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Utilization of Smart Apps Creator (SAC) as a Learning Media for Social Studies

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ABS T RAC T

The use of Smart Apps Creator as a learning media, especially in social studies subjects, has produced products that have been validated by material and media experts with a score of 81.82% from material experts and 84% from media experts, indicating that the developed product is very feasible to use in learning activities. Meanwhile, the assessment according to users, namely students and educators, is 85.6% and 90.2% respectively with the criteria of very feasible/very practical/very easy.

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INTRODUCTION

Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have spiritual religious strength, self-control, personality, intelligence, noble morals, and the skills needed by themselves, society, nation and state (Ichsan & Hadiyanto, 2021; Pristiwanti, et al., 2022). Education is a process that continues to develop and change along with technological developments and the learning needs of students (Ananda, 2017; Maritsa, et al., 2021).

National education functions to develop abilities and shape the character and civilization of a dignified nation in order to educate the life of the nation, aiming to develop the potential of students to become human beings who believe in and fear God Almighty, have noble morals, are healthy, knowledgeable, capable, creative, independent, and become democratic and responsible citizens (Hermanto, 2020; Yanti, 2021).

The development of science and technology (IPTEK) has a major impact on various aspects of human life (Matondang, 2019; Saodah, et al., 2020), including the world of education which is a key factor in human and national development. Education plays a role in preparing the younger generation to welcome and face the challenges of the times in the global era (Puspitorini, et al., 2022). Therefore, education must be implemented with quality in order to improve the quality of human resources (Hasibuan & Prastowo, 2019).

Quality education is education that can provide knowledge, skills, and social responsibility for personal and lifelong growth. Quality education must also be accessible, inclusive, equal, and fair to all students, and encourage critical thinking, creativity, and independence (Safitri, et al., 2022). Quality education can also be seen from the learning outcomes of students who meet the minimum completion criteria (KKM) (Suwaji, 2016) or the educational unit achievement criteria (KKTP) (Umar, 2023).

Based on the results of the questionnaire followed by 23 PTK people, it shows that the learning media widely used by teachers at SMP Negeri 4 Bukit Kemuning is Printed Books (printed media) with a total of 27 voters or 55.1%. While interactive media is only used by one educator. Table 1. Learning Media Used by Educators at SMP Negeri 4 Bukit Kemuning.

Table 1. Learning Media Used by Educators at SMP Negeri 4 Bukit Kemuning

Media Used	Frequency	Percentage
Books/printed materials	27	55,1%
Audio media	10	20,4%
Media Audio	2	4,1%

Teaching aids	2	4,1%
Interactive media	1	2%
Video Media	5	10,2%
Other	2	4,1%
Amount	**49**	**100%**

Source: Personal Data

Table 2. Teaching Methods of Educators at SMP Negeri 4 Bukit Kemuning

Teaching Methods	Frequency	Percentage
Lecture/Conventional	17	30,3%
Discussion	10	17,9%
Q&A	10	17,9%
Discussion and Q&A	2	3,6%
Demonstration	11	19,6%
Experiment	1	1,8%
Recitation	3	5,4%
Other	2	3,6%
Amount	**56**	**100%**

Source: Personal Data

The use of learning media in the form of books or printed media is used by all educators, but some add it with other media such as audio media, teaching aids, image media and some use additional learning media in the form of videos. While the results of the questionnaire on Teaching Methods.

LITERATURE REVIEW

The role of science and technology (IPTEK) in the world of education encourages the realization of a learning atmosphere and learning process in developing the potential of students (Sauri, 2016; Suyati, 2019). And technology has changed the conventional learning system into digital learning that is more flexible, interactive, and effective (Khotimah, et al., 2019; Hapudin, 2019).

Learning media is a tool used by educators or students to deliver or receive learning materials (Firmadani, 2020). Learning media can increase the effectiveness and efficiency of learning, as well as influence the motivation, interest, attention, and learning outcomes of students (Nurrita, 2018; Murtado, et al., 2023).

By using learning media, students can be actively involved in the learning process (Azizatunnisa, 2022). Learning media can help increase students' interest, understanding, and thinking skills in learning complex concepts in social studies which are ultimately expected to help improve student learning outcomes (Herianto, 2018).

With the innovation and technology through learning media in social studies subjects, it is hoped that students can broaden their horizons through access to broader and more up-to-date information so that the use of learning media can provide a more interesting, interactive, and effective learning experience and is expected to help students improve their learning outcomes (Madona, et al., 2023).

To face this challenge, many schools and educational institutions in Indonesia are looking for the best alternatives in developing technology-based learning media (Damayanti, et al., 2021). The use of learning media based on Technology, Information, and Communication has effectiveness in learning (Sutisna, et al.: 2020). One interesting alternative in developing technology-based learning media is to use Smart Apps Creator (SAC) (Amandi, et al., 2022; Ramanda, et al., 2023).

