Use of Electronic Teaching Media Based on the Flip Builder Application to Increase Student's Reading Interest: Study of Qualitative Description of SMK Pasundan 1 Serang City Class XI

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Article history:	Abstract
	This study aims to increase student interest in reading at SMK Pasundan 1 Serang City Class XI Multimedia 1, the use of electronic teaching media based on the flip builder application is made using the flip builder application. This study used qualitative descriptive research by observing students' reading interest levels and using data collection procedures in the form of observation, interviews, and documentation to check the validity of the data using data triangulation with the stages of source technique, time technique, and data technique. Based on the results of observations in this study, the use of electronic teaching media based on the flip builder application to increase students' reading interest, it can be concluded that electronic teaching materials using applications based on the flip builder application can be said to have increased in terms of students' reading interest.

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1 Introduction

Education is the most important component of a country. Human education can improve the quality of the resources owned by implementers of development. The existence of quality education can determine the quality of the nation so as not to be left behind by other nations. For this reason, educational education is needed and becomes a guide in improving national quality, where one of the main components of the education system is the learning process (Aftiani et al., 2021). In the learning process, a teacher must be able to transfer knowledge well so that the knowledge given will be easily accepted by students, but this must also be balanced with how students can respond well to the learning process carried out in class so that there needs to be a sense of student interest in reading. Every learning process. In the development of learning media, there are several types including print, transparency, audio, sound slides, video/film, interactive multimedia, e-learning, and digital media. Reading interest, according to Dalman et al. (2017), is a stimulus to be able to understand the words contained in a reading text which thus readers can understand the content contained in the reading text. Thus the readers will also understand what is stated in the reading text (Usman & Sugianti, 2021).

In this study, researchers used a type of digital learning media. Digital-based media is a learning strategy that can be used in schools. Through digital-based media, learning can create interest for students in understanding learning (Aftiani et al., 2021). The issue of growing and increasing the spirit of reading and making the reading culture of Indonesian society is one of the most interesting issues to discuss. This is because the growth of the spirit of reading can bring to the ideal point of a nation. The ideal nation is the noble ideal of a nation because the ideal nation is a characteristic of an advanced and civilized nation so the right way is needed to bring it to ideal conditions. One of the basic keys, namely reading, is because someone who likes to read, must have an idea and if he has an idea, followed by efforts to build the idea into a reality (Sudarsana, 2014). From the discussion above, the problem is growing and increasing students' reading enthusiasm can be said that a country will create children of the nation who have lofty ideals with a culture of getting used to reading, especially for the nation's children. One of the learning media that is expected to create an interesting and conducive learning atmosphere is the use of flip book maker media. Flip book maker is an application to create e-books, e-modules, e-papers, and e-magazines. Not only in the form of text, but flip book makers can also insert images, graphics, sound, links, and videos on the worksheet (Hidayatullah & Rakhmawati, 2016).

Students can read by feeling like physically opening a book because there is an animation effect where when switching pages it will look like physically opening a book. The final result can be saved to Html, exe, zip, screen saver, and app formats. By using the learning media, it is hoped that it can provide renewal in the learning process in the classroom. The use of flip book maker media can increase students' interest in learning and can also affect student achievement or learning outcomes. The use of flipbooks can also improve understanding and improve the achievement of learning outcomes (Hidayatullah & Rakhmawati, 2016). From the observation that students of SMK Pasundan 1 Serang City Class XI Multimedia 1 experienced problems, especially interest in reading and reading culture was decreasing with a classical learning pattern with improvised teaching media, it caused students to feel lazy to read the teaching materials provided. By the teacher, so that no sense makes students interested in reading and cultivate students' reading interest, on this occasion the researcher will examine the use of electronic teaching media based on the flip builder application to increase students' reading interest, to see the extent to which reading interest has increased. Students with the use of electronic teaching media based on the flip builder application were assisted by the team in this study. This research is entitled Use of Electronic Teaching Media Based on Flip Builder Application to Increase Students' Reading Interest (Qualitative Description Study of SMK Pasundan 1 Serang City Class XI Multimedia 1) (David-Ferdon & Hertz, 2007; Jogezai et al., 2021).

