

Digital Technology as a Communication Media in Improving Students' Knowledge

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ABSTRACT

This study aimed to understand how digital technology, as a communication tool, can help improve students' knowledge. The researcher used a descriptive qualitative approach. To gather information, the study included library research and interviews. The data came from students' opinions about digital technology. There were 5 students being interviewed. The data was processed in four steps: collecting the data, organizing it, analyzing it, and describing it. From the results, the researcher found that when digital technology improves, it gives students many ways to get the knowledge they need.

Keywords: *Digital Technology; Communication Media*

A. Introduction

According to McQuail (2020), digital technology is a type of information technology that uses computers and digital tools more than human effort. Using digital technology as a way to market educational services is something not all schools can easily do, especially those that are not very active on social media. The growth of science and technology is something that all institutions, including schools, can't ignore. Education helps develop science and technology, and this happens because of better education quality and the work of scientists who use education to create new ideas and improve things. As time goes on, technology has become essential in education, helping to manage information, support learning, and even act as a tool to help students learn more. According to UNESCO (2020), the Covid-19 pandemic has affected many students worldwide. Right now, Indonesia is using a digital system for all learning and exams. Schools need to transition from a lack of familiarity with digital tools to their daily integration in teaching practices to enhance instruction and ensure the continuity of education.

UNESCO, along with several countries like Indonesia, has worked together to keep students learning even during the Covid-19 pandemic. Some students, especially those who are less fortunate, faced more challenges because online learning became

the main way to study. In Indonesia, the decision to close schools had a big impact on students in different areas who weren't used to online learning yet. Moving from in-person to online classes created difficulties for both students and teachers in many schools. There are problems with using digital tools and accessing learning materials online. The growth of knowledge, attitudes, and skills takes time for people to develop. It's not something that happens quickly because it involves many aspects of life. According to Law Number 20 of 2003 on the National Education System, Article 3, national education is meant to help students develop their abilities, build good character, and become civilized people. This helps prepare them for life and encourages them to become individuals who believe in God, have good morals, are healthy, knowledgeable, capable, creative, independent, and responsible citizens. In other words, the goal of national education is to help students gain knowledge, good morals, and independence so they can handle future challenges. To achieve high-quality education, the government and the community must work together to make sure these goals are met. Communication technology has become a big help in daily life by making it easier for people to communicate and interact. The development of communication tools, like smartphones and the internet, has greatly improved human life by offering lots of information and making communication networks more efficient.

The communication technology that is developing quickly right now is internet. Advances in communication technology have a big positive effect on people's lives. This is according to Risnawita (2009), who said that using the internet can help students learn better. Similarly, a study by Soenarto (2011) found that the internet can make learning more efficient. The internet serves as a way to get new information and use modern communication tools. It also helps users stay in touch with people nearby and those from different parts of the world. The internet isn't just for talking; it can also help find information and resources from anywhere. People use the internet because it makes it easier to access what they need. The internet connects the real world with the virtual world. Almost every country, including Indonesia, uses the internet. The number of internet users in Indonesia is growing very fast.

Every year, the internet in Indonesia is used by many different fields, and one of them is education. The internet plays an important role in education because many students use it themselves. Most internet users are young people. The internet is different from traditional mass media like print and electronic media. The internet offers many benefits that are used by various groups, especially students in their studies. Now, accessing information for learning is much easier because of the internet. With the internet, people can find the information they need quickly. This is seen in students who look for references online because it is convenient. E-learning has a big impact on changing traditional education into a digital format.

Learning through this method is easy and beneficial for both students and teachers. According to Sujana (2005:253), the advantages of e-learning include flexibility, interactivity, speed, and visualization through different media. Another benefit of e-learning is that it is more efficient, meaning there are fewer class rules, no need for instructors, no minimum number of students, and it can be used anywhere and anytime (L. Tjokro, 2009:187). The success of e-learning is not only supported by information technology tools but also by the support of facilitators, teachers, staff, implementation methods, how to adapt to new technology, availability of facilities, and activity schedules (Natakusumah, 2002). Based on the information above, the researcher conducted a study on Digital Technology as a Communication Tool in Improving Student Knowledge. We know that in daily life, smart devices are always in our hands, making it easy to access the latest information and news. Using digital technology is not as difficult as using old manual systems. In fact, using digital technology is easier, faster, more practical, and saves energy. The world of education continues to follow all changes and updates in digital technology as it develops.

B. Research Method

This research is classified into qualitative descriptive research, because the data presented uses a qualitative approach based on the problems to be discussed. Qualitative research is research conducted in a natural setting or in the context of a touch (Moleong, 2007:4). To gather information, the study included library research and interviews. The data came from students' opinions about digital technology. There were 5 students being

interviewed. The data was processed in four steps: collecting the data, organizing it, analyzing it, and describing it. Miles and Heberman (1984) stated that activities in qualitative analysis are carried out interactively and continuously until complete, so that the data is saturated. Activities in data analysis can be divided into 3, namely data reduction, data display, and conclusion drawing (Sugiyono, 2010:246)

C. Research Finding and Discussion

Interpersonal communication is something humans need to do. People always try to talk to each other and build relationships. There are also some things people need that can only be met through talking with others. Interpersonal communication is when people talk directly to each other, either in a group or in a planned way. One person sends a message, and another person or a small group receives it. This kind of communication has different effects and lets people respond right away. Bittner says that interpersonal communication happens when someone uses their voice to send information to another person. Barn Lund describes it as a meeting between two, three, or more people that happens naturally and isn't planned (Wiryanto 2004:32). Trenholme and Jense say it is when two people talk face-to-face (Wiryanto 2004:33). Everett M. Rogers calls it word-of-mouth communication that happens when people interact face-to-face. The features of interpersonal communication include:

- a. Communication usually goes both ways.
- b. It takes place in a two-way conversation.
- c. People give a lot of feedback.

