

**The Influence of Learning Communication Quality  
Media on Student Learning Interest  
(The case at Mamba'ul Ulum Islamic Boarding School Vocational  
School, Sindang Jawa, Cirebon)**

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***Abstract***

*The importance of an education is to increase the nation's competitiveness which aims to create social justice. Shows that Indonesia must continue to spur investment in human resources. On this it can be said that education has relevanto investment in human resources. The priority scale in our current education is vocational education. Both the upper secondary level (SMK) and tertiary education such as poly,technics, D3 and D4 Communication in the field of education is a very important element and has a very large role in determining the success of education. The teaching and learning process carried out in the classroom mostly occurs due to communication in the field of education. Thus it can be stated that educational communication can be interpreted as instructional communication. In this study, the population was the students of the Manbaul Ulum Dukuntang Vocational High School, the competence of Visual Communication Design skills. While the sample is DKV Class XI and XII students at the Mamba'ul Ulum Islamic Boarding School. Testing techniques using validity test, reliability test and regression test. Based on statistical tests that measure the effect of the quality of learning media on learning interest, the results show that all of them meet the requirements for carrying out the regression test. The results obtained on the quality of learning communication media in productive lessons in the field of Visual Communication Design expertise which consists of four dimensions, including Material, Presentation Order, Language and Attraction get a value of 4.09 on a scale of 1-5 which means good. The learning interest of students who take part in learning productive subjects by using learning communication media which consists of four dimensions, including Likes, Interest, Attention and Involvement get a score of 3.89 on a scale of 1-5 which means good, the regression test is 0.398 which indicates that the quality learning communication media has an effect of 39.8% on student learning interest.*

**Keyword:** *Communication media, Multimedia, Learning communication, Correlation study*

## **INTRODUCTION**

The purpose of education is to increase the competitiveness of a nation so that social justice can be created. As of 11 October 2018, Indonesia (ekonomi bisnis.com) ranks 87th out of 157 countries in terms of its competitiveness based on the HDI human development

index, according to the President of the World Bank Group (WBG), Jim Yong Kim. Indonesia must continue to invest in human resources. Human resource investment is directly related to education. This implementation involves providing a large portion of APBN for education. Education received a budget of 492.5 trillion in 2019, or 20% of the State Budget ([visual.kemenkeu.go.id](http://visual.kemenkeu.go.id)).

Handayani (2015) said that, We current education system prioritizes vocational education. The upper secondary level (SMK) as well as higher education, such as polytechnics, D3 and D4. A report on [www.mediaindonesia.com](http://www.mediaindonesia.com) quoted Darmin Nasution, the Coordinating Minister for Economy, as saying that vocational education is a priority in the education sector. In the field situation, it was found that the proportion of secondary level vocational schools was greater than that of general schools.

Even if vocational schools receive priority, the facts on the ground still reflect poor news regarding vocational schools, especially at the upper secondary level. This is as reported by the mass media such as the Jakarta Newspaper 11 November 2017 which broke the news that the quality of 3000 SMK is still low. Likewise, [Beritasatu.com](http://Beritasatu.com) claimed that according to the National Professional Certification Agency (BNSP), the quality of SMK graduates was not as expected by the industry (Bairizki, 2020).

Conveyed by Hasbullah (2013) that of the several concerns listed by the mainstream media, one of the problems of SMK is quality. Aspects of quality in educational institutions such as vocational schools are influenced by various components. Among these components include the quality of the learning process. Teaching and learning activities are the main key in achieving the quality of education in SMK. In terms of items that need consideration is the factor of human resources, learning facilities and learning methods.

According to Nurrita (2018), one review of the learning approaches is the usage of learning communication media. The usage of communication media technology is carried out in order to create learning effectiveness. One of the markers is pupils' interest in learning. Success in learning cannot be separated from interest. Interest will make focus easier to do so that the material being examined will be easy to understand. Judging on its origin, interest might emerge from within oneself and from outside oneself. Interest that comes from inside arises based on the talent or potential possessed. In other words,

someone who has a certain talent, his interests will adjust. Interests that come from outside themselves arise due of the effect of the environment around them, it might be from friends, family, and because of needs.

An interest can be indicated by a remark showing that a student demonstrates or loves one item more than another. It can also be shown through engagement in an activity. Students who show an interest in certain objects tend to pay greater attention to these objects (Rusmiati, 2017).

