

OPTIMIZATION OF ENGLISH LANGUAGE LEARNING USING PREZI IN THE EDUCATIONAL TECHNOLOGY PROGRAM

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ABSTRACT

This research seeks to evaluate the impact of utilizing Prezi as an instructional tool to improve students' interest in learning, comprehension of concepts, and English language proficiency within the Educational Technology program. The study employs a classroom action research (CAR) design involving students as research subjects. Data were gathered using surveys, direct observations, and structured interviews. The findings indicate that the use of Prezi significantly increases students' interest in learning English. Additionally, students demonstrate improved conceptual understanding and language skills. These findings suggest that Prezi is an effective learning medium for enhancing the quality of English language instruction, particularly in the context of higher education.

Keywords: *Prezi, English language learning, learning interest, conceptual understanding.*

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi dampak penggunaan Prezi sebagai alat bantu pembelajaran dalam meningkatkan minat belajar, pemahaman konsep, dan keterampilan berbahasa Inggris mahasiswa dalam program Teknologi Pendidikan. Studi ini menggunakan desain penelitian tindakan kelas (PTK) dengan melibatkan mahasiswa sebagai subjek penelitian. Data dikumpulkan melalui survei, observasi langsung, dan wawancara terstruktur. Hasil penelitian menunjukkan bahwa penggunaan Prezi secara signifikan meningkatkan minat belajar mahasiswa dalam bahasa Inggris. Selain itu, mahasiswa juga menunjukkan peningkatan dalam pemahaman konsep dan keterampilan berbahasa. Temuan ini mengindikasikan bahwa Prezi merupakan media pembelajaran yang efektif untuk meningkatkan kualitas pengajaran bahasa Inggris, khususnya dalam konteks pendidikan tinggi.

Kata Kunci: *Prezi, pembelajaran bahasa Inggris, minat belajar, pemahaman konsep.*

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INTRODUCTION

Learning media are tools or means of conveying educational messages to students, making it easier for them to understand and master specific concepts or skills. Zuebaidha (2020) highlights the importance of media variety in enhancing students' learning interest, such as the use of Prezi and Kahoot. The function of learning media is to improve understanding, capture attention, support interaction processes, overcome limitations, and facilitate explanations by simplifying complex concepts to make them easier to understand. Rohima (2023) argues that using various types of learning media can accommodate different learning styles.

Learning media are no longer limited to traditional tools such as blackboards, books, or posters, but now include various technology-based innovations that are more interactive, flexible,

and personalized. Indrayani et al. (2024) report that students who use digital learning media show improvements in learning interest and final evaluations. This development has not only changed the way materials are delivered, but also made education more accessible, expanded the reach of learning, and created a more effective and enjoyable learning experience. Enhancing student motivation through the use of learning media requires a strategic, interactive approach that aligns with students' needs and interests. According to Masni (2015), increasing student motivation is one of the most effective strategies to improve the quality of learning. By combining innovative learning media with a student-centered approach, their motivation to learn can significantly increase.

Interest and motivation are two fundamental elements that determine students' success in higher education. In an era filled with academic challenges and technological advancements, a deep understanding of how interest and motivation are formed, as well as how both can be enhanced, becomes a key to productivity. According to Wulandari et al. (2023), learning media can enhance students' motivation by presenting learning materials in a more engaging and interactive way. Students who have a high interest in a particular course tend to be more enthusiastic. On the other hand, low interest can cause students to become passive, struggle with concentration, or even be reluctant to attend lectures. Andriani and Rasto (2019) argue that learning motivation is a key factor that can predict students' success in their studies.

Teaching English to students in the Educational Technology program at Universitas Negeri Makassar presents its own dynamics, blending academic, cultural, and technological challenges. According to Sinap, Susilawati, and Rosnija (2021), intrinsic motivation, such as The motivation to learn for the purpose of gaining knowledge, is a stronger predictor of English language proficiency compared to extrinsic motivation, such as the desire to obtain good grades. As a program that focuses on the application of technology in education, there is an expectation that students possess international communication competencies, including proficiency in English. However, English language teaching still often uses conventional methods that are less relevant to students' needs in the digital era. In fact, Educational Technology students require a technology-based approach, such as learning supported by interactive media, simulations, or technology-based projects. A lack of innovation in teaching can reduce student engagement.