Also, the ability to deal with selectivity, especially when there is a lot of exposure. The growth of technology and the changing times have led to the creation of new media. New media is not meant to take the place of old media. The term "new media" has been around since the 1960s and refers to a group of communication technologies that are always getting better (McQuail's, 2000: 43). There are certain qualities of old media that new media can't replace. New media technology influences the way people communicate with each other. Starting from simple communication tools like radios and televisions, moving up to the internet and mobile phones using wireless protocols, information spreads very fast and affects the thoughts of many

people. Technology plays a big role in shaping how people think, what they believe, the choices they make, their life goals, and even how they talk. New media is a new development in the way people use media. The move from old technology to digital technology has changed the way people communicate. Before, the audience for mass media was controlled by media institutions, but with the shift towards digital technology, the way media content is shared has changed, allowing the audience to take a more active role (Tamburaka, 2013: 72). The internet, as an interactive mass media, is considered a new media (Pavlik, 1996: 335). This is because the internet has different features compared to earlier mass media like print and electronic media. According to Lister in his book *New Media: Critical Introduction*, the internet can be understood through several aspects, such as new ways of experiencing texts, new methods of presenting the world, and new relationships between users and media technologies (Lister, 2003: 12). The internet as a new textual experience means new kinds of writing, new ways of presenting information, new forms of entertainment, and new ways people consume media, such as computer games, hypertext, and special effect films.

Unlike traditional media like newspapers, magazines, and TV, which are controlled from one central place, the Internet is more advanced and better at reaching specific people. This makes it possible to say that the Internet has brought new hope and added more color to Indonesia's democratic system. Democracy can be better realized because the Internet doesn't have gatekeepers, which are people who control what information is shared. The Internet is short for Interconnection Networking. The word "Internet" comes from the Latin word "inter," which means between. When you break it down, "Internet" means a network that connects things or a connector. So, the Internet is the connection between different types of computers and networks around the world, even if they use different systems and software. This connection works because of improvements in communication technology, like phones and satellites, and it follows standard rules called TCP/IP (Transmission Control/Internet Protocol) (Supriyanto, 2008:60). William and Sawyer (2007:17) say the Internet is a global computer network that links hundreds or even thousands of smaller networks, such as schools, businesses, non-profit groups, and military systems, as well as personal

networks. This means the Internet is a modern tool for communication and sharing information that people all around the world can use.

The internet here is used by connecting different computer networks through internet service providers. This allows the internet, as a way to share information, to work efficiently and effectively, regardless of distance, time zones, or location. In simple terms, the internet is a worldwide network made up of millions of computers that are linked together using the same rules to share information. (William and Sawyer, 2007:17). The internet offers many helpful tools that make it easy for users to access different services. There are a wide variety of services available online, which support activities like learning, news, business, government work, and research. Some of these services include Telnet, Gopher, WAIS, email, mailing lists (milis), newsgroups, and File Transfer Protocol (FTP). Internet Relay Chat, USEnet, Bulletin Board Service (BBS), Internet Telephony, Internet Fax, Multimedia Services (WWW) (Hanson, 2000).

D. Conclusion

The internet is a new kind of media that is now part of everyday life in the world. It's something that people can't really avoid. Whether they like it or not, people around the world need to learn about it and understand how it works. Otherwise, they might be seen as not knowing much about technology. When people learn about the internet, they can use it more wisely. Using the internet wisely means using it for helpful purposes. One useful way is as a tool for communication in learning. A study looked at how using the internet as a communication tool helps students learn better in online classes. The study found that there are clear answers to the questions it was trying to answer. Using the internet, especially the World Wide Web, as a way to communicate in learning is effective because both students and teachers use it a lot. This shows that there are good results from using the World Wide Web as a communication tool in learning. Teachers use it to help explain lessons to students. Students use it to get extra information related to what their teachers teach. Both students and teachers are active participants in using the World Wide Web as a communication tool. Using the internet, especially through email, as a way to

communicate helps improve how students learn. Email is important because the messages sent are considered official and significant, even if they are just about sending assignments. Since assignments are important, students can get better grades when they submit them according to what their teachers ask for. Also, with email, students don't have to worry about losing their work, which makes them more active in their learning. Email can also act as a way to access certain websites or apps, especially educational ones that people use to learn more. This shows that communication through email is a form of interpersonal communication, where teachers and students talk to each other. Learning doesn't only happen in the classroom; it also takes place outside of it. Learning outside the classroom is different from what happens in class. It usually involves using the internet more, like through e-learning systems.

E. References

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