THE ANALYSIS OF STUDENTS’ INTEREST TOWARD VISUAL DESIGN COMMUNICATION IN STUDYING ENGLISH

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ABSTRACT
The researcher analyzed the students’ interest toward visual design communication in studying English of SMK Negeri 4 Wajo at the second grade Multimedia. The research purpose is to measure the students’ interest in studying English through visual design communication at the second grade Multimedia of SMK Negeri 4 Wajo. The method that used of this research was quantitative research. Thirty-three students of the second-grade multimedia of SMK Negeri 4 Wajo were chosen as the subject of this research which located in SMK Negeri 4 Wajo. The total number of populations in this research was 33 students. The instrument of this research was questionnaire. The data of this research was collected by giving questionnaire to the subject of the research. There are thirty items of questionnaire were given to the subject of the research. The techniques of analyzing data were uses liker’s scale to collect the data, data analysis by using SPSS, presenting the data and describing conclusion. The finding or the result of the data of this research pointed out that most of the students are very interested in studying English through visual design communication. The students assumed that visual design communication is very interesting way in studying English and it is help them to understand English easily.

Keyword: Visual Design Communication, English Interest

INTRODUCTION
English has an important role in the world and become important in many fields life because English is an international language. While in Indonesia, English is a foreign language that does not have a function as a second language. English is not a means of communication that will be used every day, English is only used in certain places and times, such as during English lessons. In academics, it is educated as a subject matter and most of the students are less motivated in learning English, as they study English in order to pass the examination as English is one of the examined subjects.
Murdibjono (1999: 2) explained that “English is also considered as a tool for absorbing and evolving science and technology also culture for national advance”. It means that English is very important for Indonesian people in order to be able to compete with other countries in the field of education, science, technology, culture, etc.

We would never understand everything including the languages without trying to learn or study about it. As Allah said in Q.A. Al-Mujadilah: 11

Wa’ada qabila ansar’o fa’anshur’o yarqu Allah Al-dzim e amma’o munkm Al-dzim othu’o Al-ulum darghit,

“Allah will raise those who have believed among you and those who were given knowledge, by degrees”.

English is different from the source language, therefore in English lessons require a lot of effort rather than students are interested. The differences are such as the rules of the sounds system, the word formation, the word structures, the words meaning, and the social context. These differences shall cause troubles in learning English.

It is not easy to mastering English, therefore, there are several skills in mastering English. Such a listening, speaking, reading, and writing. These are the basic language skills especially in teaching English as a foreign language at schools, courses or other educational places whether it can be formal or informal.

Learning English has been implemented by the media to attract student’ interest. One of the most common media in learning is computer. Computer is widely used because it has many attractive features and applications compared to other media. By using this media, students can appreciate what they want and think.

One of most interesting is the visual design communication, or better known as graphic design. But, many people are not utilizing visual communication design as a means of learning the English language support.

Based on the preliminary research in vocational high school multimedia class, visual communication design has become the main productive lesson. In learning process, not all students know the vocabulary in the application of visual design communication. Students simply follow the instructions of a teacher or guide book lessons without regard to the meaning of the vocabulary that exists in the application. Thus, the English language is not essential when it is used in the application, as the students only know the usefulness of any instructions or buttons that contain the English vocabulary in the application without knowing the meaning of each vocabulary itself.
Visual design communication is very interesting for the students, as this media is expected to make students more enthusiastic and to prefer and do more attentive in studying English. Based on the above statement, the research problem of this research is “Does students’ interest studying English through Visual Design Communication at the second grade Multimedia of SMK Negeri 4 Wajo?” The researcher conducted this research purposes “To know the students’ interest studying English through Visual design Communication at the second grade Multimedia of SMK Negeri 4 Wajo”

The researcher expects that the result of this research may become useful contribution of visual design communication to teaching and learning process on students’ interest in studying English. The conclusion of this research is expected for the students to be able to know how their interest in learning English by using visual design communication, so they can explore themselves when they study English. By knowing student’ interest in learning English when using visual design communication, teachers are expected to be easy to teach English by combining between visual design communication and students’ learning English. This research could be a reference to other researchers who wants to conduct a research in the relevant topic.

This research will be held at the second grade of Multimedia class of Vocational High School 4 Wajo. The research will focus on the effect of Visual Design Communication and Students’ Interest in Studying English. The author would like to explain the notion of variables in order to avoid misunderstandings.