2 Materials and Methods

Each research requires a research design and certain methods according to the problem being studied. In this study, the authors use methods to obtain accurate data. The method used is qualitative. According to Sugiyono qualitative research is research based on the philosophy of positivism, used to examine the condition of scientific objects, where the author is the key instrument, data collection techniques are carried out by triangulation (combined), and data analysis is inductive/qualitative and the research results emphasize more on meaning rather than generalization (Evi, 2019). In obtaining data, researchers used descriptive qualitative methods which are methods that aim to investigate

circumstances, conditions, situations, events, activities, and others (Evi, 2019). This research was conducted at SMK Pasundan 1 Serang City Class XI Multimedia 1 which is located on Jl. Raya Jkt Jl. Pakupatan No. KM. 3, Panancangan, Kec. Cipocok Jaya, Serang City, Banten 42124, Banten province, in this study the researchers determined the location because there were problems in the classical teaching pattern system using only makeshift teaching materials, this resulted in problems with students, namely a lack of interest in students' reading interest, and the subject of this study the researchers focused on Teachers and Students of SMK Pasundan 1 Serang City Class XI Multimedia 1 (Jo et al., 2009; Wang et al., 2018).

3   Results and Discussions

From the results of observations that the School at SMK Pasundan 1 Serang City Class XI Multimedia 1 it is known that students' reading interest is still very low, this is due to teachers when teaching in class still using classical techniques with improvised teaching media so that it causes students' reading interest levels decreases, the researchers know that this problem will make the level of students' reading interest decrease if it is not overcome with alternative use of more effective teaching media to increase students' interest in speaking so that researchers conduct research with the aim that students' reading interest will increase with the use of electronic teaching media based on flip builder application to increase students' reading interest (Lawrence & Rees, 2000; Lee & Kwak, 2012).

Figure 1. Front view of flip builder electronic teaching media
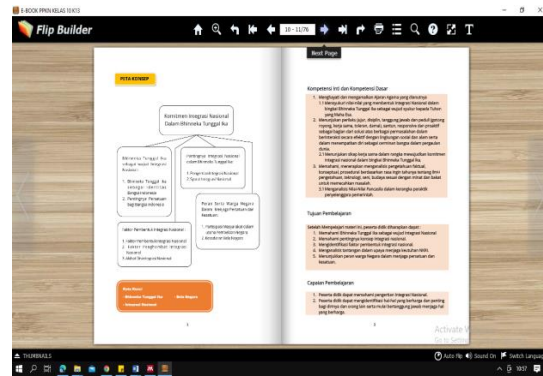

Figure 2. The display of the flip builder electronic teaching media after clicking the next page button
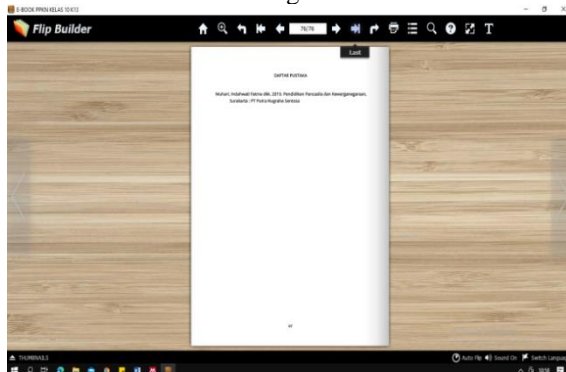

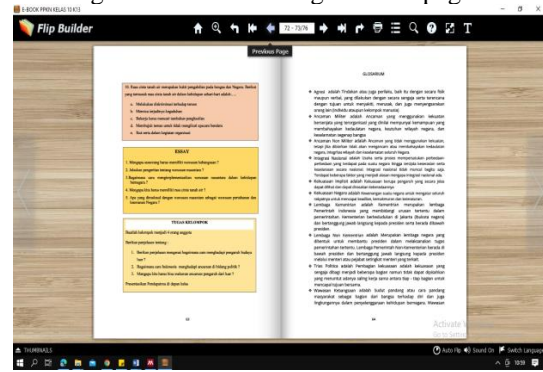Figure 3. Display of the e-module after clicking the Last button

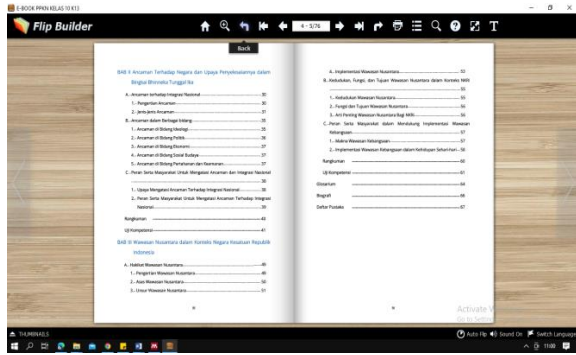Figure 4. The display of the e-module after clicking the Previous Page button