Smart Apps Creator (SAC) is a software that can be used to create interactive applications based on HTML5 without the need to master programming languages. SAC can also be integrated with various media such as text, images, video, audio, and others to create interesting and interactive applications (Hutasoit, 2023; Sari, 2023).

Smart Apps Creator (SAC) is an application used to create applications and iOS without programming code. This application can save files in HTML5, .exe and apk formats. SAC can be used as an alternative method during offline learning because it does not require internet quota during learning. This application is suitable if applied in areas that are not covered by internet or telephone signals so that it can be used at any time (Azizah, 2020).

METHODOLOGY

This type of research is R&D (Research and Development) research and development. Research and development (R&D) is a research model used to produce certain products and test the feasibility of these products before being disseminated. This research aims to develop Smart Apps Creator (SAC) learning media. In this research, researchers will use the ADDIE R&D (Research and Development) development model from Robert Maribe Branch with five development stages namely: Analyse, Design, Develop, Implement and Evaluate (Armilah, et al, 2024).

RESULT AND DISCUSSION

1. Analyze

From the results of the researcher's observations, information was obtained that the learning media used by educators today are less interesting and less relevant to the needs and characteristics of students who are known as Generation Alpha. Generation Alpha (Gen A) is a continuation of generation Z.

Generation Alpha are children born after 2010 (born in 2011-2025) the generation most familiar with digital technology and the generation claimed to be the smartest compared to previous generations (Novianti, et al., 2019). Generation Alpha (Gen A) are those born after 2010 are the generation that uses the most internet in history. Further studies show that Gen A children will be more independent, less social, less creative, and cannot live without their electronic devices (Salman & Hidayati, 2023).

2. Design

The design stage is carried out by designing learning media using Smart Apps Creator (SAC). At this stage, learning material collection, asset collection and product design are carried out; and preparing the Smart Apps Creator (SAC) design draft.

The stages carried out in the design process are as follows:

1. Formulating Learning Objectives
2. Compiling objective tests based on learning objectives
3. Selecting and determining learning resources that are relevant to the material
4. Creating SAC learning media designs that are in accordance with needs.

3. Develop

The development stage is an activity to realize a product design or plan using the Smart Apps Creator (SAC) application so that it becomes an SAC learning media that is ready to be tested in learning activities.

In the development stage, the activity is divided into two stages, namely the media creation stage and the media development stage based on the assessment of the validation expert team (Batubara, 2020). The following is the process of developing learning media in this study:

1. Media Creation

This activity begins with collecting materials or assets that will be included or used in the Smart Apps Creator (SAC) application

a. Prepare the Canva, Bing image creator, power point, ttsmaker.com, Microsoft sway, and remove.bg applications on a cell phone or laptop connected to the internet.
b. Design a logo, navigation buttons, background display that matches the material, and other supporting images.
c. Search for relevant lesson material videos from YouTube.
d. Search for and download sound effects (narration, correct answers, wrong answers for free) and convert text into sound for learning media.
e. Prepare materials and create multiple-choice quizzes that will be included in the SAC learning media.

After all the required assets and materials are collected, the next step is to compile the assets and materials into the Smart Apps Creator (SAC)

software to become an Android application that can be operated on a smartphone through the following steps:

1. Download the Smart Apps Creator software via the official website www.smartappscreator.com. If you choose free download, then use is free for 30 days. However, if you choose to buy the application, then use it forever. The normal price offered for the Smart Apps Creator Education Version is IDR 1,950,000 and for the Smart Apps Creator Business Version IDR 3,500,000.
2. Install the Smart Apps Creator software on your laptop.
3. Open the installed Smart Apps Creator software then select Android.
4. After that, compile the materials that have been prepared into the software in stages according to the flowchart that has been designed at the design stage. This compilation process is carried out according to creativity and tenacity because it involves animation and setting each button so that it can function properly. (5) The finished media can be exported into an android application by clicking the output menu then selecting the android logo so that it can be downloaded in .apk format and named 'Indonesian People's Life During the Pre-Aksara Period'.
5. Upload the media 'Indonesian People's Life During the Pre-Aksara Period' on Google Drive to get the link.
6. Copy and send the link via WhatsApp group. Or you can also send the APK file directly to the WhatsApp group for class 7 social studies subjects.
7. Open your smartphone and click the Google Drive link or APK that has been shared via WhatsApp then install it.
8. The SAC Learning Media Application based on Problem Based Learning (PBL) with the name 'Indonesian People's Life During the Pre-Aksara Period' measuring 62 MB is ready to be operated on an Android smartphone.

