

# AN ANALYSIS OF THE EFFECTIVENESS OF ELECTRONIC MEDIA FOR READING COMPREHENSION: EFL STUDENTS' PERSPECTIVES

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## Abstract

The advancement of technology has given an impact on education, especially in comprehension way. This means in the world of literature, especially reading people get the benefit of improving their capability in terms of comprehension everywhere and anywhere. Comprehension has given the best impact to develop skills like listening, speaking, and reading. The main focus of this will be reading comprehension with the tools of technology advancement. This is leading to a better quality of learning for the people, especially the EFL students and language learners. There are so many media that allow the reader to access the easiest way to gain information or to develop themselves. Especially in the era of 4.0 where technology became the main media for the people to reach. This is important to give an analysis of the effectiveness of electronic media for the readers in this era. The effectivity allowed the reader to gain easy access, to the improvement and any other kind.

**Keywords:** Comprehension, Reading, Electronic, Media

## Introduction

Do you know the advancement of technology has led humans towards easier access to learning? Starting in the 2000's everything seems easier with the existence of advanced technology. Until today people seem can't be separated from the technology itself. As learners, education is really important to have certain technology (School of Education, 2020). Electronic media are those in which the audience may access the material via the use of electronics or electromechanical methods (Sarmast, 2018). Electronic media includes any equipment utilized in the electronic communication process, such as televisions, radios, telephones, gaming consoles, and portable devices (Minnesota, 2016). Based on the research this could be implemented not to the reading comprehension only like any kind of media can reveal the way to improve. (Kardiansyah & Qodriani, 2018) Electronic media has had a significant influence on individuals, particularly in the area of reading (Verma & Malviya, 2010). Looking back in time, there was a time when humans used the rock as a reading medium. Return to traditional media such as books, newspapers, and so on. It is proof that media technology is improving all the time (McGivern, 2016). From the standpoint of reading, the researcher will concentrate on the most recent technological advancements. Several things exist in the current state to provide the possibility of access for everybody.

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Humans no longer need to purchase newspapers, books, or any other conventional media to read (Shearer, 2018). It is growing everywhere and everywhere among people.

The problem in the current condition is that reading comprehension becomes one of the struggles for learners. Students will be able to assess their competence and try to develop their awareness of the value of learning if they have autonomous learning skills. (Aminatun & Lulud, 2019) Aside from that, students may create their learning objectives and track their progress. People, especially learners, find it very hard to stick with reading. The most common excuse given by students for not reading prescribed materials is that they had too much to read. Their job schedule does not enable them to read much. They don't have much time to read because of their busy social lives. They are unmotivated to read because of how much work just to stick with reading. This is why the method of reading needs to be a concern to find the method that is mostly going to give them a better perspective on reading. If they don't find reading amazing, it's probably hard to make them improve their comprehension. Which comprehension is really important for them to develop and for their future? To get the solution of effectiveness, the media itself needs to be analyzed. It is to get the output of which things can give the motivation for students to still do the reading to improve their comprehension capability. There are many ways to increase the effectiveness of improving comprehension for example TOEFL, etc. (Kuswoyo, 2013)

Several electronic media exist in the world. In the current condition now, people usually use the phone, computers, or laptops for use. Even the application or the website like Wattpad can be accessed with media electronic to read. (Kardiansyah, 2019) There is a significant correlation between media and how it perceives to help reading comprehension. (Puspita, 2016) For example, through reading, they can access it as fast as possible through the phone that they hold every day. Not only about the access, but it is also easier to bring everywhere because the package is an economist. Currently, people start to change the educational system from the use of books to the use of electronic media. The reason is that they also want to reduce the damage to the earth by using less paper from the book. Mostly the learners are coming from the teenager group itself. (research of the teenager) As teenagers, they have the most impact on the advancement of technology in terms of media. Through those electronic media, they could access several applications to read. The existence of the application of Wattpad, Kindle, etc. has brought the bright side to the future of the people. People love to read from that application using electronic media. This is why the benefit of electronic media is giving an impact on the student because it gives the motivation for accessibility (Gustiani, 2020). Sasalia and Fatimah (2020) previously published research on reading attention in the journal Utilizing Novel in the Reading Class to Explore Student's Viewpoint on Its Effectiveness in 2020. This research was carried out to provide a viewpoint on the efficacy of traditional media such as novels. The distinction between these two studies is that this one focuses on media technology and how it might help with reading comprehension. The same things inside it are focused on the research of efficacy to assist students and those who are learning. Moreover, in a problem like a pandemic, it needs media that can be effective to help learn more. (Pustika, 2020) Furthermore, this research is broader in scope than previous research. That's what makes it different from both of the studies. Finally, the focus of this study will be on the effectiveness of electronic media as a result of the data gathered from the research. Furthermore, the questionnaire will be spread out for the respondents to get the answer to reinforce the data.