One such media that is widely used today is Prezi, a presentation platform that offers dynamic and interactive visual features. Prezi provides a more engaging alternative compared to conventional presentation media, such as PowerPoint, through zooming animations and non-linear designs that help deliver material in a more interesting and structured manner. In the context of English language learning, especially at the university level, students' interest and motivation to learn often become major challenges. Huliselan (2016) argues that understanding students' learning styles can assist educators in designing more effective learning strategies. Many students find it difficult to stay focused or engaged with material presented in a monotonous manner. Therefore, Prezi is anticipated to produce a beneficial effect on the way learning slides are delivered, thereby increasing students' interest and motivation to become more actively involved in the learning process.

The objective of this research is to directly observe the effect of using Prezi on English language learning, specifically in enhancing students' interest and motivation to learn. By presenting interactive and visually engaging materials, it is expected that students will not only feel more

interested in the content but also be more motivated to understand concepts and improve their English language skills. Tafonao (2018) argues that using various types of learning media can accommodate different learning styles, thereby increasing the effectiveness of the learning interaction.

METHOD

This study employs a descriptive qualitative approach to deeply explore the understanding of English language learning strategies, perceptions of specific materials, or experiences of learning English using Prezi. The descriptive qualitative approach is chosen because it provides an opportunity for the researcher to collect in-depth and rich data related to the phenomenon of English language learning among students in the Educational Technology program.

This study aims to optimize English language learning through Prezi. The individuals involved in this study are students from the Educational Technology program at Universitas Negeri Makassar who are currently enrolled in the English Language course. This research was performed at Universitas Negeri Makassar, in the Educational Technology program of the Faculty of Education. The study has several limitations, including being carried out within a limited timeframe, focusing only on one class and one learning material, and the results may not be generalized to a broader population. The process of gathering data instruments within this research were carried out using surveys, observations, and interviews. The instruments used in this research include lesson plans, Prezi media, observation sheets, and questionnaires. Data collection in this study was conducted in stages and using various methods, including questionnaires, observations, and interviews. The collected data will be interpreted qualitatively. Qualitative analysis will be used to describe the learning process and students' responses to the use of Prezi. The researcher will draw conclusions concerning the utilization of Prezi as a tool for the success of English language learning.

RESULT AND DISCUSSION

The survey indicates that the majority of students feel the need for support in several key aspects of learning, with details showing that 69.2% of respondents stated they need help with understanding the material. This suggests that, despite the material being presented, students still face difficulties in grasping the concepts or information provided. This factor could be attributed to the complexity of the material or the delivery methods being less suited to their needs. 13.5% of students expressed a need for guidance in study techniques. This indicates that some students have not yet found effective learning strategies that match their individual needs. The remaining group pointed out that their main challenges lie in time management and access to learning resources. Some students find it difficult to balance study time with organizational activities and other tasks. Additionally, limited access to quality learning resources, such as books, journals, or digital materials, also hinders their learning process. Based on the survey results, it was found that the majority of students, 69.2%, expressed the need for support in understanding the material being taught. Aware of this, the researcher sought to design a learning strategy that not only addresses this need but also enhances the overall learning experience for students. One solution chosen was to implement Prezi-based learning media to present English language material in a more engaging

and comprehensible way. According to Jannah and Wardah (2022), effective learning strategies have an essential function in the achievement of English language learners in the context of developing better communication skills. According to Alviyaturrohman and team (2017), the interesting and interactive features of Prezi are able to stimulate students' interest in learning. Engaging media can spark interest, increase involvement, and create a more meaningful learning experience.

The selection of appropriate media is crucial to the success of the learning progress. In the context of English language, Prezi was chosen by the researcher due to its advantages in making the learning experience more interactive, engaging, and easier for students to understand. Ulfa et al. (2022) state that the interactive elements of Prezi can motivate students to participate actively in the learning progress. Instead of presenting material in a linear format like traditional slides, Prezi allows the lecturer or presenter to move between different elements of the material in a non-linear manner. This creates a more dynamic and enjoyable learning experience, especially when explaining English concepts such as grammar, vocabulary, or text structure.

With its creative visual display, Prezi is able to capture students' attention for longer periods. The smooth transitions and engaging animations motivate students to stay focused throughout the learning process. Prezi allows for the presentation of information in a gradual and structured manner. According to Irawati (2018), the visual and interactive features of Prezi can help students more easily understand complex language concepts. In English language learning, this is particularly beneficial for explaining complex topics, such as tenses or idiomatic expressions, allowing students to grasp them step by step. Prezi can be combined with interactive elements such as images, videos, or concept maps. As a cloud-based platform, Prezi is easily accessible from various devices, supporting flexible learning. It allows students to access material anytime and anywhere, giving them more time to study independently. Solehudin (2020) emphasizes the importance of using engaging and interactive learning media, like Prezi, to foster students' curiosity.

