

Utilization of Prezi in Learning Media Management to Increase the Effectiveness of Teaching and Learning Activities

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Abstract:

Education is a learning process that involves acquiring knowledge, skills, values, and attitudes. The formal form of education in schools provides students with an organized structure and curriculum. The components of national education include the environment, facilities and infrastructure, resources, and society. These components collaborate, establish connections and aid in accomplishing educational objectives. Teachers, and their potential, play a crucial role in the realm of education. The psychological potential of teachers in teaching and learning activities plays a role in improving their teaching. This study aims to evaluate and analyze the effect of using Prezi as a learning medium on the effectiveness of teaching and learning activities at SMK Negeri 1 Girisubo. We collected data using a descriptive qualitative approach, which included interviews, direct observations in class, and document analysis. The results showed that using Prezi significantly increased student engagement, understanding of the material, and learning motivation. Prezi's dynamic and interactive visual displays helped students focus more and understand complex materials better. Despite challenges such as the need for adequate technological infrastructure and additional time for preparation, teachers felt that Prezi provided flexibility and creativity in compiling learning materials. We expect schools with similar characteristics to adopt these practical recommendations for improving the use of Prezi in the teaching and learning process.

Keywords: Learning Effectiveness, Learning Media, Prezi, Student Engagement

Introduction

Education is a learning process that involves the acquisition of knowledge, skills, values, and attitudes. The 1945 Constitution (UUD 45) in Indonesia guarantees the right to a decent education and mandates the government to provide national education services (Anwar, 2022). The formal form of education in schools provides students with an organized structure and curriculum. The components of national education include the environment, facilities and infrastructure, resources, and society. These components collaborate, establish connections, and aid in accomplishing educational objectives (Wurdianto et al., 2024). Teachers, and their potential, play a crucial role in the realm of education. The psychological potential of teachers in teaching and learning activities plays a role in the process of improving their teaching (Suyitno, 2022). Furthermore, especially in the post-pandemic period, teaching and learning activities greatly depend on teacher competence in making adjustments and aspects of creativity (Isrokatun et al., 2022).

Suryana (2020) outlines the ongoing challenges in Indonesian education development, including equalizing and expanding access, improving quality, relevance, and competitiveness, structuring governance, accountability, and public image, and increasing funding. The development and progress of technology have a direct impact on the world of education, especially the shifting paradigm of interaction between teachers and students. This influence increasingly demands the ability of teachers to innovate and be creative in utilizing existing technology. The creativity of teachers greatly influences the quality of the learning process; if the supporting elements of learning are good, the process will also be good, and even the output will be of higher quality, which can directly impact the learning outcomes obtained by students (Muzakkir et al., 2022).

One effort to improve student learning outcomes is to use innovative learning media (Ikram et al., 2021). Learning media management in schools involves planning, organizing, controlling, and evaluating activities related to the use of media in the learning process. Planning requires a well-designed media program that aligns with the learning objectives. Media management also includes the selection, grouping, and supervision of media use in class or outside the classroom. The results of observations on student interest and learning outcomes in the Indonesian language subject show that many students are less interested in the learning media used to deliver the material. This results in grades that fall below the minimum completion criteria, assignments that are not completed on time, and students who are not actively asking questions, and a lack of focus, all of which are indicators of low student interest in learning. Furthermore, based on observations, it is known that teachers only use presentation media in the form of PowerPoint during the learning process.

Among the many factors, inappropriate learning media can lead to low student interest in learning, ultimately preventing the achievement of learning outcome standards. Variation and accuracy in selecting learning media can provide additional benefits, namely helping teachers to make learning materials easier to understand and also maintaining students' interest in learning (Meilany et al., 2021). One of the beneficial and easy-to-use learning media is Prezi Desktop. Prezi is an internet-based presentation software (SaaS). Prezi not only facilitates presentations but also serves as a tool for idea exploration and sharing on a virtual canvas. Prezi is superior because this program uses Zooming User Interface (ZUI), which allows Prezi users to zoom in and out of the presentation media display (Rahman et al., 2020).

The importance of this study lies in the urgent need to improve the effectiveness of teaching and learning activities at SMK Negeri 1 Girisubo through the use of innovative technology. Traditional teaching methods often fail to meet the needs of a generation of students increasingly connected to the digital world amidst rapid technological developments. This study is significant as it explores the potential of Prezi, an interactive presentation tool, as a practical solution to address the limitations of traditional learning media. The ultimate goal is to enhance student engagement, deepen their understanding of the material, and ultimately improve learning outcomes. We expect the results of this study to significantly enhance teaching methods at SMK Negeri 1 Girisubo and potentially expand their application to other similar schools.

