



Students' Perception of Using Google Meet In English For Advertising Class at Universitas Bhinneka PGRI

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Abstract

Indonesian students always do the teaching-learning process at school, but, students cannot do it during the pandemic covid 19. To overcome this situation, some exchanges are made. One of some exchanges is from a face-to-face teaching-learning process to online. Some applications as part of technology development are used to support the teaching-learning process. Eight-semester students of the English Department Universitas Bhinneka PGRI also face that. They use google meet to support English for Advertising class. The purpose of this study was to find out the lecture's way in conducting English for Advertising class and to know eighth-semester students' perceptions by using google meet in English for advertising class during the pandemic covid 19 at the English Department of Bhinneka PGRI University. In this study, the researcher used a qualitative descriptive method, and random sampling data. Participants are eighth-semester students who joined in English for advertising class at Universitas Bhinneka PGRI. It involves 25 students. Data collection methods used in this study were questionnaires and interviews. As the results, it is found that from 21 statements, the students give 16 positive perceptions, five neutral, and nothing negative perceptions of the statements. From the results from the questionnaire, most of the students give a positive perception. And from the result of the interview showed that the lecturer always conducts the teaching-learning process by discussion method followed by assignments without giving motivation and feedback every meeting. Most of the students are happy and enthusiastic at the class.

Keywords: *English for Advertising, Google Meet, Student Perception*

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INTRODUCTION

At this time, covid 19 has infected various countries around the world. Because covid 19 is an infectious disease, many aspects of life in multiple countries have changed, such as lifestyle, economy, and even aspects of education. In education, major changes are felt, especially in Indonesia. In Indonesia, it has become common practice that students go to school every day and attend lessons for about four or five hours per day, or even more. However, this habit seems to have to be changed because of the extraordinary spread of this

virus, which even results in death. Therefore, learning is adjusted to long-distance learning or online learning. Mohammadi (2010) claimed that online learning was generally referred to as the intentional use of networked information and communications technology in teaching learning. Online learning also was the function of technology in using online learning media assisted by: internet, computer, multimedia, with the aim as the best alternative solution to overcome the problem faced by the students and the lecturer in conducting a meeting in the classroom so that the process of learning still able to be run well.

Online classes benefit from having companions to socialize with and being stuck alone with nothing but assignments." Numerous understudies interested in home-learning programs also say that the workload of online classes is more significant than that of standard types." The joint agreement is that home-learning programs, even though profoundly advantageous and an excellent elective to school. Yet closed schools still require a few to be utilized by understudies because it could be a novel concept, and few are experienced with them (Hayati, Nur, 2020).

With online learning, various applications in the world of technology have been developed to facilitate the learning process. One is the Google Meet application, which is currently widely used. Google Meet makes distance learning even more accessible. In this application, students and teachers can meet in a particular room where they are required to schedule a time to start learning. In google meet, there will be hosts, co-hosts, and participants. In addition, google meet can be used by many students and can meet virtually. Even though the world is in a pandemic, the learning process must continue, one of which is learning English. In this era, to complement students' English skills, some universities in Indonesia insert another skill to complete their English skills, such as English for advertising. English for Advertising is one of the skills used to promote goods/services to the public so that people use the products we offer here. The students will know all aspects of making a good advertisement.

Students face many changes in the English Department of Universitas Bhinneka PGRI where the research is taken. One of the changes they face is a change in the teaching-learning process. Before the covid 19 pandemic hit the world, they could meet and study on campus almost every day, do group discussions and participate in various campus activities freely without restrictions. However, this becomes a ban when the pandemic hits. This is also experienced by all students of Universitas Bhinneka PGRI, including the 8th-semester students of English education department who are learning English for advertising this semester. On this semester, they should do online learning by Google meet this semester. Based on the phenomena above, the researcher is interested in conducting further research on students' perception of using Google meet in English for Advertising class. This research is so essential because it will reveal interesting facts about phenomena that occur and seem ordinary but actually have an essential role in the process of student understanding on learning process, besides that, no research discussed this topic in our campus, although there are another research about this topic in another place.