With its advanced features, Prezi is an ideal choice as a presentation medium for English language learning. The use of Prezi not only makes learning more engaging but also helps students understand the material more effectively. Through Prezi, the researcher aims to create an interactive, relevant, and student-centered learning experience that aligns with the needs of students in the digital technology era. Palittin and colleagues (2019) found that learning motivation plays a crucial role in achieving optimal outcomes. As a result, students are expected to not only understand the material better but also become more motivated to master the English language as a whole.

Advantages of Prezi as a Presentation Media

1. Dynamic Visual Design

Prezi offers a zooming-based presentation approach. Instead of presenting material in a linear format like conventional slides, Prezi allows the instructor or presenter to transition between elements non-linearly. This creates a more dynamic and engaging learning experience, particularly when explaining English language concepts such as grammar, vocabulary, or text structure.

2. Attention-Grabbing Ability

With its creative visual display, Prezi can capture students' attention for a longer duration. Smooth transitions and engaging animations motivate students to stay focused during the lesson. According

to Ritonga, Andini, and Ikmalah (2022), visual media has a crucial function in enhancing the effectiveness of teaching materials by presenting information in a more engaging and easily understandable manner.

3. Simplifying Complex Concepts

Prezi allows information to be presented gradually and in a structured way. In English language learning, this is particularly beneficial for explaining complex topics such as tenses or idiomatic expressions, enabling students to understand them step by step. Nasution and Siregar (2019) found that students who used Prezi-based learning media showed significant improvement in concept comprehension.

4. High Interactivity

Prezi can be combined with interactive elements such as images, videos, or concept maps. This encourages students to actively participate in discussions, both in understanding the language context and in practicing skills such as speaking and writing.

5. Relevance to Educational Technology

As a cloud-based platform, Prezi is easily accessible from various devices. This supports flexible learning, allowing students to access materials anytime and anywhere, providing them with more time to study independently.

Benefits of Prezi for English Language Learning

1. Enhancing Interest and Motivation

The attractive and non-monotonous presentation style makes students more motivated to learn. They feel that English language learning is no longer boring, but full of relevant visual exploration. According to Ulfiatul and Wardah (2021), the utilization of different educational tools can serve as an effective motivator for students in the English learning process.

2. Improving Understanding

Material presented visually is easier for students to understand and remember. With Prezi, abstract concepts in English can be visualized, making them clearer and more concrete. Based on research by Dewi and Latifah (2021), the use of Prezi media encourages students' interest in learning and helps them understand complex material.

3. Increasing Student Engagement

Students tend to be more engaged when presented with interactive learning media. Prezi allows students to follow the learning process more actively, both through discussions and hands-on practice. Raharja et al. (2019) argue that high interactivity in platforms like iLearning+ can increase student motivation because they feel more involved in the learning process.

This study has successfully identified the significant impact of using Prezi in improving the quality of English learning for students in the Educational Technology program. The findings of this research are Aligned with earlier studies. that show that visual and interactive learning media like Prezi can enhance learning motivation, concept understanding, and overall learning outcomes. The research findings indicate that the use of Prezi effectively increased students' interest in the English course. This is consistent with the results found by Alviyaturrohman et al. (2017), who stated that Prezi can be a solution to address the issue of low learning interest. The attractive and interactive visual features of Prezi help create a more enjoyable and memorable learning experience. Data analysis shows that students who learned using Prezi had a better

understanding of concepts compared to the control group. This can be explained by Prezi's ability to present information visually and interactively, making it easier for students to connect different concepts. In addition to improving learning interest and concept understanding, the use of Prezi also contributed to the enhancement of students' language skills, particularly in speaking and writing. This is due to the opportunity for students to actively and creatively interact with the learning material.

CONCLUSION AND SUGGESTION

Based on the research findings, Prezi in English learning within the Educational Technology program has a positive impact on improving students' learning interest, concept understanding, and language skills. The outcomes of this research carry several significant consequences for education, particularly in the area of English language learning. First, this study suggests that utilizing Prezi as a learning tool can be an effective alternative. Second, the findings of this study provide guidance for educators in creating more captivating and efficient learning experiences. Third, this study opens up opportunities for further research on the use of Prezi in the context of teaching other courses.

Recommendations

1. Integration of Prezi into the Curriculum: Integrate the use of Prezi more systematically into the English learning curriculum.
2. Development of Learning Materials: Develop learning materials specifically designed to be used with Prezi.
3. Training for Lecturers: Provide training for lecturers to enhance their ability to use Prezi as a learning media.
4. Further Research: Conduct further research to examine the impact of using Prezi in different learning contexts.

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