

CHAPTER I

INTRODUCTION

1.1 Background of The Study

Vocabulary is a key element in language acquisition. An extensive vocabulary allows one to construct sentences more precisely, communicate ideas more clearly, and understand texts better. Vocabulary mastery also plays an important role in reading, writing, listening, and speaking skills. Vocabulary is a core component of language proficiency and provides much of the basic how well learners speak, listen, read, and write [1]. Through increasing vocabulary, one can improve the ability to communicate effectively are various contexts. Strategies for expanding vocabulary involve active reading, purposeful listening, and using new words in speaking and writing. Acquiring an adequate vocabulary is the most obviously important need in learning a second language [2]. Vocabulary education is also an important aspect of language learning, both as a first language and as a second language.

English is the second language that is usually studied by students in Indonesia. With a new language being studied, of course, students are required to understand the new vocabulary in English. Of course, students will encounter several problems in learning English vocabulary. there are 2 factors that students encounter when learning English, namely Linguistic and Non-linguistic. Linguistic factors are about the linguistic elements that exist in English. There are 2 types of non-linguistic factors, namely internal factors relating to student motivation, student interest and memorizing words; external factors related to learning methods, environment and situations [3]. By looking at the problems faced by students, teachers will certainly find several challenges or problems found in student problems. Teachers encounter several problems, such as determining the vocabulary to be taught, implementing new vocabulary in class, and less relevant learning media.

Whenever an educator wants to teach new vocabulary to their students, the most important thing they should do is to compile a list of vocabulary to be

learned from English literature materials, such as movies and articles. Reading is one of the most important ways to broaden our knowledge and expand our vocabulary in English, which is necessary to be able to use English both passively and actively [4].

Media learning, which includes a variety of print and digital tools and resources, is an important element in supporting the learning process. Media can be defined by its technology, symbol systems, and processing capabilities [5]. Diversifying learning materials, through the use of images, audio, video, and animation, can improve student understanding. Interactive and engaging, learning media uses simulations, educational games, and multimedia content to stimulate student interest and improve information retention. Flexibility and accessibility are enhanced by the provision of online materials, allowing students to learn anytime and from anywhere, and supporting different learning styles. Student engagement and creativity are enhanced through interactive media and media-based projects.

This period is distinguished by the ongoing advancement of technology and the widespread incorporation of innovative and strong technological achievements into people's life [6]. Gamification refers to the introduction of innovation in numerous digital platforms with the goal of leveraging student participation and engagement in classroom learning and creating positive classroom behavior [7]. Furthermore, it generates a more engaging, competitive, and appealing learning environment for students, resulting in increased engagement, motivation, achievement, and interaction [6].

Technology has revolutionized education, bringing forth innovations with significant impacts. Online learning now offers global accessibility, while mobile devices enable learning anytime, anywhere. Advances like Virtual Reality (VR) and Augmented Reality (AR) have made learning experiences more interactive. Adaptive learning systems, powered by artificial intelligence, tailor educational content to individual needs. Educational data analytics empower teachers to monitor student progress and refine teaching strategies, and online collaboration platforms enhance cooperation between students and

educators. Additionally, robotics and coding have been integrated into the curriculum, fostering problem-solving skills vital in the digital era. Overall, technology has expanded educational access, transforming the way learning occurs and creating a more dynamic and inclusive environment.

A pre-observation at SMPN 1 Gedeg involved an interview with the grade 7 English teacher. The teacher mentioned that students struggle with vocabulary mastery, which affects their understanding of the material taught in class. The teacher also noted that the LCD projector is the most frequently used learning tool..

In light of the above background, it is essential to take more effective actions, such as motivating students to improve their English learning outcomes and providing learning tools specifically designed to enhance vocabulary mastery. Researchers suggest using the Assemblr Edu application, which incorporates Augmented Reality features, as a learning medium.

Based on the description above, researchers are interested in conducting research with the title "The Effectiveness of Using Assembler Edu App as Vocabulary Learning Media at SMPN 1 Gedeg".

1.2 Problem Statements

Based on the background description above, the focus of the problem can be formulated, namely:

1. Is using Assemblr Edu Application effective for A Vocabulary Learning Media at SMPN 1 Gedeg?
2. To what extent are students' responses to the Assemblr Edu App vocabulary learning media at SMPN 1 Gedeg?

1.3 Objectives of The Study

1. To find out whether Assemblr Edu Application is effective for Vocabulary Learning Media at SMPN 1 Gedeg.
2. To find out the extent of students' response to the Assemblr Edu App vocabulary learning media at SMPN 1 Gedeg.

1.4 Significances of The Study

This research can be useful theoretically and practically as follows:

1. Theoretical significances
 - a. It is hoped that this research can help the development of English language learning, especially the mastery of English vocabulary.
 - b. It can enrich knowledge with learning media, thus improving the quality of vocabulary learning.
2. Practical Significances

The results of this study are expected to be useful for:

- a. For other researchers, the researcher believes that the study's findings might be utilized as a reference in future research.
- b. For students, the results of the research are expected to make the learning process more interesting and enjoyable, which will improve the students' vocabulary.
- c. For teacher, it is necessary for the teacher to employ engaging techniques and media, such as Asemmlr Edu. students will be interested in and participate in the lesson, and they should be able to create a positive atmosphere in the classroom so that students may study in a comfortable environment.

1.5 Limitation of The Study

In this study, the researcher establishes problem limitations to ensure the discussion remains focused on evaluating the effectiveness of using the Assemblr Edu Application as a vocabulary learning medium for 7th-grade students at SMPN 1 Gedeg.