

The Role of Learning Media in Educational Components to Enhance Students

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Abstract

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Learning media play an important role in education because they can accelerate and facilitate the teaching and learning process and increase its effectiveness. This article discusses the contribution of learning media to the education of students by improving understanding of material, stimulating motivation and encouraging active student participation. Learning media also support independent learning by allowing students to access materials anytime and anywhere, extending learning beyond the classroom. Different types of media, ranging from traditional media such as books and posters to modern technologies such as digital simulations, interactive video and virtual reality, are used to meet different learning needs. The use of these media helps to overcome the physical limitations of classrooms and to accommodate students' learning styles, whether visual, auditory or kinesthetic. However, there are challenges such as limited infrastructure and lack of teacher skills in using technology. Solutions include ongoing teacher training and the development of locally appropriate media. With the right approach, learning media becomes a key element in achieving educational goals, not only educating students cognitively, but also developing character and life skills needed for the future. Learning media is not just a tool, but an essential factor in creating a holistic and sustainable education.

Keywords: *learning media, education, learning styles, learning motivation*

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INTRODUCTION

Education is a lifelong process of acquiring knowledge, has a positive impact on individual development and can take place in different places and situations. In the broadest sense, teaching is a process of sharing knowledge that can take place at any time and in any place. True education occurs when a teacher gives lessons to students, both children and adults, who are expected to model, learn, teach, improve ethics and morals, and develop their knowledge. Education in the narrow sense refers to schools or formal educational institutions for students. The famous guidelines of Ki Hajar Dewantara, the father of Indonesian education, namely Ing Ngarso Sung Tulodo (setting an example in front), Ing Madyo Mangun Karso (providing encouragement and spirit in the

middle) and Tut Wuri Handayani (supporting from behind), confirm the role of teachers as the main foundation and spearhead of education (Hidayat et al,2024).

Teachers are one of the most important elements in the education system that has a strategic role in shaping the next generation of quality. As the main driver of the teaching-learning process, teachers are not only responsible for delivering subject matter, but also educating character, moral values, and life skills in students. In order to carry out this task effectively, teachers must have a clear vision and mission and comply with the established professional code of ethics. The professional code of ethics serves as a moral and professional guide for teachers in carrying out their duties and responsibilities. This code of ethics includes basic principles that reflect noble values in education, such as integrity, justice, responsibility and respect for the rights of learners. By adhering to this code, teachers can build trust, maintain the dignity of their profession, and create a conducive and inspiring learning environment (Ningrum *et al.*, 2024).

One of the most important things in the development of a country is education. The enemy to be fought begins and is established in it long ago through the minds of young people who are being educated and moulded. In the long run, parents will be left with the task of preparing a thoughtful, critical and creative generation to face the challenges of the future. Therefore, another approach to education is through the media, because learning is fun. So media for learning becomes very important. Without the limitation that media is used as a complex facility, but learning media also serves as a means for students to participate well.

Educational media is a tool that contributes to a smooth and effective learning and teaching process. These media are designed to be as interesting as possible, with the aim of motivating students to learn and making the learning process enjoyable rather than boring. Learning media includes anything that is used to convey messages or content that helps to make information clear and easier for students to understand. They facilitate the relationship between teacher and student and maximise student understanding of the material being taught. Without learning media, learning objectives are not maximised and the teaching and learning process is hindered. Learning itself is a process of changing behaviour that involves increasing knowledge, skills and experience of something new. This process involves cognitive, affective and psychomotor aspects, all of which can be improved (Ariyani *et al.*,2023).

The use of technology in education is growing rapidly, especially in supporting a more effective and engaging learning process. Various technologies such as digital devices, the Internet and learning applications play an important role in creating an interactive atmosphere that allows learners to be more involved in the learning process. With technology, learning no longer relies solely on textbooks and the teaching of educators, but also on technology-based learning media that support the needs of educators and learners. However, challenges often arise in the use of technology-enhanced learning media, particularly due to the lack of mastery of technology and innovation among educators, as well as limited facilities in educational institutions. Therefore, innovation in learning is essential to overcome these problems and to create an effective and efficient learning environment. One step towards this goal is to increase the use of more interactive and innovative technology-based media, which can make the teaching and

learning process more interesting and support the optimal achievement of learning objectives, as well as create a dynamic and accessible learning experience for learners, which in turn can improve the overall quality of education (Dwi *et al.*, 2024).

Learning media serve as the primary means of delivering information and educational materials through various formats, such as visual, audio or interactive, with the primary purpose of increasing the student's understanding of the material being taught. These media allow complex concepts to be made simpler and easier to understand through the use of elements such as images, videos, animations and simulations. Research shows that digital interactive media not only increases student engagement, but also contributes significantly to their learning outcomes. For example, instructional videos supported by strong visual elements help students retain material better, while virtual simulations or educational apps allow students to learn through hands-on exploration, encouraging more active learning. Technology-enhanced media also support the personalisation of learning, allowing students to learn in their own style and at their own pace, and teachers to provide real-time feedback through digital platforms. In this way, educational media serve not only as a tool, but also as a catalyst for creating an adaptive learning environment that supports the development of critical thinking skills, creativity and collaboration (Utomo,2023).