With research problems, researchers intend to examine further the influence of the quality of learning communication media on student learning interest done at SMK Mamba'ul Ulum Islamic Boarding School, Cirebon district. Some of the learning interests usually experienced by these pupils include: Technology and Informatics: Students are interested in studying about programming, software development, graphic design, computer networks, or other sectors of technology. Automotive: Students' interest in learning is concentrated on the automotive field, such as car repair and maintenance, mechanical engineering, or vehicle design. Business and Entrepreneurship: Students have an interest in studying parts of business, management, marketing, or entrepreneurship. Design and Creativity: Students' interests are in graphic design, interior design, art, photography, or other creative fields. Mechanical Engineering: Students interested in mechanical engineering, including machine maintenance, metal fabrication, or automotive mechanics. The assumption of this study is that the quality of good and attractive learning communication media can boost students' interest in studying at SMK Ponpes Mamba'ul Ulum, Cirebon District.

The limitation of the formulation of the problem in the study revolves around how the quality of learning communication media at SMK Ponpes Mamba'ul Ulum, Cirebon District, how changes in student interest in learning at SMK Ponpes Mamba'ul Ulum, Cirebon District and how much influence the quality of learning communication media has in increasing student interest in learning at SMK Ponpes Mamba'ul Ulum, Cirebon District.

## **RESEARCH METHOD**

The approach in this research is descriptive quantitative research approach, because this research is presented with numbers. This is in accordance with the opinion (Arikunto, 2006) who stated that quantitative research is a research approach that is required to use numbers, starting from data collection, interpretation of the data, and the appearance of the results. Quantitative research with descriptive format aims to explain and describe various situations and various variables that arise in the community that is the object of the research based on what happened (Bungin, 2005).

This research consists of two variables. Sugiyono (2009) said that research variables in quantitative research can be divided into two types, that is:

1. The independent variable is a variable that affects or is the cause of the change or the emergence of the dependent variable (bound). The independent variable (X) in this study is the quality of learning media.

The quality of learning media according by Made Wena (2011) includes:

- 1). Material depth level,
- 2). The order of presentation of the contents,
- 3). Clarity of language use,
- 4). Display attractiveness.

From the reference the concept is derived operationally as follows:

<b>Dimension</b>		<b>Indicator</b>
Theory	1	Material suitability
	2	Appropriateness of the purpose of the material
	3	Material equipment
Order of Serving	4	Prologue
	5	Contents
	6	Conclusion
Language	7	Familiar
	8	Understood
	9	Not multiple interpretations
Attractiveness	10	Audio
	11	Videos
	12	Audio Visual

2. The dependent variable is a variable that is influenced or caused by the existence of independent variables. The dependent variable (Y) in this study is student learning interest.

According by Djaali (2008) interest is a sense of preference and a sense of interest in a thing or activity, without anyone telling. Fathurrohman, learning is an activity that causes a change in behavior that is relatively permanent and the change is carried out through activities, or deliberate efforts. Interest in learning is a person's psychological aspect that manifests itself in several symptoms, such as; passion, desire, feeling like to carry out the process of changing behavior through various activities that include seeking knowledge and experience, in other words, interest in learning is attention, liking, interest of someone (students) towards learning which is shown through enthusiasm, participation and activeness in learning . Derived in the operational framework of variables as follows:

<b>Dimension</b>		<b>Indicator</b>
Favorite	1	Happiness
	2	Not bored
	3	Presence
Interest	4	Enthusiastic
	5	Proactive
	6	Comfort
Attention	7	Focus
	8	Listen
	9	Take notes
Involvement	10	Active discussion
	11	Actively ask
	12	Participation in group assignments

### **Population and Sample**

The population of this study according by Sugiyono (2007) population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population was students of SMK Ponpes Mamba'ul Ulum Dukuhpuntang with competence in Visual Communication Design skills.

The sample is part of the number and characteristics possessed by the population. In this study using a total sampling technique. Total sampling is a sampling technique where the number of samples is the same as the population (Sugiyono, 2007) with the reason that the population is less than 100 DKV students of Class XI and XII SMK Ponpes Mamba'ul Ulum the population is used as a research sample. In this case, the researchers took samples, namely class XI and XII DKV with 49 respondents.

## **Research Data Analysis Techniques**

### **Validity Test**

Validity is a test of the validity of the research instrument (quizloner) that will be used to collect data related to research variables. So that the research instrument used can display accurate data, the validity of the questions or statements is tested. According by Imam Gozali (2006). If  $r_{count} > r_{table}$  and the value is positive, the statement or indicator item is declared valid. To calculate the correlation between each statement with the total score using the ProductMoment correlation technique formula using the formula according by Husein Umar (2005).

