

THE EFFECT OF LEARNING VIDEOS ON STUDENTS' LEARNING MOTIVATION

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Abstract: The rapid development of information technology in education has encouraged the use of innovative and engaging learning media, particularly learning videos. Video-based learning media can present instructional material through audio-visual elements, making learning more interactive and easier for students to understand. This study aims to examine the effect of learning videos on students' motivation and comprehension during the teaching and learning process. The method employed in this study was a literature review analyzing relevant books and scientific journal articles published between 2019 and 2024. The findings reveal that learning videos have a positive impact on the learning process. They enhance students' interest, attention, participation, and motivation in classroom activities. Furthermore, the combination of visuals, audio, and animations helps students understand abstract or difficult concepts more effectively than verbal explanations alone. Therefore, learning videos can serve as an effective instructional medium to improve students' motivation and understanding. Teachers are encouraged to integrate learning videos with appropriate teaching strategies to achieve optimal learning outcomes.

Keywords: learning videos, learning motivation, student understanding, learning media.

INTRODUCTION

The rapid advancement of communication technology in the recent past has impacted a lot of aspects of life, including education. Tech used in the learning process makes education better and creates a more efficient and interesting learning process for students. For example, the use of digital-based mediums such as instructional videos is one of the technology utilization in learning. This type of media can help deliver an exciting way for students to experience material through images, sound, and animation to reinforce concepts. (Batubara & Ariani, 2020). So, learning media plays a very fundamental position in the process of education because it provides teachers with a means to show material in a more and more systematic way.

Selecting suitable learning media may enhance students' attention and interest toward learning during the learning process.

Technology based learning media, including videos, is able to be useful for making a more authentic learning as students can learn more from watching the different concepts or stages related with this subject matter Yaumi (2021). Thus, the use of interesting learning media can positively influence learners' learning motivation and comprehension. Learning motivation is an important determinant of the success of students on the learning process. In turn, high-learning-motivated students are more active, productive, and have higher goals, i.e., they want to realize better learning results. On the other hand, low motivation of learning may lead to less than enthusiastic students' interest to engage in learning in activities that are not conducive to a better comprehension of the concepts. To increase student learning motivation, a number of initiatives must be taken, including application of interesting and creative learning mediums that can stimulate the minds of students (Rahmawati, 2023). One learning medium known to have been widely effective for contributing towards enhancing student motivation to learn is video learning.

Learning videos have the advantage of providing the students with visual and auditory ways to visualize/sound information and view and at the same time receive the explanations. This may give students a concrete understanding of abstract ideas. Additionally, as shown by Sutrisno (2022), making instructional videos use can make a teaching-learning experience interactive and enjoyable and result in students engaging with the process more. Studies done in recent years indicate that some impactful aspects of the teaching and learning process occur through the use of educational videos. Instructional videos may not only boost students motivation and understanding of a discipline, but also increase the academic level in this medium. In this way, when the diagrams are clear and visual the presentation is entertaining to students, they can more easily understand the information taught. Based on this description it is possible that the use of instructional videos has positive effects on students' motivation and learning. Thus, studying the influence of instructional videos on student motivation and learning is of relevance in order to find out the potential for the teaching and learning that this medium makes in schools.

UNDERSTANDING LEARNING VIDEOS

1. Definition of Learning Videos According to Experts

Learning videos are a form of technology-based learning media widely used in modern education. This media utilizes audio and visual elements simultaneously to convey information or learning materials to students. By combining moving images, sound, text, and sometimes animation, learning videos can provide a more engaging and easily understood learning experience for students. The use of videos in learning can help teachers explain material more concretely and increase student attention during the learning process. According to Batubara and Ariani (2020) in their book **Effective Learning Media**, learning videos are learning media that present educational messages or information through moving images combined with sound, thus providing a more realistic learning experience for students. This media can help students understand learning concepts more clearly because the material is presented visually and auditorily. Yaumi (2021) explains in his book "Media and Learning Technology" that learning videos are audio-visual media used to systematically deliver learning materials using digital technology. Learning videos can be used to explain specific concepts, processes, or events, thereby helping to increase the effectiveness of classroom learning. Research conducted by Hadi (2022) in the Journal of Educational Technology shows that the use of learning videos can help improve students' understanding of the subject matter. This is because videos can present information in a more engaging and interactive manner, making it easier for students to grasp the concepts being taught. Based on the opinions of several experts, it can be concluded that learning videos are audio-visual-based learning media that utilize digital technology to convey learning materials through moving images and sound, thereby helping students understand the material more clearly and engagingly.

