THE USE OF ADOBE ANIMATE AS A NEW TECHNOLOGY IN TEACHING ACADEMIC ESSAY WRITING IN DARMA PERSADA UNIVERSITY

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Abstract
The development of information and technology has affected many aspects of life including education. Technology is pack with various elements of interactive multimedia such as text, graphic, sound, video and animation. All of this element can be seen in our surrounding. It is also used in various fields such as in education, training, business, games and science. This is a proof that multimedia technology is important. In fact, multimedia is changing the ways of learning itself. Instead of just limiting you with a linear presentation such as reading text from a book, technology makes many improvements in learning by bringing various elements in order to make it more dynamic. Academic essay Writing has an important role in the language academic process. Technology also gives a positive effect toward the students' motivation in learning English, especially in essay writing. Nowadays, a computer technology application is developing writing materials by using adobe animate. The purpose of this research is to show that the role of technology today is very important in learning process specifically in teaching academic writing, so that it can help Lecturer and students to make lots variations in teaching. In the past, teaching writing only used conventional ways like books but nowadays Lecturers and students can use multimedia technology like education interactive software, smartphone, and computer which can make studying more effective and interactive. In this qualitative research the writers will analyse and demonstrate the new technology as a solution to the old problem of teaching academic essay writing.

Keywords: Teaching, Essay Writing, Adobe Animate, Technology, Multimedia

INTRODUCTION

The twenty-first century is the age of globalization and information technology. The era of 21st century is often regarded as an era of technology. Technology, today, plays a very important role in our daily life. It is seen as a basis of growth of every single aspect in life. This is because technology makes our work much easier and less time consuming. The impact of technology can be felt in every possible field one such field is Education specifically English Language. English is one of the important tools in communication in the world, so it is important to learn the language. Raja, R. & Nagasubramani, P.. (2018) Visual images always have a strong appeal compared to words. Using projectors and visuals to aid

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in learning is another form of great technological use. Top institutions around the world, now rely on the use of amazing PowerPoint presentations and projections in order to keep the learning interactive and interesting. Technological use such as projectors within the schools and colleges can take the interaction and interest levels right up and also improve motivation. Students like to see appealing visuals and something that entices them to think rather than just reading words. The learning part also becomes pretty efficient when it comes to technology. Recently studying English not anymore using conventional ways but professional lecturer used technology to teach it. English language teaching has been one of the important subjects in education specifically academic essay writing. Academic essay Writing skill facilitates the academic performance of the students (Zhang, 2013) either as a medium of learning and/or a tool to express and communicate their ideas about what they experienced and develop knowledge and academic field (Coffin et al., 2005). It implies that writing skills not only useful for the academic field but also for social lives. Writing also involves the cognitive process (Nishino & Atkinson, 2015) requiring one to be creative (Nosratinia & Adibifar, 2014) and critical (Smirnov, 2015; Zhang, 2013). Alhusban, Amani. (2016) In order to graduate from college and university, and compete in a highly competitive global economy, students need to achieve writing proficiency. Therefore, it is vital that students are introduced to formal writing and are provided with a chance to produce professional formal reports. In fact, the work force demands that individuals write with grammatical precision and be able to search deeply into a topic and provide an argument by writing logically and coherently supported by evidence.

In the conventional ways, teaching academic essay writing skills and strategies are still poor and undeveloped. The speech-dominated education employs a teacher-centred, book-centered, grammar-translation method and focuses more emphasis on rote memory than other practicable skills. The development of computer and the internet have brought the most significant changes in the technology of writing. It is challenging to teach writing as a foreign language since several factors possibly affect it. The teaching method (Ka-kan-dee & Kaur, 2015; McMullen, 2009) is one of them. Commonly, the writing classes implement a conventional approach, teacher-centred learning, that hampering the students in exploring their idea and knowledge. This practice brings less advantage for students to freely develop their writing based on what they want and understand. Academic writing skill is required and is advantageous to students. In fact, many students are having difficulty to produce good writing output as evident in the thesis they made. Dalem (2017), Mubarak (2017), and Muhammad & Nair (2017) stated that most students are having difficulty in organizing an

understandable and coherent paragraph and most likely to be making grammar errors and fragment mistakes. Khuzaemah & Herawati (2017), Hamouda (2018), Nurhadi (2004), Ángel & Garcia, (2017), Hsiao (2019) also said that most students consider writing as a challenging skill. It has been experienced by students at elementary and secondary schools as well as students at university.