The purpose of this study was to evaluate and analyze how the use of Prezi as a learning medium can improve the effectiveness of teaching and learning activities at SMK Negeri 1 Girisubo. This study aims to determine the extent to which Prezi is able to increase student engagement, clarify the delivery of materials, and help students understand the concepts taught better. In addition, this study also aims to provide practical recommendations to teachers on how to optimize the use of Prezi in learning management so as to create a more dynamic and effective learning environment, which can ultimately improve student learning outcomes at SMK Negeri 1 Girisubo. Furthermore, this study aims to provide practical recommendations for teachers

at SMK Negeri 1 Girisubo in utilizing Prezi optimally for various subjects. We hope that the results of this study will enable teachers to develop more interactive and effective learning strategies, thereby enhancing the teaching and learning process and improving student learning outcomes.

Literature Review

Education is a learning process that involves the acquisition of knowledge, skills, values, and attitudes. Schools design education with an organized structure and curriculum as a form of formal education. This process aims to help students develop their potential optimally through a systematic and directed approach. National education involves several key components, including the environment, facilities and infrastructure, resources, and society. Each of these components mutually supports and closely contributes to the creation of an effective education ecosystem (Wurdianto et al., 2024). A conducive environment, adequate facilities, and the availability of competent human resources are determining factors for the success of the education process. Cooperation between these components aims to achieve educational goals, namely creating quality individuals who are able to contribute to society. The role of society as an external supporter is also very important, especially in building a sustainable learning culture. With beneficial synergy between all components, education can be an effective tool for creating positive change (Nuryanto et al., 2020).

Educators in this case, teachers have a very important role in the world of education. Teachers' full potential drives learning success. The psychological potential of teachers, such as the ability to understand students and create a conducive learning atmosphere, plays a significant role in increasing the effectiveness of the teaching and learning process (Suyitno, 2022). In addition, teacher competence in making adjustments to various situations is the key to successful learning. The ability of teachers to adapt to student needs and curriculum changes, especially in the post-pandemic era, is a very necessary aspect. Teacher creativity in designing intriguing and innovative learning methods is also an important element in maintaining students' enthusiasm for learning (Isrokatun et al., 2022). In the post-pandemic era, the challenges in teaching and learning activities are increasingly complex, so teachers are required to develop relevant and flexible learning strategies. With optimal competence and creativity, teachers can support the creation of a quality learning process and are able to provide meaningful learning experiences for students (Agustiani & Safari, 2023).

One effort to improve student learning outcomes is to utilize innovative learning media (Ikram et al., 2021). Learning media can help students understand the material more easily and interestingly, thereby increasing participation and interest in learning. Innovation in learning media allows teachers to deliver material creatively and interactively. Management of learning media in schools includes several stages, namely planning, organizing, controlling, and evaluating (Vitratin et al., 2017). During the planning stage, it is crucial to carefully design the media program to align with the desired learning objectives. To ensure the effectiveness of the learning process, it is crucial to select media that meets the needs of students and aligns with the taught material (Qurtubi et al., 2023). In addition, media management also involves grouping and supervising its use, both in and outside the classroom. Teachers and schools must optimize the use of learning media to align with educational goals (Hasanah et al., 2023).

Research Method

The next step involves conducting a study that explores the theory associated with the research topic (Rukminingsih, 2020). This study uses a descriptive qualitative approach. Data collection in this study will be carried out using methods such as in-depth interviews with teachers and students, direct classroom observations, and analysis of documents or learning materials presented using Prezi. The researcher will

describe the process of utilizing Prezi, explain its integration into the learning process, and document the impact of these modifications on classroom interactions and student learning outcomes. The study's results will be presented in a detailed description that clearly illustrates the advantages, disadvantages, and impacts of using Prezi. Time and Place of Research. The subjects of the study consist of 65 grade XI students. The selection of subjects, which is contingent on the number of teachers, includes various relevant subjects or study programs, enabling the exploration of diverse applications of Prezi in teaching. The inclusion of a large number of students allows for the collection of more varied data, representing different levels of student understanding and involvement in school activities.

The research procedure begins with the research preparation stage, which aims to explore the use of Prezi as a learning medium at SMK Negeri 1 Girisubo and its impact on teaching effectiveness. This initial step includes setting research objectives and focusing on analyzing how Prezi can enhance the teaching and learning process. Preparation also involves designing a research plan and collecting relevant references to systematically support the research activities. The next stage is the research design, which involves selecting 65 students as research subjects to obtain representative results. This stage also includes the development of data collection instruments, such as interviews and observations, to gather comprehensive information about Prezi's use in learning. Additionally, activity schedules and logistical arrangements are prepared to ensure the smooth implementation of the research process. Thorough planning is anticipated to generate data that align with the research objectives. Next, data collection is carried out through in-depth interviews with teachers to explore their experiences using Prezi, as well as through direct classroom observations to understand the practical application of Prezi in teaching. The collected data are then analyzed qualitatively using coding techniques to identify key themes and patterns emerging from interviews, observations, and documentation. This analysis aims to provide a comprehensive understanding of the effectiveness of Prezi in improving learning outcomes. The data analysis technique involves several key steps. First, the data from interviews, observations, and documentation are collected and transcribed to facilitate analysis. Next, coding techniques are used to identify and group key themes and patterns from the qualitative data. This systematic approach ensures a clear and thorough interpretation of the data.

