The Impact Adobe Flash Media in Learning Economics

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Abstract: This study aims to present the extent of the influence of Adobe Flash media on economic learning. The problem that exists is that there are still many schools that have not implemented varied learning media and the learning media used are less attractive so that they have a less than optimal impact on students. This research method is literature review study. The findings in this article present an increase in student motivation, creative thinking, critical thinking, literacy and student learning outcomes. The results of the literature review show that through the use of Adobe Flash media will have an effect on increasing student motivation, creative thinking, critical thinking, literacy and learning outcomes. The advantage of flash media is that it is one of the most popular web animation technologies, has good quality, and can be displayed on many media. However, Adobe Flash media has a drawback, namely that you have to memorize commands for beginners and only use them online. Literature study that examines Adobe Flash media in increasing the effectiveness of the economic learning process and students' abilities in the economic learning process.

Keywords: Economic Learning, Adobe Flash Media

1. Introduction

The era of the industrial revolution 4.0 (21st century) is a century in which the information and technology era. The development of technological sophistication in the 21st century demands competition for the development of the quality of human resources. A person must be able to respond to existing changes quickly and effectively, so that it requires flexible intellectual skills, the ability to analyze information, and integrate various sources of knowledge to solve problems. For the world of education, the development of technology and information has a very positive impact on the users of teaching aids, making it easier for teachers to convey the learning process. Learning that is said to be ideal is where the learning process involves two-way interaction between teachers and students in a learning environment.

Learning that is said to be good is learning that contains elements of the formulation of clear learning objectives, selecting the right method, appropriate learning materials and interesting learning media. The importance of formulating clear learning objectives, selecting appropriate methods, suitable learning materials and attractive learning media will have a positive impact on increasing student motivation, creative thinking, critical thinking, literacy and learning outcomes. But in reality, the teacher has not paid attention to efforts to increase student motivation, creative thinking, critical thinking, literacy and learning outcomes, this can be seen from the monotonous learning activities carried out by the teacher which tends to provide more information and discussion exercises with very limited time. The absence of the use of less attractive media results in not achieving goals in the learning process.

2. Research question

The teacher as a motivator must be able to use more varied and interesting learning media so that students are more interested in following the learning process. Students who are said to be interested in the learning process are characterized by learning motivation, creative thinking literacy, critical thinking, and good learning outcomes. The use of learning media will help students follow and optimize...
learning. One of the technology-based learning media that can increase motivation, literacy, creative thinking, critical thinking, and student learning outcomes is Adobe Flash media.

Adobe Flash is a program specially designed for Adobe as well as a professional standard creation tool application which is used to create highly engaging animated videos and bitmat for building interactive and dynamic web sites. This Adobe Flash application is designed to create reliable and lightweight two-dimensional animation, so this application is widely used to build and provide animation effects on websites and interactive CDs and logo animations, animated videos, films etc. Learning media that are attractive and accompanied by animation can foster a sense of student curiosity about the learning material. Based on previous literature studies on the use of media have a positive effect on learning motivation ([1]; [2]), literacy ([3]; [4]), creative thinking ([5]), critical thinking ([6]), and learning outcomes ([7]; [8]). Therefore, the use of Adobe Flash media has a good influence on the economic learning process.

3. Methodology

The method used in writing this article is a Literature Review and research results that have been published in journals. Literature review is a method used to collect data and sources with regard to the method of collecting literature, reading and taking notes, and processing research material on a particular topic. Literature reviews can be obtained through various sources such as journals, books, internet, and other literature.

4. Results and discussion

4.1 Learning Media

Media comes from the Latin word "Medium" which literally means an intermediary or messenger. The National Educational Association (NEA) argues that media is a form of communication, both print and audio-visual and its equipment. Media is an inseparable part of the learning process in order to achieve educational goals and learning objectives in schools in general [9]. Meanwhile, the definition of media is a tool in the form of anything that can be used as a tool in the learning process [10]. Basically in the learning process there is a communication process, where one of the good communication tools in the teaching and learning process is learning media [11].

Understanding learning media is one component that greatly influences the learning process which has an important role in supporting success. Moreover, education is currently in the era of technology and information, it is mandatory for teachers to be able to use media as an alternative to achieving learning objectives. The use of instructional media in the teaching and learning process can provide stimulation for students to generate interest in learning. So, a teacher really needs to learn how to use and determine the media in learning so that learning activities are more effective in achieving teaching and learning goals. This is because the learning media used is one of the determining factors for the success of learning [12], and the achievement of student competencies [13].

Based on the explanations from several experts above, it can be concluded that the notion of learning media is a means of delivering learning material that aims to carry out teaching and learning activities effectively, arouse student learning interest, and facilitate teaching and learning activities so that students understand the material so that they can achieve their learning objectives.

4.2 Adobe Flash media

Media is a learning component that contains material in the teaching and learning activities environment. Currently the development of technology-based media is growing very rapidly. In
developing technology-based media, it can be done with various software. One of the software that is often used by learning media developers is Adobe Flash.