This research will be conducted in the English Education Department of Universitas Bhinneka PGRI Tulungagung. The researcher formulated the research with the title " Eight Semester Students' Perception Of Using Google Meet In English For Advertising Class During Covid 19 Pandemic at English Department of Universitas Bhinneka PGRI In Academic Year 2021/2022"

RESEARCH METHOD

This research is conducted to reveal the research problem where the data to be studied is the way lecturers conduct learning process and eight-semester students' perceptions of using Google meet in English for advertisement class during the pandemic covid 19.

Based on the statement above, the researcher wants to know lecturers teaching strategy of using google meet to teach English for Advertising and eight semester students' perceptions to respond to the use of google meet in teaching English for Advertising that lecturers conduct. The researcher also wants to know about students' ability into the material they get from lecturers through google meet. This research is conducted at Universitas Bhinneka PGRI in June 2022 and involved 25 students who join the English for Advertising class in this semester

Considering the purpose of the research and the nature of the problem, this research is a descriptive qualitative one. Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research. It is descriptive because the objectives of this study are observing and finding the information as many as possible of the phenomenon. According to Creswell (2013), qualitative research is "an inquiry process of understanding based on a distinct methodological tradition of inquiry that explores a social or human problem".

There were several ways to collect data like questionnaires, observation, field notes, interviews and tests. In this study, the researcher gathered the data using several instruments, namely, questionnaire and interview. According to Sugiyono (2007), there are three main stages in qualitative research, namely:

- a. Description stage or orientation stage. At this stage, the researcher describes what is seen, heard and felt. The new researcher makes a cursory record of the information he has obtained.
- b. Reduction stage at this stage, the researcher reduces all the information obtained in the first stage to focus on a particular problem.
- c. Selection stage. at this stage, the researcher describes the focus that has been set in more detail and then conducts an in-depth analysis of the focus of the problem. The result is a theme constructed based on the data obtained as knowledge, hypothesis, and even new theories.

According to Sugiyono (2008: 245), there are three activities to analyze data in descriptive qualitative research. Those activities include data reduction, display, and conclusion drawing/verification. Based on those statements, the researcher divides the activity in analyzing data into three activities, they are; 1) data reduction, 2) data display, and 3) conclusion drawing.

- a. Data reduction means the process of selecting, identifying, classifying and coding the data that are considered important. In conducting research, the researcher will get much data. Hence, the researcher must select data that will give valuable information in research. Thus, the researcher first has to do a reduction to analyze the data. Based on the

concept of data reduction, reducing the data in this researcher is chosen by identifying the way lecture conducts English for advertising class by using google meet and student perception.

- b. Data display means the process to simplify the data in the form of sentence, narrative, or table. Data display refers to show data that have been reduced in the form of patterns. It benefits to help the researcher understand the data. In displaying data, the researcher describes data that have been reduced into sentence form. Sugiyono (2008: 249) stated that narrative text is the most frequent form of display data in qualitative research. Hence, the researcher arranges the data in good sequence of narrative text to be easier to understand.
- c. For the last process is conclusion and verification. In qualitative research, the characteristic of conclusion is temporary. It can change if the researcher doesn't discover strong evidence to support the next collecting data. However, if the conclusion in the previous data can be evidenced by validity and consistency when the researcher is returning to the field, the conclusion is credible. In this research, the researcher makes conclusion from the data display.

In this research, the researcher uses the triangulation technique. Cohen (2000: 112) stated "Triangulation may be defined as the use of two or more methods of data collection in the study of some aspect of human behavior". Thus, triangulation means the researcher uses two or more techniques to collect the data to get validity. Triangulation aims to increase the credibility and validity of the findings. Further, Denzin (in Patton, 2009) stated that there are four techniques in triangulation. Those are: (1) source triangulation, (2) investigator triangulation, (3) methodological triangulation, (4) theoretical triangulation.