In this stage, validation of the Smart Apps Creator learning media based on Problem Based Learning will also be carried out by 2 experts, namely material experts and media and design experts. The validation process is carried out by media & design experts and material experts are carried out through the expert judgment process. Expert judgment validation is a validation method used to measure the feasibility of the SAC learning media being developed. The product of the research will be validated by experts or experienced experts to assess, identify weaknesses and strengths and propose improvements to the product being developed. The results are in the form of suggestions, comments, and input that can be used as a basis for analysing and revising the media being developed and as a basis for product trials on students. At this stage, the research received validation from two experts.

The validation results by experts will be calculated using the formula:

Nilai: $\frac{R}{SM} \times 100$

Information:
N = Value Sought or Expected
R = Raw Score Obtained
SM = Maximum Score
100 = Fixed Number

The value obtained will be included in the assessment criteria based on table 3.

Table 3. The Value Obtained Will be Included in the Assessment Criteria Based on Table

No.	Percentage	Criteria
1.	81% - 100%	Very Good/Very Worthy/Very Practical
2.	61% - 80%	Good/Decent/Practical
3.	41% - 60%	Good Enough/Decent Enough/Practical Enough
4.	21 – 40%	Not Good/Not Worthy/Not Practical
5.	0% - 20%	Very Bad/Very Unworthy/Very Impractical

Source: Sofnidar & Yuliana, 2018

From previous research, the following assessments were obtained from material expert validators and media experts:

a. Based on the results of product validation test results calculated by Media & Design Experts, a score of 84% was obtained, which means that the SAC Learning Media product has the criteria of Very Good and Suitable for Use (Armilah, et al, 2024).
b. Based on the calculation results of the product validation test results by the Materials Expert, a value of 86.36% was obtained, which means that the SAC Learning Media product has the criteria of Very Good and Suitable for Use (Armilah, et al, 2024).

The research is declared successful if the percentage of survey criteria produces results ranging from 61% to 80% and 81% to 100% or with the criteria "Good/Feasible/Practical" and "Very Good/Very Feasible/Very Practical".

4. Implement

The implementation stage is a real step to test the use of the developed product. This stage will be implemented in the school that is the location of the research, namely SMP Negeri 4 Bukit Kemuning. On a small scale, the researcher asked 4 students and 2 educators to install the SAC learning media apk and then provide feedback/assessment. On a large trial scale, the researcher used 32 students (1 class) and social studies educators from several junior high schools in North Lampung Regency.

5. Evaluation

Tables 4 and 5 present data on user assessment results from both students and educators.

Table 4. Students Assessment

No.	Percentage	Criteria
1.	81% - 100%	Very Good/Very Worthy/Very Practical/Very Easy Good/Worthy/Practical/Easy
2.	61% - 80%	Quite Good/Fair enough/Fair enough practical/Fair enough easy
3.	41% - 60%	Not Good/Less Worthy/Less Practical/Less Easy
4.	21 – 40%	Not Good/Not Worthy/Not Practical/Not Easy
5.	0% - 20%	Not Good/Not Worthy/Not Practical/Not Easy

Source: adapted from Sofnidar & Yuliana, 2018

The research is declared successful if the percentage of criteria gives results ranging from 61% to 80% and 81% to 100% or with the criteria "Good/Feasible/Practical/Easy" and "Very Good/Very Feasible/Very Practical/Very Easy". Based on table 4.7, the practicality and effectiveness of the learning media tested include the feasibility of content, presentation, language, and graphics obtained from 7 educator respondents, the average percentage result is 90.21% included in the criteria "Very Good/Very Feasible/Very Practical/Very Effective".

Table 5. Educator Assessment Results

No.	Aspect	**Percentage** (%)	Criteria
1.	Content Suitability	88,33%	SB/SL/SP/SM
2.	Presentation	90,63%	SB/SL/SP/SM
3.	Language	90,63%	SB/SL/SP/SM
4.	Ease of Use	91,25%	SB/SL/SP/SM
	Average percentage	90,21%	SB/SL/SP/SM
	Criteria	SB/SL/SP/SM	

Source: adapted from Kustandi & Darmawan, 2020

Based on the research results, it was found that the use of Smart Apps Creator as a learning media is very feasible to use in learning activities, especially in social studies subjects. The results of this study are almost the same as the research conducted by Julianto (2022), namely the development of Android-based Smart Apps Creator (SAC) media with the aim of producing Android-based Smart Apps Creator (SAC) media that is valid, practical and effective for use in science learning activities for temperature and heat material for grade V Elementary Schools. where the Android-based Smart Apps Creator (SAC) media is suitable for use in science learning for temperature and heat

material for grade V Elementary Schools and makes it easier for students to understand the material presented. In their research, Elvi, et al. (2021) used the Research and Development (R&D) development research method with the ADDIE model design, namely analysis, design, development, implementation, and evaluation where the subjects of the research were first semester students who took Indonesian Language courses at UIN Syarif Hidayatullah Jakarta as many as 134 people. The results of the study showed that the validity of the Teroka Bahasa Indonesia interactive learning media based on Android using Smart Apps Creator based on material experts and media experts obtained the criteria of "very good or very valid".