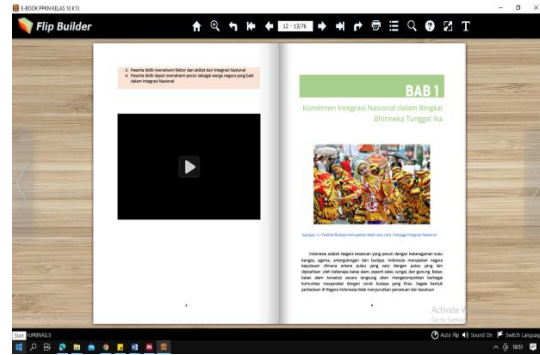Figure 5. The appearance of the e-module after clicking Back

Figure 6. Display after clicking Thumbnails

The last stage is testing the e-module that has been developed using the black box testing method to find out whether all navigation buttons can function according to the design that was made at the design stage. The black box method is a method used to test the functionality of an application without testing the program code. The results of black box testing can be seen in table 1 (Rindaryati, 2021).

Table 1
Black Box Testing of Electronic Teaching Media Based on the Flip Builder Application

No	Statement	Answer	
		Function	disfunction
1	Operates on various computer/laptop devices	✓	
2	Function Previous Page button to go to the previous page (move 1 page)	✓	
3	Function First button to return to the first page	✓	
4	Function Back button to return to the previous page	✓	
5	Function to Zoom In Button zoom in	✓	
6	Function to Next Page Button go to the next page	✓	
7	Function to forwarding Button return to the next page	✓	
8	Function to Print button print the pdf file	✓	
9	Function to Search Button	✓	
10	Function to Full Screen Navigation Key n for pen display	✓	
11	Function to Thumbnails Button view and go to the desired page	✓	
12	Function to Help Button for help	✓	
13	Function to Exit Button exit the application	✓	
14	Function to Auto flip button turn the book automatically	✓	
15	Function to Sound ON Button turn sound on and off	✓	

All buttons on learning media using the Flip Builder application are 100% running well and functioning as expected. The overall test results show that the learning media can work well as expected. Thus it can be said that the media is good (Rindaryati, 2021). Based on the results of research and data analysis, it can be said that the use of electronic teaching media based on the flip builder application to increase students' reading interest, especially at SMK Pasundan 1 Serang City class XI multimedia 1 can be used to be able to help a teacher in the learning process in the classroom and outside the classroom, by using electronic teaching media based on the flip builder application is one way to increase students' reading interest so that students can be motivated to be active in learning and an increase in students' reading interest, with the use of electronic teaching media based on the flip builder application students, can easily access anytime and anywhere only with a link that will be shared through social networks it will provide convenience for students so that whenever students can access the link from electronic teaching media based on the flip builder application only KD demands (Khaydarova et al., 2022; Surya, 2019). Learning media as a source of

student learning affects students' interest in learning and reading therefore the selection of the right learning media can affect student learning outcomes and students' interest in reading.

With this convenience, students will rise to the heights to more often read subject matter that has been packaged very attractively to increase students' reading interest, when students want to read subject matter using electronic teaching media based on the flip builder application, there will be a sense of interest in this (Pehlivan et al., 2010; Tirre & Dixit, 1995). Reading a teaching media material so that it will increase students' interest in reading with the convenience provided to students by the teacher with the use of electronic teaching media based on the flip builder application. In terms of design, the use of teaching media based on the flip builder application provides an attractive appearance like a real book and is complete with learning videos that allow students to more easily understand the material presented, so that the teaching media developed is effective and efficient in the student learning process to be used for independent study Multimedia is a form of learning media that can be used by teachers who can assist in the teaching and learning process (Mentari & Rosalina, 2018). Multimedia is a variety of media that are combined to be able to present information in the form of text, graphics, animation, images, video, and sound (Kumalasani, 2018).

4 Conclusion

From the results of research and discussions that have been carried out by researchers, it can be concluded that the use of electronic teaching media based on the flip builder application to increase students' reading interest, especially at SMK Pasundan 1 Serang City class XI multimedia 1 can be used to help a teacher in the learning process in the classroom. or outside the classroom, using electronic teaching media based on the flip builder application is one way to increase students' reading interest so that students can be motivated to be active in learning and an increase in students' reading interest, with the convenience and attractiveness of the features presented. Of electronic teaching media based on the flip builder application will increasingly motivate students to be able to increase students' reading interest with an attractive appearance like a book, easy to use, can be operated on various computer devices, and can be used in learning process (Kowalski & Limber, 2007; Agatston et al., 2007).

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