

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the research

Speaking English is one of the important skills students majoring in English Education at Majapahit Islamic University (UNIM) must have. In the current era of globalization, the ability to communicate effectively in English is very necessary, both in academic and professional contexts. However, many students still face challenges in improving their speaking skills. Some factors that contribute to these difficulties include a lack of opportunities to practice, a lack of self-confidence, and teaching methods that are less engaging and interactive.

English speaking skills are a crucial aspect of global communication that affects various aspects of life. Various components are important in speaking skills, including pronunciation, intonation, vocabulary, and grammar. Effective speaking skills require mastery of these elements and the ability to integrate them into everyday communication.[1]

Acquiring second language speaking skills often faces various challenges. Some of the main problems faced by second language learners in speaking skills such as pronunciation, grammar, confidence and learning methods of speaking English. To overcome these problems, a comprehensive teaching approach and effective practice methods, as well as adequate support to overcome anxiety and build confidence, are needed.

In the field of language education which continues to develop, there is growing interest in integrating innovative teaching methodologies to enhance students' language skills. One such method that has gained prominence is the use of

infographics. Infographics, as defined by experts in the field, are visual representations that combine graphic design with data to present information in a more accessible and engaging manner. Infographics are designed to make complex information comprehensible by using visual elements to highlight patterns, trends, and relationships[2]. This approach aligns with the principles of cognitive theory, which suggests that visual aids can improve information retention and understanding by engaging multiple cognitive pathways[3].

One innovative method that can be used to overcome this problem is the use of infographics in the learning process. Infographics are visual representations of information or data designed to convey a message in a more understandable and engaging way. Visual tools like infographics can enhance understanding by providing learners with clear and concise representations of language structures, vocabulary, and speech patterns[4]. This can be particularly beneficial in language learning contexts, where the ability to organize and articulate thoughts clearly is crucial. The use of infographics in teaching English can help students understand the material better and remember the information longer. In addition, infographics can encourage students to participate more actively in discussions and presentations, which in turn can improve their speaking skills.

Previous research shows that the use of infographics can improve understanding and retention of information. Infographics can increase learning effectiveness by making complex information easier to digest and attracting students' attention[5]. In addition, found that infographics can increase students' learning motivation and make learning more enjoyable, which in turn can improve learning outcomes[6].

In the context of language teaching, research shows that data visualization through infographics can help students understand and remember vocabulary and sentence structures better[7]. This research also indicates that infographics can increase student participation in speaking and discussion activities, because they feel more confident with the visual support provided.

In addition, a study found that the use of infographics in learning English as a second language (ESL) can improve students' speaking skills[8]. Students who studied with the help of infographics showed significant improvements in fluency and coherence when speaking compared to students who studied with traditional methods. This shows the great potential of infographics in overcoming the difficulties faced by UNIM students in improving their speaking skills.

Based on evidence from previous research, this research focuses on the effect of using infographics on improving the speaking skills of students majoring in English at UNIM. By integrating infographics into the learning process, it is hoped that students can more easily understand English concepts and be more confident in speaking. This research will also explore how infographics can be used as an effective tool in teaching and learning English.

The correlation between infographic media and English speaking ability suggests that infographics can be an effective tool in language learning. Infographics help students understand and organize information visually, increase engagement, and provide the necessary context for better language use. Further research and implementation on the use of infographics in English language education can provide additional insights into how this visual medium can support the development of students' speaking skills.

The importance of this research lies in the effort to find more effective and innovative teaching methods to improve the quality of English language learning at UNIM. By improving students' speaking skills, it is hoped that they will be better prepared to face challenges in the academic and professional world. Apart from that, this research also aims to contribute to the development of more interactive and fun English teaching methods, which can be applied not only at UNIM but also in other educational institutions.

## **1.2 Formulation of the Problems**

The problem formulation in this research is:

1. Do infographics affect the English speaking ability of Majapahit Islamic University students?

## **1.3 The Purpose of the research**

The research objectives in this study are:

1. Know the use of infographics in learning English for Majapahit Islamic University students?

## **1.4 The significances of the research**

The significances of this research are:

### **1. Contribution to Knowledge**

- **Filling a Gap:** This research addresses a gap in understanding how infographics can impact English speaking ability. While infographics are widely used in various educational contexts, their specific effect on speaking skills, particularly in the context of learning English as a foreign language, has not been extensively studied.
- **Expanding Theories:** The study contributes to theories of multimedia learning and visual communication by providing empirical evidence on

how infographics can enhance language acquisition and speaking proficiency.

## 2. Practical Implications

- **Enhancing Teaching Methods:** The findings can lead to the development of more effective teaching strategies by incorporating infographics into English language instruction. Educators at Majapahit Islamic University can use these insights to design engaging and visually stimulating materials that improve students' speaking skills.
- **Improving Learning Outcomes:** By integrating infographics into the curriculum, educators can potentially improve students' ability to organize their thoughts and present them clearly, leading to better speaking performance.

## 3. Impact on Future Research

- **Stimulating Further Studies:** The research can prompt additional studies exploring different types of visual aids and their effects on language learning. It can also inspire investigations into how infographics can be tailored to various proficiency levels and language skills.
- **Methodological Contributions:** The study's methodology could be used as a model for future research in similar contexts or fields, helping to refine approaches to evaluating the effectiveness of educational tools.

## 5. Educational value

- **Curriculum Development:** The results can inform curriculum development by integrating evidence-based practices that utilize infographics to support English language learning. This could lead to more dynamic and effective educational materials and activities.
- **Teacher Training:** Educators can benefit from understanding how to effectively incorporate infographics into their teaching practices, which can be included in professional development programs.

### **1.5 Advantages of the Research**

Infographics offer several advantages as a method for teaching English speaking skills. Infographics enhance visual learning, increase engagement and motivation, provide contextual understanding, facilitate vocabulary acquisition, and support a variety of learning styles. In addition, infographics help structure practice and presentations, support critical thinking, and have practical applications in real-life scenarios. By incorporating infographics into language instruction, educators can create a more dynamic and effective learning environment that supports the development of strong English speaking skills. especially for students majoring in English education who will later become teachers who will pass on the learning outcomes of the Islamic University of Majapahit to students in schools in the future.