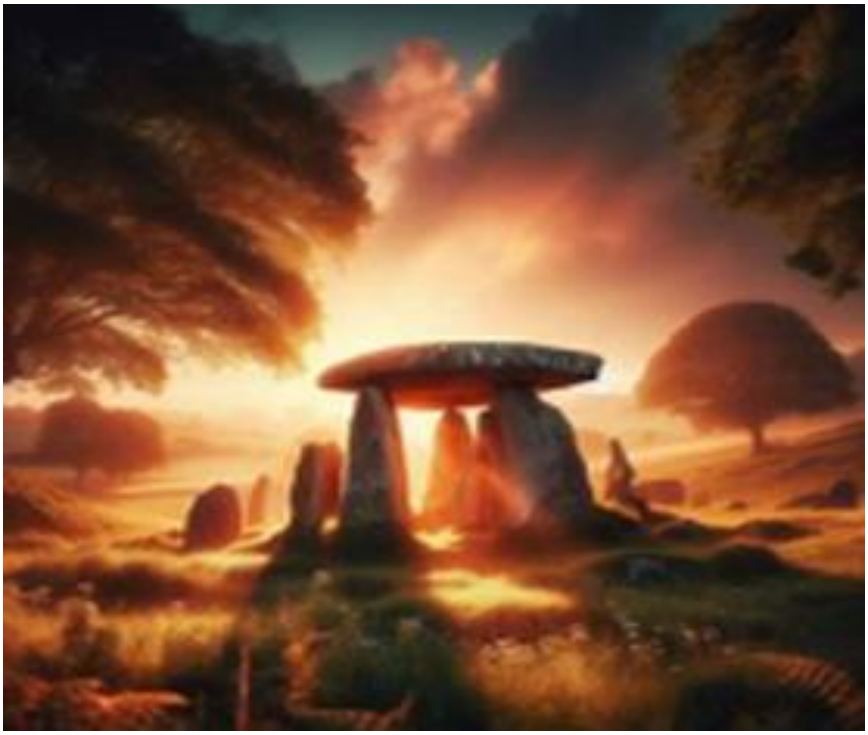

Figure 1. Icon of the Product Developed

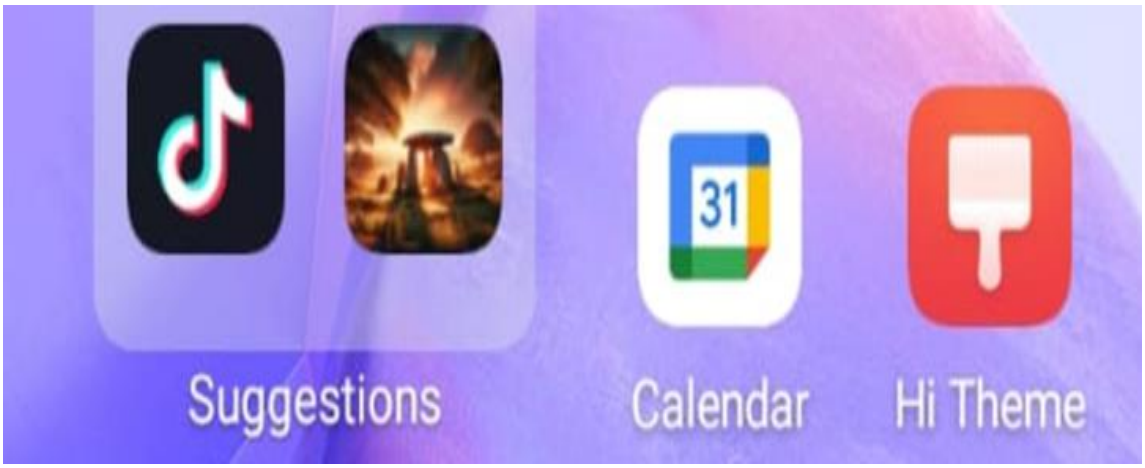

Figure 2. Icon of the Product Developed in Smartphone

CONCLUSIONS AND RECOMMENDATIONS

The use of Smart Apps Creator as a learning media, especially in social studies subjects, has produced products that have been validated by material and media experts with a score of 81.82% from material experts and 84% from media experts, indicating that the developed product is very feasible to use in learning activities. Meanwhile, the assessment according to users, namely students and educators, is 85.6% and 90.2% respectively with the criteria of very feasible/very practical/very easy.

Based on the results of the validation test of SAC Learning Media products, SAC Learning Media is suitable for use in learning activities for social studies.

FURTHER STUDY

The author will use this research for further research, example in utilizing SAC learning media to improve learning outcomes.

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