Visual design communication is a branch of design science that studies the concept of communication through various media that can be images, typesets, videos, interactive media and other visual media so that ideas conveyed are properly accepted by the recipient.

Visual design communication is a process for communicating creative ideas that will combine technology and visual arts that will start from an artist's burned hand which will then be transformed into a form of visual communication that transcends images and sentences. Be in control of type, movement, color, images, and symbols. Visual design communication is prepared to manage and create visual productions that will be designed to educate, inform or please the feelings of someone who is enjoying it.

Students’ interest refers to students’ feeling like and be attentive to somebody, something activity, that make them give full concentrate on something which takes their fancy in the absence of influence or constraint from outside.

Fundamentally interest is related to, likes, motivation and hobbies. Interest related with someone positive attitude toward something or an activity that is followed by his effort to
know, to learn, and to do such activity intensively. It is very important to develop learning methods that are of interest to students so that students are more motivated in learning and will be more enthusiastic in receiving lessons.

**REVIEW OF LITERATURE**

Thesis written by Dewi Halimatus Sa’diyyah with the tittle “Pengaruh Persepsi Siswa tentang Penggunaan Media Video Fikih terhadap Motivasi Belajar Siswa Kelas X MAN Godean Kabupaten Sleman Tahun Pelajaran 2015- 2016”. Skripsi. Yogyakarta: Jurusan Pendidikan Agama Islam Fakultas Ilmu Tarbiyah dan Keguruan UIN Sunan Kalijaga, 2016. Media is used in learning with the aim of providing convenience and helping students in learning. Likewise with the use of audio-visual media in the form of video, the media is used to make it easier for students to understand the material presented. Furthermore not all material is video, only a few materials are suitable. Students are happy if the Jurisprudence learning in the classroom is varied, which one of that using video in learning. For example, in the hajj material, students do not only imagine how the hajj procession is, but by giving a video about the implementation of hajj students get an idea of how the hajj procession is and at the same time practicing it. This research is a quantitative research that is correlation in nature, because it aims to reveal the relationship between variables. Variable is the object of research, or what is the research point of attention. The population of this study were 164 students of class X MAN Godean. Sampling was done by using purposive sampling technique based on suggestions from the Jurisprudence teacher on the consideration of adequate facilities and infrastructure in the class and the characteristics of children who are students with high achievement levels. The data was collected using a scale technique questionnaire method, interviews, observation, and documentation. Instrument analysis includes analysis of validity and reliability. Data analysis includes comparative analysis using t-test. The results of this study indicate that there is no significant effect or difference to the use of the Jurisprudence video media on the learning motivation of MAN Godean students on the two scales used. The t value in the output results above shows a number of 1.855. Meanwhile, the t table with 27 respondents at the 5% significance level is 1.943. The table shows that the calculated t value is smaller than the t table (1.855 <1.943). Based on the summary model table, it is known that r or the correlation value of the two variables is 0.348. This value shows that there is no correlation between the use of the Jurisprudence video media with student learning motivation (r count <r table) = (0.348 <0.381). While the value of r square or coefficients of determination in this study was 0.121. This figure shows that the
use of the Jurisprudence video media is 12% towards student learning motivation. While the rest, which is 88%, is influenced by other factors which were not examined in this study.

Thesis written by Bayu Utomo Budi titled "Visual Communication Design Concepts Website Muslim.or.id as media Propagation" 2014 University of Sunan Kalijaga. This study is the descriptive qualitative research with the research focus of visual communication design concepts with an emphasis Muslim.or.id website design elements include line, area, color, illustration, typography, photography, and layout (layout).

After doing research with the data obtained, it can be concluded that the concept of visual communication design used muslim.or.id website using the principle of equilibrium (balance) and unity (unity) are applied to the elements contained design, namely gari, field, colors, symbols, typography, photography and layout. With these two principles, the look of the website will look balanced, harmonious, looks together and add aesthetic value that invites curiosity and interest of the audience to visit this website.

Thesis written by Erman Suhendri with the title "Descriptive Analysis Website Design and Character Online Republika" in 2009 Syarif Hidayatullah State Islamic University Jakarta. This study used a qualitative descriptive analysis with qualitative research will be used to analyze the data from the field and is more profound. By using descriptive analysis in which researchers tried to describe systematically Online Republika website design starts from the elements in the design, as well as how the organization among the elements of the element so will find the characters of this website. The data obtained were collected through interviews and observations.

