



Analysis of the use of website based learning media at the elementary school level

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ABSTRACT

Modern education makes digital based learning media the primary choice in the learning process. Educators must create media that adjusts to the character of the learners and their ability to innovate in learning media. Website based learning media is one among many digital learning media that can be used. The analysis of the use of this media at the Elementary School level needs to be examined to see its advantages and disadvantages so that it can be applied by every educator in the future. The analysis was conducted using a qualitative approach and data collection through document studies. The results show that the use of web-based learning media at the elementary school level is appropriate due to its attractive visualization and ease of use. The ability of educators to create innovative website based learning media can have a positive impact on the process and outcomes of learning.

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INTRODUCTION

Kurikulum Merdeka is a curriculum that has been approved and is starting to be implemented based on Permendikbud Number 12 of 2024. This implementation is being carried out in parallel, waiting for the readiness of each school. The Merdeka Curriculum places a strong emphasis on problem-based and project-based learning models. The goal is certainly to provide students with a more contextual learning experience. Contextual learning is very necessary for students, especially in elementary schools.

Elementary School is the stage where students are at the concrete operational stage (Handika et al., 2022). At this stage, each student must undergo a learning process based on the realities they experience in their daily lives. A learning process like this certainly requires the educator's meticulousness in delivering the material to ensure it relates to the students' conditions. One of the ways that educators can utilize is by using media in the learning process.

Learning media is a tool that can be used as an aid in transferring information. The development of modern times currently requires teachers to create technology-based media, considering that students today tend to use technology in their daily lives (Salsabila & Aslam, 2022). Moreover, the use of media can foster students' interest in learning because good media can attract students' attention, making it easier for them to understand the material (Suryandaru &

Setyaningtyas, 2021). The development of technology today makes the use of digital-based media a necessity in the delivery of information, not only because it is more visually appealing but also because the ease of access adds another positive value (Aspahani et al., 2020).

Digital-based learning media is a tool for delivering information that uses technology. One of the media commonly created in this way is website based media. Website based learning media is identical to a medium that is interactive in nature. Interactive media can attract students' attention and make learning more effective (Saputra et al., 2023). Web-based media comes in many types, ranging from those developed independently, those developed by integrating with other websites, or those utilizing existing web-based media.

Website based learning media is one of the rapidly developing types of learning media compared to others. In addition, the Covid pandemic also increased the use of learning media in the learning process (Firdaus et al., 2022). Proper utilization will certainly impact student engagement in the learning process (Raharjo & Pitaloka, 2020). This utilization is one way to integrate technology into the learning process (Sari et al., 2023). This integration is expected to provide meaningful learning processes for students, so every educator must continuously update their teaching media, one of which is by developing website-based learning media.

The development of website based media certainly requires innovative capabilities from educators. Research conducted by (Abdillah & Rahayu, 2023) states that educators indeed require innovative learning media and need training in innovative media and learning strategies. This is certainly necessary to achieve the effectiveness of the learning media that will be created by educators. In line with what was stated by (Murtadlo & Farisi, 2023) that effectiveness in the learning process can occur with the use of technology combined with a scientific approach. The scientific approach that emphasizes scientific skills makes the learning process meaningful, thus providing a foundational knowledge base, especially for elementary school students, who are at the most basic level of formal education.

Based on the description above, the use of web-based learning media with its various types certainly has an impact on learning individually, depending on the media and its innovations. There are several examples of website-based learning media that will be part of the analysis in this writing, such as Google Sites, Wordwall, Quizizz, Canva, e-flashcard, e-poster, and Articulate Storyline. The benefits of media and the methods of developing media also become key factors in realizing the existing effectiveness. Seeing all of that, proficiency in learning media will be the initial step in the learning process, which will influence learning interest and ultimately have a positive impact at the end of the learning process.

RESEARCH METHODOLOGY

This research is a qualitative study based on adaptations from several studies related to website based learning media (Fiantika et al., 2022). The research was conducted comprehensively with several references based on different research characteristics, yet still related to the use of website based media, particularly in elementary schools. The data collection technique was carried out by gathering related documents for analysis. The documents used are research from reputable journals within the last five years.

RESULTS AND DISCUSSIONS

Elementary School Student Learning

Elementary school students are students who still need learning based on real-life events that they actually experience, commonly referred to as concrete operational (Putra et al., 2023). This stage certainly requires the educator's keen insight in conveying all information to the students so that it can be received according to the characteristics of the students. The learning process here is

an interactive activity that involves the use of learning media, so the educator's skills in creating media can enhance the effectiveness of the learning process.