### **Reliability Test**

Reliability is a consistent test of research instruments (questionnaires), so that the questions or statements in the questionnaire are truly reliable for use in collecting data related to research variables. Like the validity test, the research instrument must also be tested for reliability. According by Imam Gozali (2006) that "a construct or variable is said to be reliable if it gives Cronbach's Alpha value  $> 0.60$ .

### **Regression Test**

This regression analysis is used to test how the effect of each independent variable (X) on the dependent variable (Y) is formulated in the following equation:  $Y = a + bx$ . To calculate the regression used a software tool, namely SPSS 20.0.

## **RESULT AND DISCUSSION**

### **Communication**

In simple terms, what is meant by communication is the process of exchanging messages or information that contains meaning, from the sender (communicator) to the recipient (communicant) to achieve certain goals. Communication is a consequence in establishing relationships between humans that make a major contribution to human life. Communication is a basic human need in social interaction. Communication also plays a role in achieving the goals of human interaction in social relationships (Brent D. Ruben dan Lea P. Stewart, 2012).

Communication in the field of education is a very important element and has a very large role in determining the success of education. The teaching-learning process

carried out in the classroom mostly occurs because of communication. Instructional communication is the core of teaching and learning process activities. Thus it can be stated that educational communication can be interpreted as instructional communication. Another definition of instructional communication was put forward by Lashbrook and Wheeless, (in Nimmo, 1979) instructional communication as a communication study consisting of various variables such as strategy, process, technology and or a system related to formal and mastery of material and modification of learning outcomes (*the study of communication variables, strategies, technologies, and or system asa relate to formal instruction and acquisition and modificaton of learning outcomes*).

Educational communication and instructional communication with its derivative aspects, is a communication process and activity specifically designed for the purpose of increasing added value for the target party, which in many ways is actually to increase literacy in many areas of life that are nuanced in technology, communication and information. . Instructional communication is a communication process that is patterned and specifically designed to change the behavior of targets in a particular community for the better (Yusup, 2010).

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### **Communication Media Learning**

Communication media is the delivery of messages from the sender to the recipient of the message, the communication media is a distributor of information. The term communication media used can also be known as learning media. Lesle J. Briggs (Wina Sanjaya, 2012) stated that communication media is a communication tool to provide stimulation for students so that the learning process occurs.

Dina Indriana (2011) explains that communication media in learning is a communication tool in the learning process. Rusman (2012) argues that communication media in learning is a message carrier technology that can be used for learning purposes and communication media in learning is a physical means for conveying subject matter.

Communication media in learning is a means of communication in print or audio-visual form which includes hardware technology. According to I Wayan (2007) the learning process contains five communication components, namely: teacher (communicator), learning materials, learning media, students (communicants), and learning objectives.

Based on these various definitions, it can be concluded that communication media in learning is anything that can be used to channel messages that facilitate the learning process for students and educators or teachers and stimulate the attention, interest, thoughts and feelings of students in learning activities. Communication media in learning is a means of communication in print or audio-visual form which includes hardware technology.

### **Types of Communication Media Learning**

The types of communication media in learning activities range from simple and inexpensive media to sophisticated and expensive media. The various types of media can be classified into several classifications. Classification of learning media according by Dina Indriana, (2011) is as follows :

1. According to the form of information used in learning media, learning media are categorized as follows:
  - a. silent visual media
  - b. motion visual media
  - c. audio media
  - d. silent audio-visual media
  - e. motion audio visual media
2. According to the form and method of presentation, learning media are categorized as follows:
  - a. Graphic media, printed materials, and still images
  - b. Silent projection media
  - c. Audio media
  - d. Picture/film media
  - e. Television media
  - f. Multimedia



The product developed is included in the computer media group, where computer media can virtually provide an immediate response to the learning outcomes of students. Computer media also has the ability to store and manipulate information as needed. Computer-based media presentation is media that optimizes the role of computers as a means to display and manipulate text, images, graphics, and sound in an integrated display. Computer-based media can be designed and used as an effective medium for studying and teaching relevant learning materials such as graphic design and animation.

### **Interest to Learn**

In everyday life, interest is often equated with attention, but actually interest and attention have different meanings. Attention is temporary (not for a long time) and is not necessarily accompanied by pleasure. While interest is always followed by feelings of pleasure and from there satisfaction is obtained. An interest can be expressed through a statement that shows that a student shows / likes one thing more than another. It can also be manifested through its participation in an activity. Students who have an interest in certain objects tend to pay greater attention to these objects.