## Method

This study employs a question and response format, particularly among those with an educational background. The researcher will be interested in learning how many individuals are typically aware of technological advancements in schooling in a significant way. It's also important to know, for the most part, what type of solution they'd want to see largely developed in the future. Furthermore, the purpose is to demonstrate the significance of technological growth in general in the reading comprehension study.

Thus, this research will be done by using the descriptive qualitative method. As this research aims to examine the effectiveness of electronic media in reading comprehension, the researcher considers this research as textual analysis research. Hence, the descriptive qualitative method is used for the research sees it as the suitable method to be used to describe the data related to the effectiveness of electronic media. An article that was conducted in 2015 believed that the descriptive qualitative method is used for non-numerical research (Rido, 2015). Moreover, it is used because the descriptive qualitative method is used to focus on describing the specific topic (Aryangga & Nurmaily, 2017).

To gather the data, the researcher will use a questionnaire. The questionnaire is used because this research wants to see the opinion of EFL students towards the use of electronic media in reading comprehension. A questionnaire is seen as the best method to collect perspective data (Teo, Gani, & Ummah, 2022). The researcher used a random sampling method, in which 17 EFL students are asked to fill out the questionnaire. With a question and response questionnaire being used in this study, the respondents mostly came from persons with an educational background. The focus of the study will be on how much individuals are aware of electronic media, particularly in terms of reading. It will also be determined how big of an influence it has on users, particularly their development or lack thereof.

To make data collecting easier, the researchers will employ the qualitative research approach to build the questionnaire. The example will fill up this information with the correct response. The study will concentrate on university students from the University of Teknokrat Indonesia. The majority of the sample comes from the English Education Department of the Faculty of Arts and Literature. It will be divided into two groups based on how their perspectives function. The researcher picked the participants from the English Education parody because most of them will be primarily concerned with education in general.

## Findings and Discussion

**Table 1. Respondent's Opinion towards Electronic Media**

No	Question	Percentage	
		Yes	No
1	Do you use electronic media?	100%	-
2	Do you use it for reading?	100%	-
3	Do you think it can develop your reading comprehension?	73,1%	26,9%

**Table 2. Respondents' Opinions towards Electronic Media**

No	Question	Percentage				
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Do you think electronic media help you in reading?	41,2%	58,8%			
2	Do you think electronic media is effective to help you develop?	58,8%	29,4%	11,8%		
3	Do you prefer electronic media (computer, handphone, etc.) rather than conventional media (books, paper, etc.) for reading purposes?	23,5%	11,8%	35,3%	23,5%	5,9%
4	Do you think electronic media is ineffective for reading purposes?	76,5%		17,6%		5,8%
5	Do you have the problem of reading happened because of the electronic media?		11,8%	41,2%		47,1%

### Respondent's Opinion towards the Effectiveness of Electronic Media

In this part, the researcher asked the respondents about their opinion on the effectiveness of electronic media. The results are written below.

#### Question

*“Do you think the electronic media help you to improve in reading comprehension? Why?”*

#### Respond 1

*Case 1: Do you think electronic media help you to improve in reading comprehension? Why?*

*Case 4: Yes cause every time I open my handphone to check the latest news so it can improve my reading skill.*

*Case 14: Simple & less time consumption*

*Case 17: Yes because there are alot of advantages by using electronic media such as easy to access, flexibility, etc.*

#### Respond 2

*Case 3: It depends on how we use it*

*Case 10: It can be yes or no, it depends on the media that i use. If i use my phone to search some journal and search some story i think it can be improve my reading skill because i should try understand the content by reading it first*

### **Respond 3**

*Case 13: not really, because I prefer read a book*

*Case 16: I think reading using media electronic/e-book is not effective, because I don't feel comfortable when reading using media electronic/e-book.*

## **RESULT AND DISCUSSION**

17 people filled the questionnaire that the researcher gives to the respondent given 3 types of questions: Yes and No answer, Scale question, and short answer. The researcher will differentiate the discussion into two parts based on the answer. Reading is the process of making sense of the text. There will be no reading if there is no meaning being generated. Readers must understand the meaning of the writings to comprehend them. (Pustika, 2019)