Elementary school students now have an interest in the learning process that uses interactive media in the learning process (Marlita et al., 2024). Interactive media here refers to a technology-based learning medium. This process is one of the positive impacts of globalization and digitalization occurring in the world of education (Arsyaf et al., 2022). Students are already accustomed to using technology-based tools in their lives, so whether we like it or not, education must also start evolving towards the use of technology.

Technology is a form of advancement in the learning process, especially at the elementary school level. Technology-based learning at the elementary school level can have a positive impact on students' learning character (Nurhikmah et al., 2023). Schools are required to provide classroom learning innovations to eliminate boredom and offer an engaging and effective learning experience for students (Salsabila & Aslam, 2022). Students at the elementary school level have an interest in the learning process that is visual in nature, thus requiring teachers to be skilled in visualization during the information delivery process (Aspahani et al., 2020). Whatever it is, the goal of the learning process at the elementary school level must include meaningful learning because this serves as the foundation of initial knowledge for students before moving on to the next level of education.

Learning Media

Learning media is a tool used in the learning process as a means of transforming knowledge from educators to students. One of the learning media that is still frequently used by educators today, but remains conventional in nature, is textbooks. Whereas this is the main issue behind the low motivation of students' learning (Rahmawati & Hidayati, 2022). Learning media is a tricky matter; it can be an effective tool for the transformation of knowledge, but it also depends on the capabilities of the media and its usage.

The media known today is also often referred to as digital learning media. This digital learning media has an appeal for students, which can influence their interest and attention in learning (Gunawan, 2019). This digital learning media is a development of modern education that replaces the conventional education process (Saleh et al., 2023). Learning activities that were previously conventional are also gradually shifting towards the use of more modern learning media. This is also in line with the occurrence of the Covid Pandemic, which has made the education sector adapt to the learning process.

Learning media in general can be divided into two categories, namely technology-based and conventional. Conventional itself, as previously explained. Whereas technology-based media utilizes technological devices in their creation. Technology-based media are also very numerous, but in general, they can be divided into two categories: website based and smartphone-based. Website based media tend to be usable on smartphones or laptops, which is why they are more widely used in digital learning today.

Website Based Learning Media

Website based learning media is one type of learning media among many types of learning media. Website-based learning media is now widely available, so users do not have to develop it from scratch. However, some web based learning media also require a bit of innovation and the educator's precision in their use. One example of an educational media that is often used without the need for development from scratch is Wordwall. This website provides an engaging platform that can be used for the learning process (Agusti & Aslam, 2022). Research conducted by (Marlita et al., 2024) also shows that Wordwall can enhance students' learning activities. Then there is also Educandy, which educators use to create learning innovations accompanied by play (Nurhikmah et al., 2023). As for website based learning media that is often used but requires a development process, it is Google Sites.

Google Sites is one of Google's platforms that provides a space to create a website that can be used by educators as a teaching medium. One of the researchers who used it is (Ningsih et al., 2023), who applied it to the material on cultural diversity in Indonesia for better learning outcomes for students. Google Sites has the capability to provide materials, images, videos, and practice questions that can be accessed anytime, thereby supporting an interactive learning process (Diandita et al., 2023). Another study conducted by (Hasnaa & Sahronih, 2022) shows that Google Sites provides ease of access and flexibility in the learning process. Then the research conducted by (Utami, 2023) used Google Sites because it was considered a solution for providing more interesting and interactive learning materials. The research conducted by (Mashudi et al., 2023) also used Google Sites in the learning process, creating a pleasant learning environment. The research by (Putri et al., 2021) used Google Sites because its medium can make students active in the learning process, enabling them to solve problems logically, systematically, and enhance their critical thinking skills.

Another web-based learning media used in the learning process is Articulate Storyline, which is a platform that creates interactive learning media. Its appearance is attractive, making it effective in the learning process (Soraya & Ningtias, 2023). Then there is the research conducted by (Yuliani et al., 2023) which uses a chatbot to complete classroom learning, which they found to be less effective when using the lecture method. Then there is research by (Arsyaf et al., 2022) that uses e-flashcards to provide a learning experience for students, thereby increasing their motivation to learn.