The definition of interest according by Slameto (2003) is a persistent tendency to pay attention and remember some activities. Another view states that interest is a sense of liking and feeling interested in a thing or activity, without anyone asking (Djaali, 2008). According by Crow & Crow (in Djaali, 2008) said that interest is related to the style of motion that encourages a person to face or deal with people, objects, activities, experiences that are stimulated by the activity itself. Learning is an activity from not knowing to knowing. That's why learning is very important for all humans, including us as a student. Because without learning then we will not know what we should know.

According by Slameto (2003) students who are interested in learning are as follows:

1. Have a constant tendency to pay attention and remember something that is learned continuously.
2. There is a sense of like and happy about something that interests him.
3. Get something of pride and satisfaction in something that is of interest.
4. Prefers things that interest him more than anything else

5. Manifested through participation in activities and activities

From the above opinion it can be concluded that the characteristics of interest in learning are having a constant tendency to pay attention and remember something continuously, gain pride and satisfaction with things of interest, participate in learning, and interest in learning is influenced by culture.

### **Quality of Learning Communication Media Variable (X)**

The recapitulation analysis of variable X based on the results of the calculation of research data obtained as follows:

**Table 1**  
**Result of Calculation of Average Variable X**

Statement	N	Min	Max	Mean	Std. Deviation
X1	49	2,00	5,00	4,1429	,67700
X2	49	3,00	5,00	4,4286	,64550
X3	49	3,00	5,00	4,3061	,68325
X4	49	3,00	5,00	4,0612	,65854
X5	49	1,00	5,00	3,8571	,88976
X6	48	2,00	5,00	3,8333	,69446
X7	49	1,00	5,00	3,7959	,91241
X8	49	2,00	5,00	4,0612	,80125
X9	49	2,00	5,00	3,4286	,95743
X10	49	2,00	5,00	4,1429	,70711
X11	49	3,00	5,00	4,0612	,74744
X12	49	3,00	5,00	4,0000	,61237

From the average value will be converted into a scale of one to five. The description is as follows:

1. Value 1.0 - 1.8 means very negative
2. The value of 1.8 - 2.6 means negative
3. The value of 2.6 - 3.4 means moderate
4. The value of 3.4 - 4.2 means positive
5. Value 4.2 - 5.0 means very positive

Based on the table above, it can be analyzed as follows:

1. Based on the indicator the highest value is the second indicator, namely the suitability of the material with an average value of 4.42. If it is converted to a scale

then it is positive or good. This means that the material presented in the learning communication media is good.

2. Based on the indicator the lowest value is the fourth indicator, namely language that is not multi-interpreted with an average value of 3.42. If it is converted to a scale then it is positive or Medium. This means that the language used in learning communication media is MEDIUM or can still lead to multiple interpretations.
3. Based on the dimensions seen from the average of each dimension, the data obtained are as follows:
  - a. Dimensions of the material in the learning communication media on average is 4.29. if converted to a scale indicates a positive number or Good. This means that the material in learning media communication is declared Good
  - b. The dimension of the order of presentation in learning communication media on average is 3.19. If converted to a scale, it shows a positive or moderate number. This means that the order of presentation in instructional media communication is stated as Medium.
  - c. The average language dimension used in learning communication media is 3.76. If it is converted to a scale it shows a positive number or Good. This means that the language used in learning media communication is declared Good.
  - d. The dimension of attractiveness in learning communication media on average is 4.06. If it is converted to a scale it shows a positive number or Good. This means that the attractiveness of learning media communication is declared Good.
4. Based on the variables obtained an average of 4.09. If it is converted to a scale it shows a positive number or Good. This means that learning media communication is declared Good.

### **Learning Interest Variable (Y)**

The basis for making data analysis of the Y variable (Learning Interest) is to look at the average value. From the average value will be converted into a scale of one to five. The description is as follows:

Based on the table above, it can be analyzed as follows:

1. Value 1.0 - 1.8 means very negative
2. The value of 1.8 - 2.6 means negative
3. The value of 2.6 - 3.4 means moderate
4. The value of 3.4 - 4.2 means positive
5. Value 4.2 - 5.0 means very positive

The analysis of the Y variable based on the results of the SPSS IBM 20 calculation was found to be initially as follows:

**Table 2**  
**Result of Calculation of Average Variable Y**

Statement	N	Min	Max	Mean	Std. Deviation
Y1	49	1,00	5,00	4,0000	,86603
Y2	49	1,00	5,00	3,7959	,88928
Y3	49	3,00	5,00	3,8776	,88111
Y4	49	3,00	5,00	3,8980	,77041
Y5	49	3,00	5,00	3,8367	,77317
Y6	49	3,00	5,00	3,9184	,75930
Y7	49	2,00	5,00	3,8367	,62406
Y8	49	3,00	5,00	4,0408	,45457
Y9	49	3,00	5,00	4,0408	,73482
Y10	49	2,00	5,00	3,7347	,81075
Y11	49	2,00	5,00	3,5918	,81441
Y12	49	2,00	5,00	3,8571	,81650