It is irrefutable that the development of multimedia technology has great potential in changing the educational system in Indonesia. Multimedia also provides the opportunity for the educators to develop learning technique to produce the maximum result in teaching specifically in teaching writing. And for the students with the new technology in multimedia, they can easily absorb the knowledge faster than using text book. Recent advances in computer technology allow the delivery of digital video and audio in the same interface as written text. Although writing is now well recognized as critical dimension of language learning, it still remains one of the least understood processes. Technology may at first entered to the language classroom in the form of the language multimedia laboratory. Computer-based learning is how computer programs are used as a tool to deliver learning material (Roblyer & Hughes, 2018). Certain multimedia-relevant systematic reviews focused specifically on computer-assisted language learning (Abraham, 2008), augmented reality learning experiences, which treats the whole experience of the students as the source of learning (Santos et al., 2014), and how signalling affects learning with media (Schneider, Beege, Nebel, & Rey, 2018). Besides, Ghahri, Faeze & Hashamdar, Mohamad & Mohamadi, Zohre. (2015) the introduction of the web based learning and technology assistant learning can help students get autonomous as they practice to use what benefits they can achieve out of practices in this respect and use what they have at their disposal to open up what they don't know about the language. Material developers also should make principled decisions about what to introduce and how to introduce since these principled decisions will set up different language patterns.

According to PM. Neo and T. K. Neo (2000) provides multimedia as a technology-based constructivist learning environment where students are able to solve a problem by means of self-explorations, collaboration and active participation. Simulations, models and media rich study materials like still and animated graphics, video and audio integrated in a structured manner facilitate the learning of new knowledge much more effectively. The use of multimedia that can present visualization from the subject will be helpful not only for the Lecturers in presenting the material but also for the students as a learning subject. So that learning objectives can be achieved. The use of multimedia in teaching is in order to answer

those needs. Multimedia enhances the process of teaching and writing, which is considered difficult to accomplish. Language testing also is affected by new approaches towards language testing including dynamic assessment but what is missing from the model is the role of technology and the type of information it can elicit about the students' language performance. As a result of new technological advances, students want to "click to find" without actually understanding the complexity involved in writing (Purcell, Buchanan, & Friedich, 2013). With the spell check access on Microsoft Word and Microsoft PowerPoint, students often take shortcuts, making it clear that spelling, grammar, and sentence structure are of no importance to learn since technology does the job for them. However, if students do not understand certain, crucial aspects of the writing process, these technological tools will cause them damage and lead to misunderstandings (Purcell et al., 2013).

Adobe Animate (formerly called Macromedia Flash and Shockwave Flash) is a multimedia and software platform used for creating vector graphics, animation, browser games, internet applications, desktop applications, mobile applications and mobile games. Flash displays text, vector and raster graphics to provide animations, video games and applications. According to Ardy, Saputro (2012) Adobe Animate is software that works exactly the same as its predecessor, Adobe Flash Professional, but has now developed and is equipped with the latest additional features such as the use of HTML5 canvas, WebGL, and many more. the Adobe Flash have an important role for educators For over 25 years, Adobe has been one of the largest and most diversified software companies in the world. Many of their technologies are in our school computers, software programs, and internet applications we use every day. If a Lecturer has ever done any photo editing, stream a video online, or played an internet game in the classroom, they have used Adobe. Shortly after being first released in 1996, the Adobe rock star, Adobe Flash Player, made its way into 98% of all Internet-connected desktops around the world. The National Center for Educational Statistics shows only about 3% of schools in 1994 had internet access in their classroom. The adoption of the internet slowly grew until 2002 where finally over 90% of public school had access to the internet. With this adoption of the internet also grew the use of Education Technology (EdTech) in the classroom allowing Lecturers to create and share rich, interactive content, such as animations, interactive lessons, simulations, and games (most built using Flash). Whiteboards and overhead projectors were replaced by digital whiteboards and powerful projectors. Lecturer started to have their own classroom personal computers, which was followed by even more advanced laptops and tablets. With all this

EdTech came a wave of software and courseware made for Lecturers to use technology to improve their lessons plans Retrieved from (https://myviewboard.com/blog/education/adobe-flash-end-of-life-the-threat-to-education)

K.V. Madhavi (2015) said on his journal states Computer-assisted language Learning is often considered as an approach to language teaching and learning in which the computer is used as an aid to the production, substantiation and evaluation of material to be learned, usually including a significant interactive element. Learners are given freedom over their own learning process so that they can decide when to repeat the questions, exercises or sequences based on their own progress. Writing and grammar practice, communication activities and vocabulary enhancement can be acquired with ease and enthusiasm. This study focuses on the use of Adobe Animate as a new multimedia technology as a language learning instruction for academic essay writing. The aim of this study is to conduct that Adobe Animate can help lecturer and students to explore and used technology as a new solution in teaching and learning academic essay writing.