### **3.1. The Use of Electronic Media**

In the first section, the researcher uses simple questions with yes and no answers. The questions are 1. Do you use electronic media? In this question, it use to proof that the intensity of student using the electronic media as the platform to develop their studying progress. 2. Do you use it for reading? This question meant to use for proofing the continuous of the first question. It means to proof it into smaller detail. In the theory of effectivity, the answers will be determined to prove how they use it will affect their way to study. 3. Do you think it can develop your reading comprehension? Lastly in this question, it meant to ask the perspective of the student. As the theory of how the student by whether or not they feel content with the electronic media or not. This question aimed to know whether or not the user is familiar with electronic media as the platform to read. The result given is all of them answer 100% in the first two questions. In conclusion, the respondents are very familiar with the use of electronic media. Meaning, there is also a shifting from the perspective a student that allows the old conventional way method to change into something more modern like the electronic media.

According to theory, dealing with how education is becoming more data-driven raises significant issues about the powerful models of human behavior that machines are "learning" as they record our daily interactions with digital gadgets. Machines now seem to be able to pick up on human tendencies and shape our choices in novel ways, from our political preferences to our purchasing preferences. One may even be pardoned for believing that impartial "machine learning" has surpassed human learning in importance to the future prosperity of our political economy. (Hillman, Selwyn, et al., 2020) Because of how it establishes the evidence that electronic media is being used and how closely it resembles the questions, it is in line with them by the learners itself.

### **3.2. The Effectivity of Electronic Media for Reading Comprehension**

In this section, there are two types of questions: the scale one and the short answer. The first discussion will be about the scale question. Concluding from the type of answer, there are several diverse responses. Before that, there are 5 questions that the student answer in the scaling method question. On the first question, do you think electronic media help you in reading? It questions the student's interest about the reading itself. This interest is contingent with how often students link it into the reading comprehension. On the second question, do you think electronic media is effective to help you develop? It asks about the student perspective about the effectivity that directly impacts their way in learning the subject's matter. The third question, do you prefer electronic media (computer, handphone, etc.) rather than conventional media (books, paper, etc.) for reading purposes? This question is to prove the weight of favoritism by students. If students like the electronic media more, meaning the theory of how this electronic media is effective towards the student is clear, it helps. On the fourth question, do you think electronic media is ineffective for reading purposes? It allows the student to think whether or not it's really effective for them to learn through the electronic media. If the answer is leaning to how they don't find the problem in it. It strengthens the idea of how effective the media is. Last question, do you have the problem of reading happening because of the electronic media? It is similar to the fourth question but it creates the assertion of smaller detail about how the student can identify more if there are problems in the way they learn through the electronic media. Especially in the questions of what things they prefer to read. Most of them choose neutral answers with a percentage of 35,3%. Meanwhile, the others choose another's. However, this section proves the numbers of students that think electronic media is ineffective for reading are in the numbers of 76,6%. Meanwhile, they also think it's helping in certain ways.

The principles of cognitive science, which demonstrate how the use and development of educational technology may increase effective learning, serve as the theoretical basis for e-learning theory (David, 2015) To better enhance the use of the study, it is important to understand how electronic media learning is based on usage. For instance, the researcher utilizes the questions that lead to how the student uses it for building an idea of cognitive study to prove the hypothesis of effectiveness. Which is inline with the study that researcher trying to develop in this paper. To conclude it is still questionable whether it's effective or not as the result. In the last part there are three types of answers that the researcher already divided:

### **Respond 1**

The people that answer respond 1 are the people that agree electronic media is effective to make them develop, especially in reading comprehension. The effectivity like accessibility, time, and advantages are the most common answers in this section. Moreover, this is having the most number that answers this with a similar answer.

### **Respond 2**

The people that use response number 2 are the people that are still in the grey area. They believe electronic media is effective, but not really. It depends on the situations that they faced. So, in conclusion, these people are the most flexible to develop their reading comprehension capability.

### **Respond 3**

This type of answer in response number 3 is the people that prefer conventional media rather than electronic one. They believe it's ineffective and it doesn't help them to improve. Moreover, it's not comfortable to use it. Therefore, they are not preferable to electronic media.

### Conclusion

This paper aims to find out the effectiveness of electronic media for the use of improving reading comprehension. Using all the research, questionnaires, and many more things this paper has concluded that electronic media is somehow effective and can be not. It means it is not a guarantee to help fully towards the learners because there are still people that doubt the use of electronic media. Moreover, there are still prefer the conventional media for improving their reading comprehension. As learners, anything can be useful to improve, what they need is to find the most suitable way to improve.

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