The various types of web-based learning media described above are just a few among the many web-based media available. The accuracy of its use is also important so that the information from the media can be conveyed to the learners. Website-based learning media, whether to be developed or not, requires educators' ability in innovation and understanding the character and material that will be suitable for use.

The Use of Website Based Learning Media Among Elementary School Students

The use of learning media has become increasingly varied and has utilized digital technology since the COVID pandemic occurred. Website-based learning media is one of them, with many platforms available ranging from those that are not developed to those that need to be developed. The numerous variations require educators to adjust their use in accordance with the material and educational level. Especially in elementary schools, educators must follow the characteristics of their students, who are still in the concrete operational stage (Putra et al., 2023).

The use of this media can be adjusted according to the subject matter to be used. If we look at some of the media uses that have been presented earlier, the use of Google Sites is the most prevalent due to its dynamic nature. Google Sites is a platform that is used with initial development, making it easy to adapt. The research conducted by (Diandita et al., 2023; Hasnaa & Sahronih, 2022; Ningsih et al., 2023; Salsabila & Aslam, 2022)(UTAMI, 2023) used Google Sites in the IPAS subject. The commonality among them is due to the development process, which can be dynamic and involve various integrated images, videos, and audio. This media is flexible in its development, making it applicable and suitable for elementary school children.

The use of media at the elementary school level includes the use of Quizizz as done by (Saputri et al., 2024) and the use of Wordwall as done by (Agusti & Aslam, 2022). Both platforms are educational media provided by developers with numerous features available, and educators only need to adjust them to the conditions and circumstances in use. The use of this media, as stated by (Saputri et al., 2024), plays an important role in increasing students' learning motivation, which is directly proportional to their learning outcomes. The media created is also quite visually appealing, thus capturing students' attention during the learning process.

Then there is the use of media that involves creativity by educators. As done by (Arsyaf et al., 2022) with e-flashcard media and (Aspahani et al., 2020) with e-poster media. The similarity between the two is that they both have pre-provided initial templates, allowing users to develop

them according to their preferences. This media is very suitable for use at the elementary school level but requires the teacher's ability to create it initially. Then, this media also still requires assistance from educators during its implementation, so it needs a lot of consideration if it is to be used as independent learning media.

The use of other learning media that is massively utilized in modern education today is through Canva. This platform allows the creation of interactive learning media, but it requires an internet connection for its creation. Although it can be used offline, some features of Canva cannot be fully utilized. The creativity of educators becomes the key in its development if it is to be used in learning media. Before the existence of Canva, there was also known as Articulate Storyline, a platform that allows users to create interactive media from scratch independently without involving other sources (Soraya & Widya Ningtias, 2023). At the beginning of its development, tutorials for this platform were still hard to find, but users could have a more exciting media creation experience. The results can be considered quite good, especially since its flexibility of use on smartphones made it more advantageous at the beginning of its development. These two platforms also serve as alternatives for developing learning media used when educators want students to engage in self-directed learning.

CONCLUSION

Learning media is a tool in the transformation of knowledge from educators to learners. As a tool, it certainly requires the skills of its creator. The creator here means that educators must have the ability to realize a media design for it to be usable. Educators in creating media must also consider the output of its use, whether it can be used online or offline, accessed on computers or smartphones, based on Android or websites. Website-based learning media is widely used because many provide attractive platforms, making development easier.

The ease of this web-based media platform makes it a widely used medium. Its appeal is also very suitable for use at the elementary school level, which requires engaging visualizations because elementary school students are still at the concrete operational stage. At this stage, a student must learn based on the realities of their daily life. Thus, the use of appropriate learning media can influence the meaningful learning they obtain.

Website-based learning media comes in many types, ranging from development from scratch to developing from available templates. The variety includes Wordwall, Quizizz, Canva, Articulate Storyline, Google Sites, e-poster, and e-flashcard. Some of these media are just a few among the many web-based learning media. This use is also based on the material that will be used in the development of the learning media. Ease of use for both students and educators is also a reason in determining the media that will be used. The ease of tutorials also becomes a reason in the development. The use of learning media certainly considers the aforementioned aspects, and most importantly, it can be used according to the school level because the essence of learning media is when students can receive the information provided by educators as a form of knowledge transformation.

This analysis can also serve as input for the current education system. Current education that implements the independent curriculum makes project based or problem based learning the main model of instruction. The use of technology based media has become one of the most superior media to use, with various advantages that have been previously analyzed, and has become an inseparable part of the learning model in the current merdeka curriculum.

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