2. Characteristics of Video as a Learning Medium

Video as a learning medium has several characteristics that distinguish it from other learning media. One of the main characteristics of video is its ability to present moving images accompanied by sound. This combination of visual and audio elements allows students to receive information through two senses simultaneously: sight and hearing. This makes the learning process more effective because students can understand the material more thoroughly. Another characteristic is that videos can present events or processes in a realistic and concrete manner. In the learning process, some material is difficult to explain solely through oral or written explanations. Through learning videos, teachers can demonstrate various phenomena or processes that are difficult to observe directly in the classroom. For example, the process of rain, photosynthesis in plants, or historical events that occurred in the past.

Learning videos are also flexible and can be used repeatedly. Teachers can play videos according to learning needs. Videos can be paused, rewound, or fast-forwarded according to students' needs. This allows students to revisit any material they haven't yet grasped, making learning more effective. Another characteristic of learning videos is their ability to capture students' attention. Engaging visuals, the use of animation, and the combination of color and sound can help students focus more during the learning process. Therefore, the use of learning videos can help create a more enjoyable and less boring learning environment for students.

3. The Function of Video in the Teaching and Learning Process

Learning videos have various important functions in the teaching and learning process. One of the main functions of videos is to clarify the delivery of learning material. With clear visualizations, students can understand concepts that are difficult to explain through words alone. Videos can display various examples, simulations, or illustrations that help students understand the material more deeply. Learning videos also serve to increase student motivation and interest in learning. Presenting material through engaging videos can make students more interested in participating in the learning process. When students feel interested in the material being presented, they will be more focused and active in participating in learning activities.

Videos also serve as a means of providing students with a more immersive learning experience. Through videos, students can directly observe various phenomena or events related to the learning material. This makes it easier for students to understand the connection between the theories they learn and real life. Learning videos can also function as a medium for independent learning. Students can re-watch learning videos outside of class to deepen their understanding of the material they have covered in class. Thus, learning videos can help students learn more flexibly according to their needs.

LEARNING MOTIVATION

1. Definition of Learning Motivation According to Experts

Learning motivation is an important factor influencing student success in the learning process. Learning motivation can be defined as a drive that arises from within or outside a person, inspiring enthusiasm for learning activities. With high learning motivation, students will be more active in participating in the learning process, have a desire to understand the subject matter, and strive to achieve optimal learning outcomes. Conversely, low learning motivation

can cause students to be less interested in participating in learning activities, resulting in poor learning outcomes.

According to Uno (2021) in his book "Motivation Theory and Its Measurement," learning motivation is an internal and external drive within students that triggers learning activities, provides direction for learning activities, and maintains these activities so that learning objectives can be achieved. This motivation functions as a driving force that encourages students to engage in continuous learning activities.

In her research, Emda (2020) explained that learning motivation is the force that drives someone to engage in learning activities with the goal of acquiring knowledge, skills, and improving behavior. Learning motivation not only influences students' desire to learn but also influences how much effort they put into understanding the subject matter.

Furthermore, Rahmawati (2023) stated that learning motivation is a psychological condition that encourages students to actively engage in learning activities. Students with high learning motivation typically demonstrate enthusiasm, actively ask questions, and strive to understand the material taught by the teacher.

Based on the opinions of these experts, it can be concluded that learning motivation is a drive that originates from within and outside students, encouraging them to actively engage in learning activities and strive to achieve learning goals.

2. Types of Learning Motivation (Intrinsic and Extrinsic)

Learning motivation can basically be divided into two main types: intrinsic motivation and extrinsic motivation. Both types of motivation play an important role in influencing students' learning behavior. Intrinsic motivation is motivation that originates from within an individual without any external drive. This motivation arises from interest, curiosity, or a desire to acquire knowledge. Students who are intrinsically motivated typically learn because they genuinely want to understand the subject matter and feel happy when they successfully learn something new. For example, a student studies diligently because they are interested in a subject or want to learn more about a particular topic. Intrinsic motivation is usually stronger and more lasting because it stems from the student's own self-awareness. Extrinsic motivation is motivation that originates from outside the individual.

This motivation arises from environmental influences, such as encouragement from teachers, parents, or peers. Friends, or the presence of certain prizes or awards. For example, students study diligently because they want to get good grades, receive praise from teachers, or avoid punishment. Although extrinsic motivation originates from outside the individual, it still plays an important role in motivating students to learn.

