

The Effects of Infographic to Enhance Students' Comprehension on Writing Descriptive Text

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ABSTRACT

The infographic is a visualization of ideas and data in a type of picture that combines data with design. Writing is one of skill from four skills in English. The teacher should find a strategy in teaching English. This research was aimed at finding out the effects of infographic text in the English teaching and learning process to enhance student's comprehension on writing a descriptive text. The aim of this study was to know how the infographic text process influences students' writing on the descriptive text inside or outside of class. This study used a case study in the qualitative method and analyzed 25 students (X-15 grade multimedia class.) from SMK Taruna Terpadu 1 (Borcess). This study used the interview as a tool to get the data. The result of this study shows that students feel enthusiastic and enjoyable whenever the English class is started, and also students agreed that they were having an enhancement in the English class, especially in their writing descriptive text. In conclusion, the use of infographic text influences their writing on descriptive text inside and outside class.

Keywords: *Writing, Descriptive Text and Infographic.*

Introduction

Technology has become the main capital for all aspects of life from health to education today, in the world of technology education has become a tool for teachers in the process of teaching and learning. According to (Nazwid, Rahim, & Wakil, 2018, p. 16) technology used in the classroom has an important role in the teaching and learning process. It may change the way teachers use for teaching and how children learn. The use of technology for some teachers can help the learning process of students, students more easily understand the material given by the teacher by practicing it or by looking at the example given by the teacher.

English as one of the subjects in schools has an important role because English is a foreign language, an international language which is widely used in communication by people in most countries in the world. In the world of English education, senior high school students are encouraged to understand the 4 skills in English; they are writing, reading, listening and speaking. Therefore, all students must be able to know about English and the 4 skills because they are very useful. Based on four skills, writing is a difficult and complicated skill, because of the many types of writing with the use of certain sentences and how to use them. Syam, U. K., Sangkala, I. (2014) as cited in (Asmayanti & Hajaruddin, 2017, p. 49) stated "writing is one of the language skills that play an important role in human communication. It is used to communicate with other people in society and also to express our opinion in writing". Some people think that expressing emotions can be through writing, even many still like writing diaries.

Moreover (Barton & Hamilton, *Local Literacies Reading and Writing in One Community*, 2012, p. 25) argue that personal communication has been revolutionized by smartphones and social networking sites. Personal communication has been revolutionized by smartphones and social networking sites. In this case, the writer tries to take advantage of the use of smartphones to examine Canva applications that will be applied in high school as a tool in the learning process. Another expert (Smickilas, *The Power of Infographic*, 2012, p. 3) claimed that an infographic is defined as a visualization of data or ideas that tries to convey complex information to an audience in a manner that can be quickly consumed and easily understood. Infographic is a new tool that uses to make design and that will have the students to decorate their writing.

There are several applications that support this infographic like, Canva. Canva is a remarkably simple online platform for graphic design. This application is so easy and so useful, some people feel helped by this Canva application they use it to make posters, slogans, etc. Canva really offers a variety of content types. Canva application is easy to access anytime and anywhere, besides the Canva application, there are PowerPoints and still many applications related to infographic.

A previous study has been done by (Jamaluddin, *The Application of Multimedia Into English*, 2015) such as in the application of multimedia into English teaching. Based on the research, this study found that multimedia application is necessary for students' interest in the study, promoting 'communication capacity, students' knowledge to gain an insightful understanding of western culture, and improving teaching effects. According to Wang (2008, 135) as cited in (Jamaluddin, *The Application of Multimedia Into English*, 2015, p. 2) stated that teachers should adjust their teaching to meet the need of society and be equipped with knowledge and skills of computer technology.

Research Question

How do the Infographic process influence students' writing on descriptive text inside or outside of class?

Purpose of the Study

To know the process of Infographic influenced students writing descriptive text inside or outside the classroom.

Theoretical Framework

Writing

Writing is among the most complex human activities and it has been one of four skills that students have to know and understand. Tarigan (1987, p.7) as cited in (Wardani, Basri, & Waris, *Improving The Ability in Writing Descriptive Text Through Guided-Question Technique*, 2014, p. 3) stated that writing is a language skill that is used for indirect communication. The students can communicate their ideas and thoughts to others through a written form such as letter, message, or invitation for communication. Writing is also known as a communication tool between the writer and the reader, and between students and teachers.

Descriptive Text

Descriptive Text is a kind of text with a purpose to give information. Descriptive writing provides an illustration of people, places, events, situations, thoughts, and feelings. Moreover Gerot and Wignell (1994) as cited in (Anggun S. K., 2016, p. 149) explained that the context of this kind of text is the description of a particular thing, animal, person, or others, for instance: our pets or a person we know well. It means writing is a paragraph to describe something or a person.

Infographic

According to (Dahmash, Al-Hamid, & Alrajhi, 2017, p. 431) an infographic is a visualization of ideas and data in a type of picture that combines data with design to communicate information to an audience in a comprehensible manner. Infographic is very popular with some people, this text is very influential as an article can be edited like, choosing the appropriate font to the background that matches the writing and can attract readers. Canva application is one application that can be used for infographic tools in learning.