Based on the table above, it can be analyzed as follows:

1. Based on the indicators, the highest scores are the eighth and ninth indicators, namely listening and taking notes with an average value of 4.04. If it is converted to a scale then it is positive or good. This means that students' interest in learning which is marked by listening and taking notes is good.
2. Based on the indicator the lowest value is the eleventh indicator, namely the activity of asking questions with an average value of 3.59. If it is converted to a scale then it is positive or good. This means that the student's interest in learning which is marked by the activity of asking questions is good.
3. Based on the dimensions seen from the average of each dimension, the data obtained are as follows:

- a. The dimension of liking in teaching and learning activities on average is 3.89. if converted to a scale indicates a positive number or Good. This means that students' interest in learning in the dimension of liking for the process of teaching and learning activities is declared Good.
  - b. The dimension of interest in teaching and learning activities on average is 3.88. if converted to a scale indicates a positive number or Good. This means that students' interest in learning in the dimension of interest in the process of teaching and learning activities is declared Good.
  - c. The dimension of attention in teaching and learning activities on average is 3.97. if converted to a scale indicates a positive number or Good. This means that students' interest in learning in the dimension of attention to the process of teaching and learning activities is declared Good.
  - d. The dimension of involvement in teaching and learning activities on average is 3.72. if converted to a scale indicates a positive number or Good. This means that students' interest in learning in the dimension of involvement in the process of teaching and learning activities is declared Good.
4. Based on the variables obtained an average of 3.89. If it is converted to a scale it shows a positive number or Good. This means that students' interest in learning is declared Good.

**The Influence between the Quality of Learning Communication Media (Variable X) and Students' Interest in Learning (Variable Y)**

Regression analysis was conducted to test whether the independent variable in this case the quality of learning communication media (X) had a significant effect on the dependent variable in this case interest in learning (Y). Based on calculations using IBM SPSS Statistics 20, the following output is obtained:

**Table 3**  
**Regression Equation Model**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		

1	(Constant)	10,433	6,482		1,610	,114
	Media	,749	,134	,631	5,579	,000
a. Dependent Variable: Minat						

The multiple linear regression equation model based on the table above is the following regression equation:  $y = 10,433 + 0,749x$

Information :

Y = interest in learning

X = quality of learning communication media

From the regression function above, it is known that:

- 1) Constant : 10,433

The equation has a constant value of 10.433 which means that if the variable is constant, the student's interest in learning will be constant and still positive

- 2) Regression coefficient: 0.749

In the regression equation, the value of the learning communication media quality variable (X) on the regression coefficient is obtained with a positive value of 0.749. This means that the variable quality of learning communication media provides a positive change in the variable of student interest in learning at SMK Pesantren Manbaul Ulum. Positive means a unidirectional change. That is, if the quality of learning communication media increases, the student's interest in learning also increases with a regression coefficient of 0.749. And vice versa if the quality of learning communication media decreases, the student's interest in learning also decreases with a regression coefficient of 0.749.

### Determinant Coefficient Data

**Table 4**  
**Linear Coefficient Test**

Model Summary					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	,631 <sup>a</sup>	,398	,386		4,40500
a. Predictors: (Constant), Media					

Discussion of the linear correlation coefficient is the coefficient ( $R$ ) = 0.631. There is an influence between the quality of learning communication media with students' interest in learning by 39.8% while the remaining 60.2% is influenced by external factors that are not discussed or investigated in this study.

## CONCLUSION

Based on the formulation of the problems that have been discussed, it can be concluded as follows: 1) The quality of learning communication media in productive lessons in the field of Visual Communication Design expertise which consists of four dimensions including Material, Order of presentation, Language and Attractiveness gets a value of 4.09 on a scale of 1-5 which means good. 2) Students' interest in learning productive subjects using learning communication media which consists of four dimensions, including Like, Interest, Attention and Involvement get a score of 3.89 on a scale of 1-5 which means good. 3) Based on statistical tests that measure the effect of the quality of learning media on interest in learning, it was found that all of the results met the requirements for conducting a regression test. The results obtained on the determinant coefficient is 0.398 which indicates that the quality of learning communication media has an effect of 39.8% on students' interest in learning.

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