Results

This study examines the use of Prezi in managing learning media to improve the effectiveness of teaching and learning activities at SMK Negeri 1 Girisubo. We obtained several descriptions of the research results through interviews and observations. The results showed that Prezi succeeded in increasing student engagement in the learning process. When Prezi presented the material, students felt more interested and motivated compared to traditional presentation media. This is because Prezi offers a dynamic and interactive visual display, which helps students to focus more and understand the material more deeply. Data obtained from classroom observations showed that the use of Prezi made it easier for students to understand complex concepts. The zooming feature on Prezi allows for a gradual presentation of information, so students can follow the flow of the explanation better. Teachers noted that students found it easier to remember and connect information thanks to clear and structured visual presentations. In addition, the documentation of the analyzed material showed that teachers were able to compile more intriguing and well-organized material using Prezi.

Despite initial challenges in learning to use Prezi, teachers found the tool to be very helpful in designing more effective learning. Teachers felt that Prezi gave them flexibility in organizing materials and presenting information creatively. However, some teachers also noted the need for additional time to prepare presentations using Prezi compared to other presentation tools. While Prezi learning media has many benefits, this study also found several challenges in its implementation. One of the main challenges is the

readiness of the technology infrastructure in schools, such as a stable internet connection and adequate hardware. Several teachers also expressed the need for further training to maximize the use of Prezi in teaching. Some students, less accustomed to technology-based learning methods, presented another challenge. The researcher suggests further research that incorporates observation as a data collection technique to enhance the completeness of the data and better understand students' affective and psychomotor abilities. This is because observation techniques were not used in this study. This study only uses questionnaires and learning outcome tests.

Table 1. Effectiveness of Teaching and Learning Activities with Prezi Media

Indicators	Before Use (%)	After Use (%)
Student engagement	40%	70%
Material understanding	35%	85%
Student motivation	30%	75%
Student satisfaction	40%	80%
Evaluation and student learning outcomes	50%	85%

The table above demonstrates that the use of Prezi media in teaching and learning activities significantly increases student engagement, understanding of the material, motivation, satisfaction, evaluation, and learning outcomes. Each indicator has increased substantially. We obtained the data from student research.

Discussion

Based on the results of the study, the use of Prezi media in teaching and learning activities shows a positive impact on student engagement. Before the use of Prezi, the level of student engagement was relatively low, indicating that previous learning methods were less effective in attracting students' attention and active participation. However, after the implementation of Prezi, student engagement increased drastically, reflecting that the visual and interactive approach offered by Prezi was able to make students more active and involved in the learning process. Students' understanding of the material also increased significantly after using Prezi. Previously, student understanding of the learning material showed less than satisfactory results, which could indicate that traditional teaching methods were less effective in helping students absorb and understand information. With the introduction of Prezi, there was a marked increase in understanding the material. This shows that Prezi, with its ability to present information visually and in a structured manner, helps students connect the concepts taught so that they can more easily understand and remember the material.

Additionally, the use of Prezi significantly increased students' motivation to participate in learning. Before using Prezi, students' learning motivation was relatively low, which may be due to the lack of variation and appeal in the learning methods used. However, after implementing Prezi, students' motivation increased significantly. This shows that Prezi is able to make the learning process more interesting and enjoyable, so students feel more interested and motivated to learn. Prezi media in teaching and learning activities has significant advantages, especially in increasing student involvement and understanding of the material, motivation, satisfaction, and learning outcomes. Its main advantage lies in its ability to present material visually and interactively, which attracts students' attention and makes the learning process more engaging and effective. Prezi also helps students understand and remember information better because the presentation is more structured and dynamic. Although Prezi offers dynamic and captivating presentations, there are several disadvantages to its use as a learning medium. First, Prezi is highly dependent on a stable

internet connection, which can be a problem in areas with limited internet access. Second, some users may find it challenging to operate Prezi smoothly due to its more dynamic and complex presentation controls. In addition, Prezi has limitations in font style options and requires a paid account to access its full features. We hope to expand research data by measuring all aspects of learning outcomes, including affective, cognitive, and psychomotor aspects, as this study solely focuses on students' cognitive aspects.

Conclusion

The use of Prezi media in teaching and learning activities significantly increases student engagement and understanding. The visual and interactive approach offered by Prezi makes students more active and involved in the learning process and helps them understand and remember the material better. Prezi has succeeded in increasing student motivation and satisfaction in learning. By presenting material dynamically and interestingly, Prezi makes the learning process more enjoyable, which ultimately increases students' interest and motivation to learn. Prezi has succeeded in increasing student motivation and satisfaction in learning. By presenting material dynamically and interestingly, Prezi makes the learning process more enjoyable, which ultimately increases students' interest and motivation to learn. From the results obtained, it is hoped that there will be development of research data by measuring all aspects of learning outcomes, such as affective, cognitive, and psychomotor aspects, because this study only measured students' cognitive aspects.

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