

## The Effectiveness of Digital Media for Students' Writing Abilities: A Literature Review

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### ABSTRAK

Menulis merupakan salah satu keterampilan yang sulit dicapai siswa dan membutuhkan media yang tepat dalam proses transfer ilmunya. Pembelajaran di era sekarang ini menuntut media pembelajaran yang mendukung dan menjembatani proses pembelajaran agar lebih mudah tersampaikan kepada siswa. Penggunaan media digital yang sesuai dengan kebutuhan siswa merupakan salah satu solusi atas permasalahan yang berkaitan dengan keterampilan menulis siswa. Penelitian ini bertujuan untuk mengetahui keefektifan media digital terhadap kemampuan menulis siswa. Itu melakukan tinjauan pustaka dengan dua langkah; pencarian database dan analisis tematik. Hasil penelitian ini menunjukkan bahwa pembelajaran menggunakan media digital untuk kemampuan menulis siswa sangat efektif digunakan. Selanjutnya, penelitian ini menyarankan penggunaan media digital agar sesuai dengan kemampuan menulis tertentu.

Kata kunci : *Media Digital, Kemampuan Menulis, Media Sosial, TIK*

### ABSTRACT

*Writing is one of the skills difficult for students to achieve and requires the right media in the process of transferring the knowledge. Learning in today's era demands learning media that supports and bridges the learning process so that it is easier conveying to students. The use of digital media based on to the students' needs is one solution to problems related to students' writing skills. This study aims to determine the effectiveness of digital media for students' writing abilities. It conducted a literature review with two steps; database search and thematic analysis. The results of this study indicate that learning using digital media for students' writing ability is very effective in use. Furthermore, this study suggests the use of digital media to suit the specific writing skills.*

Keywords : *Digital Media, Writing Ability, Social Media, ICT*

## **INTRODUCTION**

There are 4 skills that students must achieve as a target language in an academic environment. Writing is one of the skills that students in higher education must master. However, in reality, the ability to organize writing according to grammar is the biggest challenge for them (Pradana, Fidian, Hajron, & Putro, 2020).

Writing skills are an essential foundation in all stages of life, from primary education to college and even in employment (Susilawati, 2017). Writing skills which are passive skills are difficult and tedious because students are required to pay more attention and try to learn how to analyse, synthesize, or respond to certain information critically (Pradana et al., 2020). In addition, students must also pay attention to how to generate ideas, arrange sentences and paragraphs, and use grammar and vocabulary accurately.

Choosing the right learning media is one of the best bridges to convey knowledge more easily. Learning in the current era requires the use of appropriate learning media, according to current conditions and student needs. Selecting the appropriate learning media is very important as an incentive for students so that the teaching and learning process becomes easier (Fidian & Pradana, 2017).

Digital learning that suits student needs is a necessity in the current era. The current learning process requires students to become strong digital citizens. Lecturers in their capacity must direct their students how to do it (Jusmaya, 2019). By literature review approach, this research is aimed to explain the effectiveness of digital media for students' writing abilities.

## **METHOD**

Literature review approach was conducted by collecting secondary data in the form of scientific articles from credible sources. This study was carried out in two steps. Searching from the electronic database from Scopus, Google Scholar and ResearchGate was done as the first step. "Writing's ability" and "Digital Media" used as the keywords. The inclusion criteria are scientific journals and proceeding published between 2011-2020. Thematic analysis that identifies patterns and describes various aspects of the literature related to the research objectives is carried out afterwards. Based on the search, 200 articles were found, but only 16 articles that met the inclusion criteria. Scientific articles that met the criteria were analyzed descriptively.

## RESULT AND DISCUSSION

Based on inclusion criteria, 16 scientific articles were analyzed to describe the effectiveness of digital media for students' writing ability. Table 1 is the summary of the scientific articles that met the inclusion criteria.

**Table 1.** Summary of Scientific Articles that Meet the Criteria

No	Author	Method	Media
1.	Faridah (2016)	CAR	Three Dimension Movie
2.	Fidian & Pradana (2017)	Experimental	Instagram
3.	Muharlisiani & Supeno (2015)	CAR	Skype Messenger
4.	Iksan (2018)	Quasi Experiment	Edmodo
5.	Arini (2020)	Experimental	Blog and Slide
6.	Saputro (2017)	Experimental	Facebook
7.	Jusmaya (2019)	Quasi Experiment	Wattpad
8.	Susilawati (2017)	True Experimental Design	Digital Comic
9.	Mcwilliams, Hickey, Hines, Conner, & Bishop (2011)	Research and Development	Twitter
10.	Bakeer (2018)	Experimental	ICT dan Social Media
11.	Natsir, Suswati, Damanik, Pane, & Lubis (2019)	Research and Development	Social Media
12.	Dahlström (2019)	Statistical Survey and Qualitative interviews	Digital writing
13.	Parrella, Leggette, & Redwine (2021)	Correlational	Text messaging and Social Media
14.	Fidian (2017)	Observational	Instagram
15.	Liando & Martha (2019)	CAR	PPT
16.	Pradana et al. (2020)	Correlational	ICT

Previous research related to the effectiveness of digital media used variety of learning media. Some of researcher based on the articles that met the criteria used Social Media such as Instagram, Facebook, and Twitter. Social media like Instagram can be developed as the wiring material (Natsir et al., 2019). Instagram can increase the students' motivation, create a fun learning atmosphere and increase the learning achievement (Fidian, 2017). This learning media becomes dominant because students at their age consider Instagram to be the closest thing in their daily lives. The attractive packaging of the appearance and features contained in a social media certainly makes it attractive for students, thereby stimulating students to be active and enjoy doing activities

in it, so that learning becomes more striking (Fidian & Pradana, 2017; Saputro, 2017). Another study showed that when students' social media use increased, so did their ability to recognize the difference between writing for social media and writing for professional publications (Parrella et al., 2021).

In addition, other studies used ICT such as Weblog, Edmodo, Blog, Slide, Wattpad, PPT, Skype Messenger and Digital Writing. The using ICT in English learning not only improve the students' writing skills but also make the students easier to write through the process in the existing features. They can generate the ideas, organize them, easy in drafting, revising and publishing (Muharlisiani & Supeno, 2015). It can also improve the students' ability in writing the research proposal (Arini, 2020), the students' achievement in writing (Jusmaya, 2019) and increase the students' ability in writing report (Liando & Martha, 2019). The use of ICT also gives students the opportunity to practice more so that students can understand more because they directly apply it in the process (Dahlström, 2019). However, more point for the using of ICT and Social Media for English learners in a long time is they can use it without hesitation or boredom (Bakeer, 2018).

The using of three dimension movie and digital comic also showed a positive effect such as improving students' ability in writing narrative text and increasing student activeness and involvement in following the learning process of writing narrative text (Faridah, 2016; Susilawati, 2017).

Analysis based on 16 articles that meet the criteria shows that digital media is effective in increasing students' writing abilities, motivation, and student participation. In addition, learning using digital media makes students enjoy more and does not feel bored so that the learning process becomes more enjoyable.

## **CONCLUSION**

This study aims to analyze the effectiveness of Digital Media for students' writing ability. The results of the literature review reveal that most of digital media have a positive impact for the students' writing ability. The use of Digital Media can develop positive attitudes and improve students' proficiency in writing English. Some cases of student problems in writing can be minimized by adapting new practices and techniques by integrating digital media in learning as needed. Digital media plays an important role in

several articles that have been analyzed because it arouses English students' interest in learning English so that their writing skills develop better. The development of students' writing skills begins with daily writing and routine habits to deepen written communication with themselves and with others.

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