THE EFFECTIVENESS OF ELECTRONIC MEDIA TO IMPROVE STUDENT'S READING COMPREHENSION

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Abstract

The advancement of technology has given the impact towards education, especially in the comprehension way. Meaning in the world of literature, especially reading people get the benefit of improving their capability in terms of comprehension everywhere and anywhere. Comprehension has given the best impact to develop skills like listening, speaking, and reading. The main focus of this will be reading comprehension with the tools of technology advancement. This is leading to a better quality of learning for the people, especially the EFL students and language learners. There are so many media that allow the reader to access the easiest way to gain information or to develop themselves. Especially in the era of 4.0 where technology became the main media for the people to reach. This is important to give the analysis about the effectiveness of the electronic media for the readers in this era. The effectivity that allowed the reader to gain easy access, the improvement and any other kind.

Key words: Comprehension, Reading, Electronic, Media

INTRODUCTION

Do you know the advancement of technology has led humans towards easier access to learning? Starting from 2000's everything seems easier with the existence of advancement technology. Until today people seem can't be separated from the technology itself. As the learners, education is really important to have certain technology. Electronic media are those in which the audience may access the material via the use of electronics or electromechanical methods (Nurmala Sari & Aminatun, 2021; Suaidah, 2021). Electronic media includes any equipment utilized in the electronic communication process, such as televisions, radios, telephones, gaming consoles, and portable devices (Sari & Oktaviani, 2021; Schrape, 2018). Based on the research this could be implemented not to the reading comprehension only, like any kind media can reveal the way to improve. The electronic media has had a significant influence on individuals, particularly in the area of reading (Berlinda, 2015; Oktaviani & Mandasari, 2019; Qodriani & Kardiansyah, n.d.). Looking back in time, there was a time when humans used rock as a reading medium. Return to traditional media such as books, newspapers, and so on. It is proof that media technology is improving all the time. From the standpoint of reading, the researcher will concentrate on the most recent technological advancements. There are several things that exist in the

current state to provide the possibility of access for everybody. Humans no longer need to purchase newspapers, books, or any other conventional media in order to read. It is growing everywhere and everywhere among people (Mandasari & Wahyudin, 2019; Samsugi et al., 2021).

The problem in the current condition is that reading comprehension becomes one of the struggles for the learners. Students will be able to assess their competence and try to develop their awareness of the value of learning if they have autonomous learning skills. Aside from that, students may create their own learning objectives and track their own progress (Rosita Ambarwati & Mandasari, 2020; Aminatun, 2016; Aminatun & Oktaviani, 2019). People, especially the learners, find it very hard to stick with reading. The most common excuse given by students for not reading prescribed materials is that they had too much to read. Their job schedule does not enable them to read much. They don't have much time to read because of their busy social lives. They are really unmotivated to read because of how much work just to stick with reading (Pratiwi et al., 2020; Septiyana & Aminatun, 2021). This is why the method of reading needs to be a concern to find the method that is mostly going to give them a better perspective in reading. If they don't find reading amazing, it's probably hard to make them improve their comprehension. Which comprehension is really important for them to develop and for their future? In order to get the solution of effectiveness, the media itself needs to be analyzed. It is to get the output of which things can give the motivation for students to still do the reading to improve their comprehension capability. There are many ways to increase the effectiveness of improving the comprehension for example for TOEFL, etc (Kuswoyo, 2013; Sari, 2018).

LITERATURE REVIEW

There are several electronic media that exist in the world. For the current condition now, the people usually use the phone, computer, or laptop for using. Even the application or the website like Wattpad can be access with media electronic to read. There are significant correlation of media and how it perceives to help towards reading comprehension (Choirunnisa & Sari, 2021; Muhammad Yuseano Kardiansyah, 2019; Oktaviani, 2012). For example, through reading, they can access it as fast as possible through their phone that they hold every day (Puspita, 2019). Not only about the access, it is easier to bring everywhere because the package is economist. Currently people start to change the educational system from the use of books to the use of the electronic media (Putra et al.,