Method

Research Design

The writers used a case study design in the qualitative method. According to Gerring (2004, p.342) as cited in (Baškarada, Qualitative Case Study Guidelines, 2014, p. 3), case study research involves intensive study of a single unit for the purpose of understanding a larger class of (similar) units. It observed at a single point in time or over some delimited period of time. The writers used the interview as a tool to collect the data. The interview was asked to 5 students (as the respondents), to see their response about the effects of infographic influence students on writing comprehension inside or outside class. The research was conducted in a senior high school in Bogor to the students from the X-15 grade multimedia class as the participants.

Procedure of Data Analysis

In analyzing the data, the writer did several processes after getting the data. First of all, the writer prepared and organized the data for analysis. After that, the writer took the data from the participants based on the instruments that had been made. After that, the writer represented and report qualitative findings in percentage. Last but not least, the writer interpreted the findings based on the purposes of this study.

Result and Discussion

The writers used the interview to describe the students' respond of the using of infographic or Canva application to enhance writing comprehension on writing descriptive text. The instrument was an interview. The writers asked 5 students to become participants after which the writers gave 5 questions to each student. The 5 students consisted of 3 girls and 2 boys. The writers used the interview to know the influence of infographic in the proses of students writing descriptive text inside or outside class. From 5 questions that will be asked to the respondents, the writers would find 5 points (increased willingness to write descriptive text, understanding of the written text, remembering words and structure of the language by using Canva application).

1. Increased willingness

The first point was increased willingness to write a descriptive text. It means the effects of infographic to enhance student's comprehension on writing descriptive text could increase the

student's willingness to write a descriptive text. The writer got 1 question to be asked to the respondents based on the first point which was “*Does infographic/Canva increase your willingness to write descriptive texts?*”

(yes, because of the variety of colors and backgrounds) **P1**

(no, because I don't like to write) **P2**

Of the 5 respondents, all of them answered that they had more willingness to write descriptive text (getting an increase) because of this class.

2. Understanding of Written Text

The second point is understanding written text. It means, the effects of infographic to improve student understanding in writing descriptive texts can help students better understand written texts. Text written in Canva or infographic is different from the usual written text. The writer got 1 question to be asked to the respondents based on the second point which was “*Does infographic/Canva help you to better understand written text?*”

(no, because written text was different) **P1**

(yes, helped me better to understand the written text) **P2**

Of the 5 respondents, half of them had difficulties and half of them had no difficulties. Most of the difficulties of the respondents are lack of desire in writing normally (with books and pens), giving different examples and difficulties in understanding written texts.

3. Remembering the Vocabulary and the Structure of the Language

The third point was remembering the vocabulary and the structure of the language. It means the effects of infographic or Canva to enhance student's comprehension on writing descriptive text could allow students to remember the vocabulary and structure of the language. The writer got 1 question to be asked to the respondents based on the third point which was “*Does infographic/Canva allow you to better remember words and structure of the language?*”

(yes, Canva help me to better remember the vocabulary and the structure of the language)
P1

(yes, very helpful) **P2**

Of the 5 respondents, most of them answered that it helped them remember the vocabulary and structure of the language.

4. Encouraged the Creativity

The fourth point was to encourage creativity. It means the effects of infographic or Canva to enhance student's comprehension on writing descriptive text could encourage their creativity in writing especially in writing descriptive texts. The writer got 1 question to be asked to the respondents based on the fourth point which was “*Does infographic/Canva encouraged your creativity?*”

(yes, using Canva application make encouraged my creativity) **P1**

(yes, encourage my creativity) **P2**

Of the 5 respondents, most of them answered that used Canva application as a tool for writing descriptive text made them encouraged creativity

5. *Motivated to Write More*

The fifth points were motivated to write more. It means the effects of infographic or Canva application motivated students to write more than they usually write. The writer got 1 question to be asked to the respondents based on the fourth point which was “*Does infographic/Canva motivate you to write more?*”

(yes, I am motivated to write a lot with the Canva application) **P1**

(I think, quite helpful in writing) **P2**

Of the 5 respondents, all of them answered that the Canva application motivated them to write more.

As can be seen above, all of the responses from the respondents showed that the students had positive respond towards the use of infographic or Canva application to enhance students' comprehension on writing descriptive text. It is also supported by (Jamaluddin, *The Application of Multimedia Into English*, 2015, p. 11) stated that the utilization of multimedia technology can fully improve the student's thinking and practical language skills. It is supported by (Dahmash, Al-Hamid, & Alrajhi, 2017, p. 431) that an infographic is a visualization of ideas and data in a type of picture that combines data with design to communicate information to an audience in a comprehensible manner. Students in this era like to use their mobile phone or laptop as the tools of their learning, and they access in or outside of class. And the writer used that opportunity for their learning process to be useful for students to enhance their writing comprehension on descriptive text. By using media infographic students will not feel bored in the learning process; they will be very enthusiastic and feel learning with the media an enjoyable time. It is maintained by Chun, Kern, and Smith (2016) as cited in (Pazilah & Hashim, 2018, p. 36) sated that technology is always viewed as a medium to enhance intellectual and creative.

Conclusion

The use of infographic text influences students positively in the proses of students writing descriptive text inside or outside class. More than 80% of students assumed the effects of infographic to influence in the proses of students writing descriptive text could enhance their writing comprehension on descriptive text. The respondents also felt happy and enthusiastic whenever the English class is started. The English class was fun and the media used was useful for the students. The students had better understanding in this English class than from the previous weeks.

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