information is getting easier to obtain through technology. Can assist students in learning the material by providing clear examples and increasing student motivation. Knowledge is growing, and information is getting easier to obtain through technology. The application of technology and information can make the learning process more efficient, fun and effective for students. For example, one way to use technology to improve education is to use computers, internet connections, and smartphones as learning media for students. Teachers try to develop interesting, inexpensive, and efficient learning media through the application of knowledge, understanding, and technology. One of the recommended learning media that can create an interesting and conducive learning atmosphere is the use of flipbooks.

Flipbook is a media that has an electronic format that can enhance interactive simulations by combining animation, text, graphics, video, audio, and navigation; this makes students more interactive in the learning process (Dian and Hartati, 2018: 23). Flipbook is a type of electronic book that can be

used as one of several learning resources made with the Flipbook Maker application. The main benefit of this app is that it has a flip effect, which allows it to move around the screen like a book. (2) This application is easy to use. (3) Not only text but also images, songs, or videos can be included. (4) The products obtained can be published on websites that use SWF, Flash, or HTML (Asmi and Surbakti,2018). In this study, they were used as learning media to help and facilitate students and teachers in the learning process activities. By using software, media display will be more varied, including not only text, images, video, and audio but also animation.

Every teacher at school must use different media in the learning process, as well as at SMK Negeri 5 Pontianak which uses direct practice in the learning process. SMK Negeri 5 Pontianak is an education-based hotel, has a specialty in hotel accommodation that can be used for hospitality work practices with good skills. To support all of this, interesting learning media is needed so that students can understand and practice it. Through creativity in using interesting learning media it can support the achievement of learning objectives. This shows that with the innovation of flipbook-based electronic teaching materials it is hoped that this feature will make it easier for students to understand the material being taught and can add learning media for SMK Negeri 5 Pontianak.

During the learning process, the selection and use of media can be encouraged to have a positive impact on the learning process and to achieve the expected goals and competencies. The use of audiovisual teaching materials is one of the learning media that is expected to produce a more interesting and practical learning experience. According to Rohani (2014:98), audiovisual media can increase understanding. This is because receiving information will produce clear and easy-to-understand responses, such as seeing and hearing being one. One of the media that can help students learn faster is the flipbook. Flipbooks also have several advantages, one of which is the ability to store material in the cloud in the form of words, sentences, and pictures that can be equipped with colors to attract students' attention, are easy

and inexpensive to make, can be carried anywhere, and can increase student learning motivation. (Susilana and Riyana 2008:88–89).

According to Palupi *et al*. (2014), motivation is a process that aims to fulfill certain needs by activating motives for actions or behaviors. In learning activities, motivation can be interpreted as the total driving force for students who carry out learning processes or activities to achieve predetermined goals. Therefore, as a means to increase student learning motivation, media and teaching materials are needed to support learning activities.

Digital flipbooks were chosen as the media because they are suitable for use in learning. Based on previous research on the feasibility of using flipbooks as learning media (Pixieriza *et al*., 2019), using flipbooks as learning media can increase motivation (Anandari et al., 2019), conceptual understanding (Mulyaningsih & Saraswati, 2017), and student learning outcomes (Safitri, 2018). Previous research has been conducted on the development of flipbook media, but in its development no one has used heyzine with front office material. thus this study has a different objective from previous research. In this flipbook the researcher used hospitality students at SMK Negeri 5 Pontianak with an explanation of front office material which was packaged as attractively as possible so as to increase student learning interest.

Therefore, researcher try to innovate by utilizing technology by developing flipbooks as a medium that teachers can use in learning English, especially in front office teaching materials, which are one of the most important teaching materials for hospitality students to master. By using the research and development (R&D) method, this aims to find out how much the result of developing the English skills of students at SMK Negeri 5 Pontianak uses flipbooks and how effectively flipbooks can be used as learning media.

B. Research Question

The primary purpose of this research is to answer the following questions :

1. What are the students need of English learning on Front office positions in SMK 5 Negeri Pontianak?

2. How is the feasibility of English learning media on Front office positions be designed using flipbook in SMK 5 Negeri Pontianak?

C. Research Purpose

In connection with the problems above,the objectives of this study are as follows:

1. To find out the students need of English learning on Front office positions in SMK Negeri 5 Pontianak.
2. To investigate the feasibility of English learning material on Front office be designed using Flipbook in SMK Negeri 5 Pontianak.

D. Scope of The Research

This part will clarify the term of the study used in this research which consists of research variables and terminology.

1. Research Variable (s)

Variables in this study refer more to any research topic, both real and abstract, which is the focus of this research. This is in line with the statement (Ibnu,2003) variables is a concept that has more than one value,state,category or condition.In this study, the variable is the design of an English learning flipbook at the Front office position at SMK Negeri 5 Pontianak.

2. Research Terminology

The following definitions are given to understand and use this term throughout the literature.

a. English Learning

Learning is defined as a container for transferring knowledge; teaching and learning processes are carried out according to existing rules and educational foundations. According to Tarigan (1994), language skills cover four interconnected aspects, namely listening, speaking, reading, and writing. Each aspect of this language skill has

different characteristics, goals, and benefits. However, these four language skills are very closely related.

b. Flipbook learning material

Learning materials are a set of materials that contain learning materials collected and systematically developed from various learning sources that must be assimilated by students through engaging learning. This leads to the conclusion that a textbook analysis is an investigation into the causes of gaps in a set of materials from various learning sources. According to Prastowo (2013:309), learning material is the knowledge,skills, and attitudes that students must learn in order to achieve a given level of competence and basic competence. In other words, learning material can be classified into three types: cognitive, affective, and psychomotor.

c. SMK Negeri 5 Pontianak

SMK Negeri 5 Pontianak is an educational unit located at Jalan Jenderal Ahmad Yani No. 4 Pontianak, Akcaya, Kec. South Pontianak, Pontianak City, West Kalimantan. One of the operators offered is "Hospitally," which is the focus of this research.

d. Front office

Front office being one of the first (and often last) points of contact with a hotel guest,the front office plays a big role in the hotel. The front office manager manages the in-and-out flow of guests on a daily basis. The front office is often called the "command center" of the rooms division because so much information is funneled through it. The front office is the logical point of contact for the dissemination of information to guests and other hotel employees.

E. Significant Of Research

A good researcher must provide value and a significant benefit for the subject being studied, the community, the information, and the researcher at large.

In this study, two significant implications are drawn from both theory and practice.

1. Theoretical Significances

    Theoretically, Researchers conducting this research hope that students can understand such as vocabulary, expressions and conversations used in the Front office position, this can support communication skills.

2. Practical Significances

    With this research, researchers hope that it will be able to provide valuable contributions for SMK Negeri 5 Pontianak, students and other scholars.

    a. To SMK Negeri 5 Pontianak. With this research, researchers hope to increase student interest in the learning process of SMK Negeri 5 Pontianak through the media developed in this study.

    b. To students, researchers have high hopes to facilitate the process of learning English with the development of media that is interesting for students.

3. To Future Researchers

    From the results of this study, researchers can assist in further research, provide useful references, and provide additional information for other researchers who wish to conduct further research in related fields. In addition, the researcher hopes to complete his research at SMK Negeri 5 Pontianak.