

## THE EFFECTIVENESS OF LEARNING COMMUNICATION THROUGH DIGITAL MEDIA

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### Abstract

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This study analyzes the effectiveness of learning communication through digital media based on the theory of symbolic mediation communication. Qualitative research methods are used with a case study design to gain a deep understanding of the experiences of teachers and students in using digital media in learning. The results of the study show that the use of digital media in learning contributes positively to the effectiveness of communication between teachers and students. Symbols in digital media, such as pictures and videos, enrich students' understanding of learning concepts. Interaction and collaboration through digital media also increase student participation. However, there are some challenges that need to be overcome, such as distractions and technical difficulties that can interfere with effective communication.

Keywords: Learning Communication, Digital Media, Symbolic Mediation Communication

### 1. INTRODUCTION

Effective communication in the learning process has a very important role in facilitating understanding and interaction between teachers and students[1][2]. In today's digital era, the use of digital media as a communication tool in learning contexts has become increasingly common[3]. Digital media, such as learning software, mobile applications, and e-learning platforms, have provided new opportunities to increase the effectiveness of communication in the learning process[4].

The development of information and communication technology has changed the traditional learning landscape[5]. Digital media allows teachers to present learning content in a more interactive and interesting way through the use of visual, audio and other multimedia elements[6]. Students can also interact with the content through features such as online discussions, forums, or direct messages between students and teachers[7].

The use of digital media in learning offers the potential to increase the effectiveness of communication between teachers and students[8]. However, in-depth research is needed to evaluate the extent to which digital media can be an effective communication tool in a learning context. In this case, it is important to refer to relevant communication theories in order to understand how digital media mediates the learning communication process.

According to Smith and Johnson, digital media in education has a significant impact[9]. They note that digital media is able to present learning content in an interesting and interactive way, which can increase student motivation and engagement. This has the potential to improve communication between teachers and students, allowing for better mutual understanding and more efficient exchange of information[10].

However, the effectiveness of learning communication using digital media does not only depend on the available technological features, but also on the applied interaction designs. In their research, Brown and Adler[11] emphasize the importance of paying attention to design factors in building effective communication through digital media. Good interaction design can include clear task settings, social interaction support, and appropriate feedback to encourage active and meaningful learning[12].

One of the theories that can be the basis is the Symbolic Mediation Communication Theory by Albert Bandura. This theory emphasizes the role of symbols in communication and learning. Digital media as a communication tool in learning plays an important role in symbolic mediation, namely providing visual, audio, and text symbols that help in understanding and absorbing information[13].



In this introduction, we will investigate the effectiveness of learning communication using digital media based on the theory of symbolic mediation communication. This study aims to explore how the use of digital media can improve student interaction and understanding, as well as analyze the factors that influence the effectiveness of this communication.

With a deeper understanding of the effectiveness of learning communication using digital media, better learning strategies and approaches can be developed, utilizing the potential of digital media as an effective communication tool in improving student learning outcomes.

## **2. METHODS**

This study uses a qualitative research approach. This approach is used to understand and analyze in depth the effectiveness of learning communication using digital media from the perspective of the subjects involved in the process. The research design used is a case study. In this design, a case or learning situation using digital media will be examined in depth. This allows researchers to understand the context, communication processes, and interactions that occur in the use of digital media in learning[14][15].

Data collection techniques used are observation, interviews, and document analysis. Observations were made to observe interaction and communication between teachers and students, as well as the use of digital media in learning. Interviews were conducted with teachers and students to gain a deeper understanding of their experiences, perceptions and views regarding the effectiveness of learning communication using digital media. Document analysis was carried out to explore data related to learning materials, learning designs, and the use of digital media in learning contexts. Research participants are teachers and students involved in learning using digital media. The selection of participants was carried out purposively, taking into account their experience and understanding regarding the use of digital media in learning.

## **3. RESULTS AND DISCUSSION**

Based on the theory of symbolic mediation communication and the results of research conducted by interviewing teachers and students, several relevant findings were found regarding the effectiveness of learning communication using digital media.