According to Suryani (2022), intrinsic and extrinsic motivation complement each other in the learning process. Intrinsic motivation drives students to learn due to self-awareness, while extrinsic motivation can strengthen their enthusiasm for learning through support from their environment.

3. Factors Influencing Student Learning Motivation

Student learning motivation does not emerge spontaneously but is influenced by various factors originating from within the student and from their environment. These factors can influence the level of enthusiasm and desire of students to participate in the learning process. One factor influencing learning motivation is internal factors, which originate from within the student. These factors include interests, talents, abilities, physical condition, and psychological state. Students who have a strong interest in a subject are usually more motivated to learn the material. Furthermore, health and mental readiness can also influence student motivation to learn.

In addition to internal factors, there are also external factors originating from the student's environment. External factors include family support, the teaching methods used by teachers, and the school learning environment. A comfortable and conducive learning environment can help increase student learning motivation. The use of engaging learning media can also influence student learning motivation. Learning media such as instructional videos can make the learning process more engaging, thereby motivating students to participate in teaching and learning activities. According to Hadi (2022), the use of innovative and interactive learning media can increase student interest and motivation in learning because learning becomes more enjoyable and easier to understand.

It can be concluded that student learning motivation is influenced by various factors, both internal and external. Therefore, teachers need to create an engaging learning atmosphere and use appropriate learning methods and media to increase student learning motivation.

THE RELATIONSHIP BETWEEN LEARNING VIDEOS AND LEARNING MOTIVATION

1. The Effect of Using Visual Media on Student Learning Interest

Visual media is a type of learning media that plays an important role in increasing student learning interest. Visual media can present information more clearly through images, graphics, animations, and videos, making it easier for students to understand the subject matter. In the learning process, the use of visual media can help teachers explain abstract concepts more concretely, making it easier for students to grasp the material being studied. Learning videos, as a form of visual media, have the ability to present information through a combination of moving images and sound. This combination allows students not only to listen to the teacher's explanation but also to directly see illustrations of the material being studied. This can increase student learning interest because learning becomes more engaging and less monotonous. The use of visual media can also increase students' curiosity about the subject matter. Engaging visual displays can help students focus more during the learning process. When students are interested in the material being studied, they will be more active in participating in the lesson and more motivated to understand it. Research shows that the use of video media in learning is significantly related to increased student learning motivation. Video media can increase interest in learning because the presentation of the material is more engaging and easier for students to understand.

2. Advantages of Learning Videos in Increasing Student Attention and Engagement

Learning videos have several advantages that make them effective in the teaching and learning process. One of the main advantages of learning videos is their ability to present material in an engaging way through a combination of images, sound, text, and animation. This engaging presentation of material can increase student attention during the learning process. When learning videos are used in class, students tend to be more focused because they can directly see examples or illustrations related to the subject matter. This differs from learning methods that only use verbal or textual explanations, which often quickly lead to student boredom. With learning videos, the learning process becomes more varied, making students more interested in participating in learning activities.

Learning videos can also increase student engagement in the learning process. Students not only listen to the teacher's explanation but can also observe various phenomena or processes

shown in the video. This can encourage students to ask questions, discuss, and provide opinions on the material being studied. Several studies have shown that using video media in learning can increase student motivation and engagement in learning activities because the material presented through video is easier to understand and more engaging than conventional learning methods.

3. The Role of Teachers in Utilizing Learning Videos to Increase Learning Motivation

When using learning videos, teachers play a crucial role in ensuring that the media can be used effectively in the teaching and learning process. Teachers not only serve as material presenters but also as facilitators who help students understand the content of the learning videos. One of the teacher's roles is to select learning videos that are appropriate for the learning objectives and students' level of understanding. The videos used must be relevant to the material being studied and presented in language that is easy for students to understand. By selecting the right videos, students will more easily understand the material presented. Furthermore, teachers also need to guide students during the process of using learning videos. For example, by providing explanations before the video is played, asking questions during the video, and engaging students in discussions after watching the video. These activities can help students understand the material more deeply and increase their engagement in the learning process.