METHOD

According to Cohen (1980), quantitative research is defined as social research using empirical methods and empirical statement. He argues that empirical statements are defined as descriptive statements about what "is" in a "real world" case rather than what "should" be the case. Usually, empirical statements are expressed in numerical terms, another factor in quantitative research is the applied empirical evaluation. Empirical evaluation is defined as a form that attempts to determine the extent to which certain programs or policies empirically fulfill or do not meet certain standards or norms. Furthermore, Creswell (1994) has provided a very concise definition of quantitative research as a type of research that `explains phenomena by collecting numerical data that is analyzed using mathematical based methods.
**Research Variable**

1. Visual design communication is a process for communicating creative ideas that will combine technology and visual arts that will start from an artist's burned hand which will then be transformed into a form of visual communication that transcends images and sentences. Be in control of type, movement, color, images, and symbols. Visual design communication is prepared to manage and create visual productions that will be designed to educate, inform or please the feelings of someone who is luxuriate it.

2. Interest is the nature of conscience that arises by itself and has a driving force. Great interest of a person would generate thrust. Great interest of a person will arouse desire. Desire is the nature of conscience that arises because people interested in something and encourage the formation of a motive to do for bringing it into reality. Someone’s wishes would rise if there is great interest.

**Research Subject**

Butler (1:1985) explained that “population was any collection of entities, of whatever kind, that was the object of investigation”. Population was the group to which the researcher would like the results of a study to be generalized. It included all individuals with certain specified characteristics.

Population is a collection of all elements processing one or more attribute of interest. (Arikunto 2006, In Fitriani 2013) has view that population is the total of the research subject. The population of this research is the second grade Multimedia class of Vocational High School 4 Wajo. The class consists of two classes, they are Multimedia A consist 16 students and Multimedia B consist 17 students. The total number of population in this research is 33 students. In this research, the researcher will use 2 classes, 16 sample from Multimedia A and 17 sample from Multimedia B.

**Instrument**

For this research, the researcher will give questionnaire using google form. The researcher will use questionnaire. The questioner consist of 30 items questions, the content of the questioner consist of students interest in English by used visual design communication as a media or tool to help students in studying English.

**Data Collecting Procedure**

Ashley Crossman (2018) stated that the sample quota is a type of non-probability sample that the woman will choose a sample according to her research standards. That is, the unit selected into the sample based on the characteristics predetermined so that the total sample has the same distribution characteristics are assumed to exist in the population studied. The
researcher using Total Quota Sampling. Quota sampling is a simple but effective way to conduct research at an early stage. From this population, the researcher can choose two variables to learn about a particular group. He or she can use gender as well as income level or education level for research purposes. The researcher can also add other sub-points to the data set according to the research needs.

In quota sampling there is a selection of non-random samples taken, but carried out from a category that some researchers find unreliable. Researchers run the risk of bias. The interviewer may be tempted to interview people on the street who seem to be most helpful in filling out the form or they may sample people who can argue with them or others they know simply to meet the target audience.

Quota sampling is former when the company is short on time or the budget for people researching a topic is limited. Quota sampling may also be used when detail accuracy is not important. To create a sample quota, knowledge of the population and its objectives must be well understood so that the researcher can select the relevant stratification, next to calculate the quota for each section of the population and finally continue to add the sample until the quota for each section is find.

Quota sampling has its own benefit. It is an easy process to run and decompose information after sampling. It also increases the representation of certain groups in the population thereby ensuring that these groups are underrepresented.

**Data analysis Techniques**

In analyzing data, the researcher used likert’ scale to accumulate the data in studying English through Visual Design Communication. The Answer modification is SA=5, A=4, N=3, DA=2, SD=1. After gaining the data from the students, the answer was converted from SA=Strongly Agree, A=Agree, N=Neutral, DA=Disagree, and SD=Strongly Disagree. The researcher will give score based on the fixed assessment category.