RESEARCH METHOD

To answer the question that Adobe Animate can help lecturer to explore and used technology to teach academic essay writing. The researcher conducts the other observation of the implementation of Adobe Animate as a new technology in teaching essay writing by observes how the lecturer used Multimedia in teaching academic essay writing. The researcher marked the Multimedia used by the lecturer and the activities done by the lecturer while English teaching-learning process when using adobe animate and without using it. Types of technique in collecting data in this research is documentation study. This process can be done by utilizing the growing information technology today from (internet, software programs, etc.). Especially for character research studies, data collection can also use interviewing techniques to ask the Lecturer and the students to find out about the role of Adobe Animate as a new technology in teaching writing. After the researcher gathered the data through observational instruments. The data analysis was conducted by organizing the collected data systematically. The data were grouped and classified based on the research question. The data were analysed qualitatively by the researcher to identify, sort, extract, and organize the verbal instructions and then group them according to the topic (Moleong, 2010: 248).

RESULTS AND DISCUSSION

Results

Technology quickens and simplifies tasks for students, yet it has ingrained in them and an attitude that they do not have to put effort into anything they write. In this study, the relationship of Adobe Animate as a new technology in teaching academic essay and its implications is reviewed. Raja, R. & Nagasubramani, P..(2018) The role of technology in the field of education is four-fold: it is included as a part of the curriculum, as an instructional delivery system, as a means of aiding instructions and also as a tool to enhance the entire learning process. Thanks to technology; education has gone from passive and reactive to interactive and aggressive. Education is essential in corporate and academic settings. In the former, education or training is used to help workers do things differently than they did before. In the latter; education is geared towards creating curiosity in the minds of students. In either case, the use of technology can help students understand and retain concepts better. The enhancement of technology in the new era has naturally assigned new challenges and duties on the modern English teacher or lecturer. The main purpose of using Adobe Animate as a new technology in teaching academic essay writing in language teaching is to help raising students' motivation and learning interest in studying about improving their skill in writing essay. One of the techniques to improving the students' meets the academic needs and helps them developing writing skills is providing multimedia during the process of teaching and learning in the classroom. The result from the research that I conduct is the used of Adobe Animate as a new technology in teaching academic essay writing should be regarded as a new ways to support learning process of writing skill. Which facilitates lecturer or students to be able to study more effectively. The outcome of the research revealed that those who utilize adobe animate could achieve more proficiency in comparison with those who didn't have any use out of technology. The lecturer can use Adobe Animate. The content that found on Adobe Animate as an audio-visual media could be evaluated well. It is important to give stimulus for students. Besides that, the use of Adobe Animate could help Lecturers to present the material easily. There are also many existent features in Adobe Animate that make students become more interest like; cartoon, animation, funny music, etc definitely chosen to be able to give stimulus to the student.

Using Adobe Animate as a new technology in teaching academic essay writing in an EFL classroom can be one of the best solution in teaching essay writing. The goal was to find out whether the lecturers use Adobe Animate in teaching essay writing and the student enjoyed doing writing and fined the topic easily and did not find difficulties on it because

technology help them to make it easier even though lecturer can used another multimedia tools to teach academic essay writing Adobe Animate still one of the best tools in multimedia technology in teaching academic essay writing.

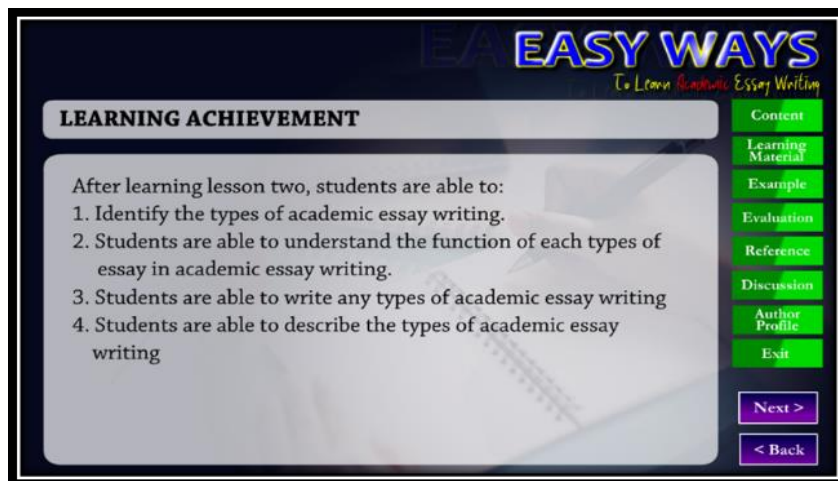**Figure 1. The Menu Background of Instructional Material Using Adobe Animate**