2022). The reason is because they also want to reduce the damage towards the earth by using less paper from the book (Almuafiry et al., 2017; Borman et al., 2018; Mandasari et al., n.d.). Mostly the learners are coming from the teenager's group itself. (research of the teenager) As the teenagers, they have the most impact towards the advancement of technology in terms of media. Through those electronic media, they could access several applications to read. The existence like the application of Wattpad, Kindle, etc. has brought the bright side to the future of the people (Al Falaq et al., 2021; M Yuseano Kardiansyah, 2019; Novanti & Suprayogi, 2021a). People really love to read from those application using the electronic media. This is why the benefit from the electronic media is giving the impact towards the student because it gives the motivation for the accessibility (Erya & Pustika, 2021; Fitri & Qodriani, 2016; Novanti & Suprayogi, 2021b). The previous study was carried out in order to provide a viewpoint on the efficacy of traditional media such as novels. The distinction between these two studies is that this one focuses on media technology and how it might help with reading comprehension. The same things inside it are focused on the research of efficacy in order to assist students and those who are learning. Moreover, in the problem like pandemic, it needs a media that can be effective to help learn more (Choirunnisa & Mandasari, 2021; Mustika et al., 2018; Novitasari et al., 2021). Furthermore, this research is broader in scope than previous research. That's what makes it differences from both of the study. Finally, the focus of this study will be on the effectiveness of electronic media as a result of the data gathered from the research. Furthermore, the questioner will be spread out for the respondent to get the answer in order to reinforce the data.

METHOD

For all intents and purposes, this study employs a question and response format, particularly among those with an educational background. The researcher will be interested in learning how many individuals are typically aware of technological advancements in schooling in a significant way. It's also important to know, for the most part, what type of solution they'd want to see developed in the future in a large way (R Ambarwati & Mandasari, 2021; Baker & Edwards, 2012; Mandasari, 2016). Furthermore, the purpose is to demonstrate the significance of technological growth in general of the reading comprehension study.

The research with question and response questionnaire is being used in this study, which is mostly coming from persons with an educational background (Aguss & Yuliandra, 2021; Oktaviani, 2017). The focus of the study will be on how much individuals are aware of electronic media, particularly in terms of reading. It will also be determined how big of an influence it has on users, particularly their development or lack thereof. To make data collecting easier, researchers will employ the qualitative research approach to build the questioner. The example will fill up this information with the correct response. The study will concentrate on university students from the University of Teknokrat Indonesia. The majority of the sample comes from the English Education Department of the Faculty of Arts and Literature. It will be divided into two groups based on how their perspectives function. The researcher picked the participants from the English Education parody because the most of them will be primarily concerned with education in general.

RESULTS AND DISCUSSION

Finding 2.1. Yes and No Question

No	Question	Percentage	
		Yes	No
1.	Do you use electronic media?	100%	-
2.	Do you use it for reading?	100%	-
3.	Do you think it can develop your reading comprehension?	100%	26,9%

Finding 2.2. Scale Question

No	Question	Percentage				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Do you think electronic media help you in reading?	41,2%	58.8%			
2	Do you think electronic media effective to help you develop?	58.8%	29,4%	11,8%		
3	Do you prefer electronic media (computer, handphone, etc.) rather than conventional media (books, paper, etc.) for reading purpose?	23,5%	11,8%	35,3%	23,5%	5,9%
4	Do you think electronic	76,5%		17,6%		5,8%

	media ineffective for reading purpose?					
5	Do you the problem of reading happened because of the electronic media?		11,8%	41,2%		47,1%

Finding 2.3. Short Answer

Question

Do you think the electronic media help you to improve in reading comprehension? Why?

Respond 1

Case 1 : Do you think the electronic media help you to improve in reading comprehension? Why?

Case 4 : Yes cause every time i open my handphone to check the latest news so it can be improve my reading skill.

Case 14: Simple & less time consumption

Case 17 : Yes because there are alot of advantages by using electronic media such as easy to access, flexibility, etc.

Respond 2

Case 3: It depends on how we use it

Case 10: It can be yes or no, it depends on the media that i use. If i use my phone to search some journal and search some story i think it can be improve my reading skill because i should try understand the content by reading it first

Respond 3

Case 13: not really, because I prefer read a book

Case 16: I think reading using media electronic/e-book is not effective, because I don't feel comfortable when reading using media electronic/e-book.

CONCLUSION

The aim for this paper is to find out the effectivity of electronic media for the use of improving reading comprehension. Using all the research, questioner, and many more things this paper has conclude that the electronic media is somehow effective and can be not. It means it is not a guarantee to help fully towards the learners because there are still people that doubting the use of electronic media(Ayu et al., 2021; Oktaviani et al., 2020). Moreover, there are still prefer the conventional media for improving their reading

comprehension. As the learners, anything can be useful to improve, what they need is to find the most suitable way in order to improve.

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