The use of learning videos combined with appropriate learning strategies can help increase student learning motivation and create a more interactive and enjoyable learning environment. Research shows that video media, used effectively by teachers, can increase student learning motivation and make the learning process more engaging.

a. Using Learning Videos in Teaching and Learning Activities

The use of learning videos in teaching and learning activities is one form of technology utilization in education. Learning videos enable teachers to deliver material in a more engaging way through a combination of images, sound, text, and animation. By combining visual and audio elements, students can gain a more immersive learning experience, making the material easier to understand. In classroom learning, videos can be used as supporting media to help teachers explain the material. For example, teachers can play videos that explain concepts, demonstrate processes, or apply examples of the material in everyday life. Through learning videos, students not only listen to the teacher's explanation but also directly see illustrations of the material being studied. Furthermore, the use of learning videos can also create a more

engaging and less monotonous learning environment. Learning that relies solely on lectures often leads to students quickly becoming bored and losing focus. Therefore, the use of video media can help create variety in the learning process, making students more engaged in learning activities. Research shows that using video media in learning can help teachers deliver material more effectively and improve student understanding. Learning videos can also make students more active and engaged in the classroom learning process.

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b. Impact of Video Use on Student Learning Motivation

The use of learning videos has a positive impact on student learning motivation. Learning motivation is a crucial factor influencing student success in the learning process. When students are highly motivated, they are more active in participating in learning activities and have a strong desire to understand the subject matter. Learning videos can increase student learning motivation because this medium presents learning material in a more engaging and interactive way.

Through engaging visuals and audio explanations, students can more easily understand the material being taught. This can make them more interested and enthusiastic about participating

in learning activities. Learning videos can also help students understand abstract concepts more concretely. By viewing illustrations or simulations presented in videos, students can gain a clearer picture of the material being studied. This can increase students' curiosity and encourage them to learn more actively.

c. Examples of Implementing Learning Videos in the Classroom

The implementation of learning videos in the classroom can be done in various ways, depending on the learning objectives the teacher wants to achieve. One example of implementing learning videos is using videos as an introductory medium before the teacher explains the lesson material. In this case, the teacher can play a video that provides an overview of the topic to be studied so that students have a basic understanding of the material. Learning videos can also be used to explain processes or phenomena that are difficult to understand if explained solely through text or verbal explanations.

For example, in science lessons, teachers can show videos about the human respiratory system, photosynthesis, or certain natural phenomena. Through these videos, students can see firsthand how these processes occur. Another example is using videos as discussion material during learning activities. After students watch the learning video, the teacher can ask questions related to the video's content. This activity can encourage students to think critically and increase their engagement in the learning process. Research shows that using instructional videos in teaching and learning activities can help improve students' conceptual understanding and motivation because the material is presented in a more engaging and easy-to-understand manner.

d. Advantages and Disadvantages of Using Learning Videos

The use of learning videos in the teaching and learning process has various advantages that can support the success of the learning process. One of the main advantages of learning videos is their ability to present material in an engaging manner through a combination of visual and audio elements. This can help students understand the subject matter more easily because they can directly see illustrations of the concepts being explained. Learning videos can also increase students' attention and interest in learning. The display of moving images and explanations accompanied by sound can help students focus more during the learning process. Learning videos can also be used flexibly, both in classroom and online learning.

The use of learning videos also has several disadvantages. One of the weaknesses of using learning videos is the dependence on technological facilities such as computers, projectors, or internet connections. If these facilities are not adequately available, the use of learning videos can be hampered. If learning videos are used excessively without additional explanation from the teacher, students can become less active in the learning process. Therefore, teachers need to use learning videos wisely and combine them with other learning methods to ensure the learning process remains effective. Several studies have shown that while learning videos have many advantages in increasing student motivation and understanding, the use of this media still needs to be adapted to classroom conditions and learning objectives to achieve optimal results.

CONCLUSION

The use of instructional videos in the teaching and learning process has a positive impact on student learning motivation. Instructional videos present material in an engaging manner through a combination of images, sound, text, and animation, enabling the subject matter to be delivered more clearly and easily understood. With engaging visuals, students become more focused and engaged in learning activities. Furthermore, instructional videos help explain abstract concepts more concretely, allowing students to gain a clearer understanding of the material being studied. This can increase students' curiosity and encourage them to be more active in the learning process. Therefore, the use of instructional videos can increase student learning motivation and help them better understand the subject matter.

In this era of rapid technological development, the use of digital-based learning media is crucial in supporting a more effective and innovative educational process. One medium widely used in modern learning is instructional video, as it presents material in a more engaging, interactive, and easily understood way for students. Through instructional videos, teachers can deliver material more creatively by showcasing various illustrations, examples, and simulations that help students understand learning concepts. Furthermore, video media can be used in both face-to-face and online learning, providing flexibility in the teaching and learning process. Therefore, the use of instructional videos in modern education is crucial for increasing student motivation and creating a more engaging, effective, and meaningful learning process.

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