Figure 2. Learning Achievement Display

Discussion

The application of multimedia technology to teaching can make improvements in English language teaching and at the same time has enabled "teachers to re-think what they are doing" (Motteram, 2013:7). However, the lecturers should play the leading role even if they use multimedia technology. Their position should not be replaced by the computers and other devices. For example, when each lesson is introduced and spoken English is taught, the students can easily improve their reading and writing skills which the multimedia technology cannot do. Even, the lecturer interpretation during the language teaching should not be overlooked. In principle, writing academic Essay should be used

frequently in the classes in order to improve the students' writing skill abilities. Interactive media has the excitement dimension. Students are expected to help each other in preparing to learn by studying the activity sheet and explaining the problems to one another. One of the techniques to improving the students' meets the academic needs and helps them developing English language skills is providing Adobe Animate as a new technology in teaching academic essay writing during the process of teaching and learning. Lecturers should try to use Adobe Animate in academic essay writing lesson, because studying with interactive media with various types of material with audio and video example is one types of studying experience that is interesting for the student.

CONCLUSION

Through the interaction with Adobe Animate as a new technology in teaching academic essay writing, the students become increasingly familiar with essay writing and language structure. Connecting with the interactive media will make the benefit of increased student motivation. Students are eager to begin class and often arrive early at the computer or laptop, logging on the Internet and beginning research on their own. They also often stay after class to continue working on their essay. The main purpose of using Adobe Animate as a new technology in teaching academic essay writing in Darma Persada University English Department is to help raising teaching-learning process, students' motivation and learning interest in studying academic essay writing.

Teaching academic essay writing through the medium of multimedia is student-centric. It gives prominence to the role of students and thereby promotes interaction between lectures and students. One of the prominent objectives of interactive multimedia teaching is training the students to enhance their interactive and understanding abilities. In this process of using adobe animate, the lectures serves as a facilitator, creating a material for learning academic essay writing. Utilizing the multimedia in this context creation provides a solid platform for interaction between lectures and students. Also, it creates a learning objectives target environment promoting two-way exchanges between lecturers and students. Overall, students develop greater confidence in their ability to study academic essay writing because they need new ways to learn essay writing. Using Adobe Animate as multimedia provides the students to gather information through media that encourages their imaginations, interests. The utilization of Adobe Animate as a new multimedia technology can fully improve the students' thinking and practical language skills. This will ensure and full fill an effective result of teaching how to write academic essay writing.

Despite some disadvantages of using multimedia. Nonetheless, there can have some negative implications of technology as well. Over-indulgence in technology can replace the leading role of the lecturer by assisting tools, minimize the scope and opportunities for communication and other effective linguistic activities in the classroom, and restrict the cognitive abilities of the students. It can also neutralize the scope of humane and psychological conditioning which the lecturer provides to his learners.

The advantages of using Adobe Animate as a new technology in teaching academic essay writing that is better than teaching conventionally in improving student's academic essay writing skill. As was mentioned before that Adobe Animate is one of the visual aids or visual materials where it is the most effective in use. Because by seeing interactive instructional design students can know and understand about the message from the text directly. Adobe Animate can be used to explain the meaning of vocabulary items. Teaching academic essay writing by using Adobe Animate, especially for college students can be the one way to help them in learning process. It showed by interview to all research subjects after they follow the treatment by using Adobe Animate. This interview consist of questions include of difficultness on English academic essay writing activity, Media on English teaching learning activity, and their opinion about Adobe Animate itself. Based on their answers, it can be concluded that Adobe Animate can improve students academic essay writing skill and more effective than teaching conventionally. Lecturers also should be smart and creative in using Adobe Animate in the classroom because successful language learning depends on the Lecturers technique to use the Adobe Animate, since the Lecturer is the fundamental classroom aid to language learning. Using the technology of Adobe Animate software in teaching writing is one of the best alternative ways to make the atmosphere of learning process becoming more effective and attractive to improve student's ability in studying writing. Also it using this technology combined with the sense of teaching will create a successful teaching method.

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