The category of likert’ scale options was presented as follow:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive (+)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Negative (-)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

(Sugiyono, 2017)
In calculating the mean score, standard deviation (SD), frequency, and percentage, the researcher used formula such as the following:

1. **Mean**
   Finding out the means score of the students’ answer by using formula:
   \[ X = \frac{\Sigma X}{N} \]
   - **X** = Means Score
   - **\Sigma X** = The sum of all the scores
   - **N** = The Number of Students

   (Gay et all, 2012)

2. **Standard Deviation**
   Finding out the standard deviation of the students questionnaire by using:
   \[ SD = \sqrt{\frac{\Sigma X^2}{N}} \]
   - **SD** = Standard Deviation
   - **\Sigma X^2** = Sum of all deviation after squaring
   - **N** = Number of cases

   (Sugiyono, 2017)

3. **Percentage**
   To find out the percentage of each statement, the researcher will use the formula:
   \[ P = \frac{F}{N} \times 100\% \]
   - **P** = Percentage
   - **F** = Frequency
   - **N** = Total number of students.

   (Sudjana, 2002)
The data was presented into the table distribution classification, then making categorization as well as presenting it in the form of diagram. Categorized was divided into five categories namely very high, high, medium, low and very low. The formula as the following:

<table>
<thead>
<tr>
<th>Interval</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>$X &gt; \text{Mean} + 1.5 \text{ SD}$</td>
<td>Very High</td>
</tr>
<tr>
<td>$\text{Mean} + 0.5 \text{ SD} &lt; X \leq \text{Mean} = 1.5 \text{ SD}$</td>
<td>High</td>
</tr>
<tr>
<td>$\text{Mean} - 0.5 \text{ SD} &lt; X \leq \text{Mean} + 0.5 \text{ SD}$</td>
<td>Medium</td>
</tr>
<tr>
<td>$\text{Mean} - 1.5 \text{ SD} &lt; X \leq \text{Mean} - 0.5 \text{ SD}$</td>
<td>Low</td>
</tr>
<tr>
<td>$X \leq \text{Mean} - 1.5 \text{ SD}$</td>
<td>Very Low</td>
</tr>
</tbody>
</table>

(Fudijono, 2015:174)

**FINDING AND DISCUSSION**

**Findings**

The finding of the research is the answer from the research problem of the research. The data of this research was analyzed through descriptive analysis by using SPSS 23 for windows software. The analysis of each aspect presented in the following: The result of data analyzed through questionnaire has five alternatives that were “Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree”. The results from the questionnaire were described into a table that adopted from Fudijono. This research was located in SMK Negeri 1 Wajo, south Sulawesi. Sample of this research consisted of 33 students from 2 classes.

The analysis of students’ interest in studying English toward Visual Design Communication was measured by 30 questions. From the data, the researcher found the mean score was 91.21 and Standard Deviation was 5.994. The results of data analysis as follows:

<table>
<thead>
<tr>
<th>No.</th>
<th>Interval</th>
<th>Frequent</th>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$X &gt; 100.21$</td>
<td>1</td>
<td>3.03%</td>
<td>Very High</td>
</tr>
</tbody>
</table>
The table above informs that the percentage of the students in the high category of students’ interest in learning English toward Visual Design Communication is the highest. Therefore, it can be concluded that students’ interest in learning English toward Visual Design Communication is in high category.

Discussion

In this section, the discussion deals with the interpretation of the findings derived from the result of statistical questionnaire in analyzing students’ interesting toward visual design communication in studying English. The researcher took the data from questionnaire based on the student’s opinions and perceptions.

The result of the questionnaire that were given to the subject of this research shows that the students of the second-grade multimedia of SMK Negeri 4 Wajo are very interest studying English through visual design communication. They assume that studying English through visual design communication is very good way to study English. They feel that when they study visual design communication with English at the same time they can also study English. They said it was very fun to study Visual Design Communication with English even though a few of them did not agree. They can learn two subjects at the same time and it is make them easy to understand English with their favorite subject or we can say their own major that is visual design communication.

CONCLUSION

Learning English is very important. Mastering the English is a must for the students because almost all the subjects in schools, colleges, and universities using English language especially in IT subject. Mastering English can ease the students to operate the computer. It could help the student especially IT students in making a journal, designing and editing a photo, making power point and so on.
After doing the research, it can be concluded that the students are very interested in learning English through visual design communication. It is easy for them to learn English through visual design communication because it is not really stressed them out.

So, the answer of the problem statement of this research which the question is “does students interested studying English through visual design communication” is students are very interested. They stated that doing our favorite activity is so fun. They can enjoy learning English without stress anymore. Some students contend that by mastering English, they can design anything without make any mistake because of misunderstanding when applying the tools in visual design communication.

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