Of course, every student has a different learning style and it is a challenge and an opportunity for teachers to develop learning strategies that can accommodate all types of learning styles. Learning styles are a set of personal characteristics that influence a person's learning process, which is why education may be more enjoyable for one person than another. All students have different learning preferences and methods, which include ways of absorbing and remembering, thinking and solving problems. Learning styles are also very much related to the way each student learns, and the most valuable component is that if students always stick to their learning style, then they can accelerate the learning process. In addition, understanding learning styles will also help students to adapt their learning techniques so that the learning session is more efficient, deeper and produces the desired learning results (Supit *et al.*, 2023)

The use of technology is growing rapidly, especially in supporting the learning process. Various technologies play a role in creating an interesting learning atmosphere that makes learners more interactive in the learning process, such as digital devices, the internet, and learning applications (Laili *et al.*, 2022). The utilization of technology in learning ensures that the learning process does not only depend on textbooks and educators (Mahardika *et al.*, 2023). This highlights the importance of technology-based learning media as a necessity for educators and learners. However, challenges in implementing technology-based learning media are often encountered due to the lack of mastery of technology and innovation among educators, as well as the limited facilities of educational institutions (Rahma *et al.*, 2023). Innovation in the learning process is needed to overcome educational problems and create an effective and efficient learning environment(Susanti *et al.*,2024).

Therefore, the use of learning media is used as a supportive tool in teaching and learning activities that use various relevant media to achieve learning

objectives as planned. With the right media, learning becomes more interesting, more effective, and more motivating for students. Innovation in learning media creates an interesting and enjoyable learning atmosphere, reduces boredom, and increases students' interest and motivation to learn. Increased motivation is an indicator that learning goals are being met because students feel interested and encouraged to continue learning. Learning media also help educators deliver material that is easier to understand. When selecting media, educators need to be mindful of the principles of adapting to students' characteristics, such as age, ability, and learning style, so that the media truly support the learning process. In addition to learner characteristics, educators also need to consider time, place, and situation factors, such as distinguishing between classroom, out-of-classroom, and online media, and effectively managing learning time. Finally, educators must be able to use the media well to avoid technical problems. With the right selection and use of learning media, it is expected that the teaching and learning process will be smooth, interesting and provide optimal results for students (Khotimah, 2021).

RESEARCH METHOD

This research uses a qualitative research method which is a literature review by using various sources such as books, journals and other sources related to the role of digital literacy in preparing the younger generation for a bright future. Literature review is a method of collecting library data, reading and recording, and processing research materials. The literature review uses secondary data sources in the form of research published in national journals and books. This literature review started with the keywords digital age, literacy, young generation. The database used is Google scholar and Google book. Data analysis is carried out to find out what role digital literacy plays for the younger generation. The main sources used are several books and journals.

RESULTS AND DISCUSSION

Research into the role of educational media as part of the education of students has found that the use of media tailored to students' learning styles and motivation has a significant impact on the quality of learning. Research shows that the use of varied and interactive educational media can increase student interest and motivation, which ultimately leads to a better understanding of the material. Students who benefit from visual, auditory or kinesthetic learning media are reported to absorb information more easily and show greater enthusiasm for the learning process. This suggests that learning media designed to accommodate different learning styles can create a more inclusive and effective learning environment. However, it is important to remember that not all students will respond to these approaches in the same way, as individual differences can have a significant impact on learning outcomes. While the benefits are clear, there is a need for ongoing research to explore the long-term effects of such media on student engagement and achievement.

The use of learning media has also been shown to help reduce the boredom and anxiety often experienced by students, especially when they are being taught complex or difficult material. Learning media such as videos,

educational games and simulations that are engaging and more interactive can be a good way of reducing the difficulty of complex concepts and making them more relevant and easier for students to understand. In science learning, for example, media in the form of simulations of laboratory techniques allow students to see the experimental process virtually and directly, without having to own laboratory equipment. This adds depth to the learning experience and develops critical thinking and problem solving skills.

Learning media in innovation play an important role as a driver for better interaction between teachers and students. The use of media as a teaching tool promotes a more collaborative and participatory learning atmosphere, where the teacher is not only a provider of material, but also a facilitator who guides students to become actively involved in the learning process. On the other hand, students who are involved in interactive activities using learning media show a more active, confident and enthusiastic attitude in sharing their ideas and opinions. The interaction that occurs in this process not only helps students to understand the learning material better, but also improves their social skills, such as communication skills, teamwork and respect for others' opinions. Thus, innovation in the use of learning media not only enriches the learning experience, but also has a positive impact on students' overall character development and social skills.

All these findings provide strong confirmation that learning media have a very significant influence in supporting the achievement of educational goals, namely the education of students as a whole. The use of appropriate learning media not only facilitates a more interesting and enjoyable learning process, but also provides a meaningful experience for students. Effective media can help students to better understand and master the material, while improving their memory and critical thinking skills. Learning media can also play an important role in fostering a sense of excitement about learning, so that students are more motivated to continue exploring new knowledge. By providing a richer, more varied and interactive learning experience, educational media not only strengthen the educational process, but also prepare students to face future challenges with relevant knowledge and skills. These media become an important bridge in developing the full potential of students, both academically and in terms of character and life skills.

CONCLUSION

Media in education has an important role to play as a tool that contributes greatly to supporting the learning process and delivering material to students. The use of media not only helps to make the learning process more structured and efficient, but also provides innovative solutions that make the learning experience more interesting and interactive. Media play a role in three main aspects: changing the way decisions are made by providing access to richer information, encouraging the creation of new adaptive learning patterns, and providing innovative alternatives that integrate modern technology. In practice, media help lecturers to deliver material dynamically and efficiently, and provide additional motivation for students to study harder. There are different types of media, such as audio, visual and audio-visual, but audio-visual media is considered to be the

most effective because it can combine images, sound and movement to make learning more vivid and easier to understand. The use of well-designed media can increase students' understanding, enthusiasm for learning and active participation, making the learning process more enjoyable and meaningful. In this digital age, the integration of learning media through digital platforms and interactive technologies is not just an option, but a necessity to ensure that education remains relevant, engaging and effective in the midst of time.

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