Adobe Flash is a software that has the ability to create images and can provide animations that are easy to learn. Adobe Flash software is software adopted by Adobe from Macromedia. Another definition of Adobe Flash is the right software used in making visual presentations and can interpret various media, such as animation, video, images and sound [14]. The workspace is in Adobe Flash; (1) stage, (2) tools, (3) timeline, (4) panels, (5) properties. The use of learning media combined with animation, images and sound will influence students in increasing learning motivation, literacy, creative and critical thinking, and student learning outcomes. Here is the initial appearance of Adobe Flash software [15].

![Figure 1. Initial Display of Adobe Flash](image)

The advantages and sophistication of Adobe Flash in creating and processing attractive animation media are: (1) can be used to make interactive buttons in the form of films or other objects, (2) can change the transparency of the resulting color on the film, (3) can change the animation from the initial shape to another form, (4) make the motion produced by the animation follow a predetermined path, (5) it can be called swf, html, gif, jpg, png, exe, mov, and (6) can make animation 3-dimensions [16]. From the advantages of Adobe Flash, it can be seen that this software can be used as a tool to create learning media with combined animated images to support the learning process. Apart from the advantages or disadvantages, Adobe Flash also has a weakness, namely as a beginner it will be difficult to make media with images and animation, because there are still many features that must be memorized and must be connected to the internet.

Adobe flash media can help teachers in supporting teaching and learning activities in the classroom. This is because Adobe Flash can help develop games, media, interactive teaching materials, and etc. As stated by Madcom (2008: 1), Adobe Flash has advantages over other software in terms of graphics, incorporation of multimedia elements, and user interactivity, making it suitable for building learning media.

Besides being suitable for building learning media, Adobe Flash media can also increase student interest in learning, foster learning motivation so that it is easy to understand the material, and foster creative thinking and critical thinking skills in problem solving. Therefore, the existence of Adobe Flash media greatly affects the learning process which requires students to be more active and create two-way learning. This can be strengthened by the results of research that has been conducted by several Adobe Flash media developers that can improve students' abilities.

The use of Adobe Flash in an effort to increase student learning motivation has a very good
effect. Based on the research literature study, that the use of interactive learning media through Adobe Flash applications can increase student motivation. The resulting learning motivation score increased after the use of Adobe Flash media in the learning process. Adobe Flash media provides benefits for teachers because it makes it easier for teachers to deliver learning materials. While the benefits obtained from students are that students can better understand the material provided by the teacher independently, it can increase learning motivation and problem solving [1]. The enthusiasm given by students towards the use of Adobe Flash media is very high, so that it provides ample opportunities for students to develop their thinking skills. The use of Adobe Flash media to increase learning motivation was also strengthened by research conducted that states that there is a significant influence with the presence of Adobe Flash animation-based audio-visual media on increasing student motivation in economic subjects [2]. The application of animation-based audio-visual media with Adobe Flash is an effective way that teachers can do in an effort to attract students' attention in learning and can foster learning motivation in students. The responses given by students in the experimental class showed that 82.62% of students had high learning motivation when using audio-visual media based on Adobe Flash animation. Meanwhile, the response of control class students who did not use animation-based audio-visual media with Adobe Flash showed 71.92% results.

The use of Adobe Flash media in the learning process can improve student literacy. Literacy is a term that refers to the abilities and skills of individuals in reading, writing, speaking, arithmetic and solving problems. The research was conducted [17], shows that the e-module developed through Adobe Flash is very suitable for fostering student literacy skills. The use of underutilized media by teachers causes students to be less active and independent in learning activities, thus affecting students' literacy skills. The practicality rating of 10 people on the interactive e-model assessment developed through Adobe Flash shows an average percentage of 90%. It can be concluded that overall the learning and tools developed have a good and very good degree of practicality. [3], there is a difference between students who use Adobe Flash-based RME who have higher average literacy skills than students who get conventional learning. In Adobe Flash-based RME learning, students become more active in learning and are able to redefine concepts in their own way. Students are given the opportunity to describe, interpret and look for strategies that cannot be applied in conventional learning. The enthusiasm given by students in learning can be seen when students understand contextual problems related to daily activities, so that students' literacy skills will appear simultaneously because students are trained to think rationally and solve problems.

By increasing students' literacy skills in understanding the learning material will have an impact on improving the memory of these students. This can be seen from the research states that the use of Adobe Flash media and models in learning can increase students' retention (memory) [4]. This is shown in the increase in cycle I and cycle II, namely the percentage of retention in the first cycle shows an average of 58.44% in the low category, then an increase in retention ability in cycle II becomes 76.10%. From these results indicate that the indicators of the success of the actions taken by students have been achieved and student retention has increased.