Source triangulation

In source triangulation, the researcher uses many sources or participants to get data accuracy.

Investigator triangulation

Investigator triangulation is a technique that uses more than one researcher to collect and analyze data. From some researcher's view in interpreting information and collecting the data, data validity can be increased.

Methodological triangulation

Methodological triangulation refers to researcher uses more than one method in the research. Cohen (2000: 113) explained "Methodological. Triangulation is using the same method on different occasions or different methods on the same object of study". Thus, methodological triangulation is making different method to get validity of data.

Theoretical triangulation

Theoretical triangulation means the researcher compares the research ata finding with the relevant perspective theory. Here, the researcher is demanded to have expert judgment to compare the research finding with the certain theory.

From those types of triangulation, the researcher uses methodological triangulation to get validity of data.

DISCUSSION

Results & Discussions

Based on the questionnaire and interview, the researcher found the lecture uses the discussion method without giving motivation and feedback after giving assignments in every meeting. Eight-semester students' perception in English for Advertising class by using google meet during covid 19 pandemic at Universitas Bhinneka PGRI in the academic year 2021/2022. The questionnaire result showed that in conducting the teaching-learning process using google meet, the lecture always starts by praying together, sharing the material, opening a Q&A session, and giving assignments.

Robin said that there are 2 kinds of perception, those are positive and negative perception. It is appropriate for students' perception, which found that most students give positive perception. It is because of some reason, such as it is flexible. As stated by Cojocariu et al. that most of the terms (online learning, open learning, web-based learning, computer-mediated learning, blended learning, m-learning, for ex.) have in common the ability to use a computer connected to a network, the possibility to learn from anywhere, anytime, in any rhythm. There are some indicators that the researcher wrote to know students' motivation, such as : students' response to joining English for Advertising class if the signal is not good to access, students' response to join English for Advertising class well, students is never lazy to join the class, students can enjoy this class because it is flexible and the purpose of the students to join the class is not just for sleeping in online class. From some indicators, it is known that most of the students give positive perceptions. There are 68% students agree that they never lazy to join English for advertising class by google meet and 56% of students don't find signal problems.

This research also revealed that more than half of students enjoy this teaching-learning process because it is flexible. Basilaia (2020), stated that google meet as an online platform enables the lecture and the students interact and do assignments was taken by the students. From students' explanation in the interview process, there is always discussion session and assignment on every meeting, which means there is interaction that happened as stated by Basilaia.

In conclusion, based on the interview and quetionnaire, the students give positive perception.

CONCLUSIONS AND SUGGESTIONS

Conclusion

- a) The lecture conducts teaching learning process by discussion method. The teaching learning process always starts by praying together, share the material by sharescreen feature, give explanations, then open Q n A session and give the assignment to submit next meeting.
- b) Students' perception in English for Advertising class is positive perception. Based on

the questionnaire result, From the 21 statements the researcher prepared, there are 16 positive perceptions, 5 neutral, and nothing negative perceptions of the statements.

Based on the interview result, most of the respondents are happy and comfortable joining the English for Advertising class. They have some reasons why they are happy, such as : they can join English for advertising class without signal problem, so it is easier for them to get clear explanation from lecture and do the discussion process smoothly, students can be more independent and explore a new knowledge, skill and experience by themselves. Also, they hope that the students can be more independent to make new knowledge, skill and experience by themselves in the learning process by google meet, considering that no one knows when this pandemic will end.

Suggestions

After concluding the research, the researcher would like to give some suggestions that can be considered as follow:

Lecture

Lecture should give motivation and feedback in every meeting to enhance students' enthusiasm. Besides that, lecture should use various methods with interesting media to support teaching learning, such as giving some quiz with surprising rewards.

Student

Students should have more initiative to make a new knowledge by themselves

Future Researchers

This research can be the reference to future researchers to develop research which the topic relates to this topic

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