1. **Utilization of Symbols in Communication:** Symbolic mediation communication theory emphasizes the role of symbols in communication. The results of interviews with teachers and students show that the use of digital media in learning allows for a variety of visual, audio and text symbols that can assist in understanding and absorbing information. Students reported that images, videos, and animations in digital media helped them understand concepts better than using text or verbal lectures alone. This indicates that digital media as a communication tool can facilitate students' understanding through the symbols used.
2. **Interaction and Collaboration:** Symbolic mediation communication theory also highlights the importance of interaction in communication. The interview results show that digital media allows interaction and collaboration between teachers and students through features such as online discussions, forums, or direct messages. Students reported that they could share ideas, exchange information, and give each other feedback more easily through digital media. This interaction and collaboration increase student participation in learning and reinforces their understanding through joint discussion and reflection.
3. **Effect of Context and Learning Design:** Interview results also show that the effectiveness of learning communication using digital media is influenced by context and learning design. Teachers reported that it is important to consider the learning context, including students' level of technology skills, availability of internet access, and a supportive learning environment. In addition, learning designs that integrate digital media well in a series of learning activities also affect the effectiveness of communication. Teachers who plan lessons using digital media in a structured and relevant way to the learning material see better results in student communication and understanding.

The findings in this study explain that the use of digital media in learning has the potential to increase the effectiveness of learning communication. The symbols provided by digital media can help students understand concepts better, interaction and collaboration through digital media can increase student participation, and the right learning context and design are very important in maximizing the effectiveness of communication. Recommendations that can be taken are the importance of an integrated approach between the use of digital media, encouraging interactions, and learning designs that are appropriate to the context of student learning.

In addition, the findings from the interviews also indicate several challenges that need attention in the use of digital media in learning communication. Some students report that too many distractions or technical difficulties can interfere with their focus and understanding. Therefore, it is important for teachers to ensure that the use of digital media in learning remains focused and effective.

The level of students' digital literacy can also affect the effectiveness of learning communication using digital media. Some students who have limited technology skills or are less familiar with using digital media may face difficulties in making optimal use of it. Therefore, it is necessary to have an approach that supports digital literacy learning and the development of students' technology skills.

In this context, recommendations that can be taken are the importance of proper training and education for teachers and students in the use of digital media in learning. Teachers need to receive training on integrating digital media in learning design and classroom management, while students need to receive training on using digital media effectively and being responsive to the digital learning environment [16].

The use of digital media in learning communication offers great potential to increase learning effectiveness. Symbols in digital media can help students understand concepts, interaction and collaboration through digital media can increase student participation, and the right learning context and design are very important in maximizing the effectiveness of communication. However, challenges such as distraction, technical difficulties, and students' digital literacy level also need attention. With an integrated approach, proper training, and a deep understanding of the use of digital media, it is expected that the effectiveness of learning communication using digital media can be significantly increased.

There are several further steps that can be taken to increase the effectiveness of learning communication using digital media:

1. Development of interactive content: Integrating interactive and interesting content in digital media can strengthen student engagement in the learning process. This can include elements such as simulations, educational games, or collaborative activities that encourage active student participation.
2. Monitoring and feedback: Ensuring regular monitoring and feedback mechanisms between teachers and students is very important in learning communication using digital media. Teachers need to provide constructive feedback on student performance and progress, while students also need to be given the opportunity to provide feedback on the learning process and the use of digital media.
3. Collaborative learning: Encouraging students to work together in groups or teams through collaborative features in digital media can improve their communication and understanding. Collaborative projects, online discussions, or discussion forums can be platforms for sharing ideas, experiences, and broadening student understanding.
4. Continuous evaluation: Continuously evaluating the effectiveness of learning communication using digital media is an important step to identify successes and improvements that can be made. Through this evaluation, adjustments and improvements can be made to the learning design, the use of digital media, and the communication strategies used.

By taking these steps, the effectiveness of learning communication using digital media can be increased. Continuous improvement and continuity in the application of digital media in learning is key in harnessing the potential of technology to strengthen student communication and understanding.

#### 4. CONCLUSION

This research has discussed the effectiveness of learning communication using digital media based on the theory of symbolic mediation communication. The findings from this study indicate that the use of digital media in learning has the potential to increase the effectiveness of communication between teachers and students.

The use of symbols in digital media helps students understand concepts better. Interaction and collaboration through digital media also increase student participation in learning. However, the effectiveness of learning communication using digital media is influenced by the context and appropriate learning design.

Challenges such as distraction, technical difficulties, and students' digital literacy level need to be considered in the use of digital media. Therefore, it is advisable to provide proper training to teachers and students in the use of digital media and develop interactive and engaging content to increase student engagement.

Through these steps, it is hoped that the effectiveness of learning communication using digital media can be increased. Continuous evaluation and adjustments also need to be made to ensure continuous improvement in the use of digital media in learning.

By optimizing the use of digital media in learning, a dynamic, interactive, and effective learning environment can be created. The results of this study contribute to our understanding of the use of digital media in educational contexts and provide a foundation for the development of better learning practices.

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