The use of Adobe Flash media in the learning process can improve students' creative and critical thinking skills. Judging from the research [5] shows that the use of Adobe Flash media can improve students' creative thinking skills, namely students have the ability to think fluently, think flexibly and think in detail. The response given by students to the use of Adobe Flash media was very high. Students during the learning process are very enthusiastic and have high motivation in understanding the learning material. In this case, students' ability to reflect when faced with learning activities using Adobe Flash media has triggered students to think creatively. This can be strengthened by research conducted [6], there is a difference in the average score of critical thinking skills before and after using Adobe Flash audio visual CTL media. The use of Adobe Flash audio-visual CTL media has an influence on students in an effort to improve critical thinking skills. Many students responded well to
Adobe flash media, because 53% of students felt more interested and happier to use media that contained videos, textbooks related to the subjects being studied. The positive attitude given by students to learning materials presented using pictures and videos shows 70%, moreover students always use electronic media for learning activities. When students have the ability to think creatively and think critically, automatically students also have good problem-solving skills. As shown by the research of Darari (2017), students who are taught using Adobe Flash learning media have higher problem-solving abilities compared to students taught using conventional media. More students who use Adobe Flash media are more motivated and have higher creativity than students who use conventional media. This is shown from the experimental and control class data by looking at the N-Gain of the experimental class of 0.757 and the N-Gain of the control class of 0.515, thus the increase in problem-solving abilities in the experimental class is in the high category, while the control class experienced an increase in the problem-solving ability of the control group in the moderate category.

The use of Adobe Flash media in the learning process can improve student learning outcomes. The use of flash card learning media can help students in the learning process, so that the material presented can be understood optimally and can improve student learning outcomes. Student response is very good, and students also feel interested in flash card media in learning, because students are increasingly interested in participating in learning and understanding the material so that it will produce maximum learning outcomes [7]. In line with the research [8], that the use of Adobe Flash media in learning can increase student interest and learning outcomes. The increase in interest in learning can be seen in the first cycle of 2.91 which is included in the moderate criteria. Cycle II experienced an increase in interest in learning by 3.4 which was included in the high category. While student learning outcomes increased to reach the predetermined KKM, namely ≥75, seen in cycle I 74% classical completeness increased in cycle II the average score of students became 81.42 with classical completeness being 85.18%. The increased interest in learning and student learning outcomes is influenced by the existence of Adobe Flash learning media that makes students interested and makes it easier for teachers to deliver material so that students easily understand it.

From some of the literature studies above, the use of Adobe Flash media in learning can increase student learning motivation, improve literacy skills in understanding material, foster creative thinking skills and critical thinking in problem solving and improve student learning outcomes. Increasing student learning motivation will make it easier for students to read, write and understand the material provided by the teacher. So that it will also improve students' literacy skills in understanding the material. By increasing learning motivation and understanding good material, it will automatically increase students' creative and critical thinking, so that students are able to express broadly, creatively and think critically. Increased learning motivation, literacy, creative thinking, and increased critical thinking will have an impact on improving student learning outcomes. The relationship between the use of Adobe Flash media in learning is very important for a teacher to take advantage of technological sophistication in learning.

4.3 The Impact of Adobe Flash Media on Economic Learning

Economy comes from the Greek "Oikonomia" which consists of two syllables, namely Oikos and Nomos. Oikos can be defined as household, while Nomos means rules. So it can be interpreted that Oikonomia is a rule that applies to meet the necessities of life in a household [18]. Along with the times and science, a science called economics emerged. The notion of economics or economic subjects is a science that studies the behavior of individuals and communities in an effort to meet unlimited life needs with a limited number of means of satisfaction.

The characteristics of economic learning namely; (1) identifying problems, (2) selecting problems for classroom learning, (3) collecting problems to be studied. As we know, one of the
characteristics of economic learning is identifying a problem [19]. Therefore, in learning economics students are required to have logical thinking skills, creative thinking skills and good critical thinking in solving a problem. These skills can grow through students' interest in the learning process. An interesting learning process can be carried out by the teacher using Adobe Flash media to foster creative thinking and critical thinking skills and to be able to foster good rational thinking skills. The existence of Adobe Flash media with animation, images and audio to display a problem that exists in everyday life can attract students' attention and interest in learning economics, so that students have the ability to reason, be creative and think critically to identify a problem.

The impact of the Adobe Flash media in economic learning is that students are more interested in participating in learning. This is because the display in Adobe Flash media is combined with animated images and audio to display learning material to identify problems very effectively and efficiently. With the help of Adobe Flash media in economic learning, it can foster logical thinking, creative thinking and good critical thinking so that students can more easily identify a problem and make learning more enjoyable.

5. Future trends and Conclusion

Based on the literature study above, it can be concluded that it is necessary to create educational innovations through learning media. The results of reviews from several journals show that the use of Adobe Flash media has proven to have a positive impact on learning motivation, literacy, creative and critical thinking as well as student learning outcomes in the learning process. Creative thinking and critical thinking, as well as improving student learning outcomes after using Adobe Flash media. In addition, this media can be used by students to build knowledge and understand learning concepts, so that they are able to solve problems given by the teacher.

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