

The development of prezi-based interactive learning media for arabic language learning

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ABSTRACT

This study aims to (1) explore the application of Prezi as an interactive medium in Arabic language learning, (2) identify the steps involved in developing Prezi-based instructional media, and (3) analyze the advantages and disadvantages of using this media. The research method employed is library research, which involves collecting information and data through various literary sources such as books, journals, notes, magazines, other references, as well as previous relevant research findings. The results of the study indicate that Prezi is a highly effective tool in the Arabic learning process. It presents learning materials in a visually appealing and interactive manner through dynamic and well-structured presentations. One of its major strengths is its ability to deliver information in a non-linear format while actively engaging students in the learning process. However, several limitations were identified, including dependency on internet connectivity, a learning curve for first-time users, and the potential for distraction due to excessive animation if not used appropriately. Therefore, these limitations can be addressed by integrating Prezi with other supporting media to ensure the continuity and effectiveness of the learning process. Therefore, the use of Prezi as an interactive learning medium remains a promising alternative for enhancing the quality of Arabic language education.

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Introduction

The development of educational technology has a major effect on renewal efforts in the field of education because the existence of educational technology will improve and advance education, such as the availability of learning media and teaching materials that are easily accessible from the internet will be able to support and facilitate the learning process (Mukminin et al., 2023). Media in learning, plays an important role in achieving a learning goal.

The communication relationship between teachers and students will be better and more efficient if using the media. Media in the teaching and learning process has two important roles, namely: 1) as a teaching aid or referred to as dependent media because the position of the media here as a tool (effectiveness); and 2) as a learning resource that is used by students independently or referred to as independent media (Firmadani, 2020). Independent media is systematically designed in order to channel information in a directed manner.

Learning media is one of the important things in the Arabic language learning process. Interesting and interactive learning media can affect the learning process to be more efficient and effective, besides that learning media can make it easier for educators to convey lessons to students. The use of learning media in the learning process in the classroom can foster students' interest and motivation in learning Arabic (Daud et al., 2020). The goal is to streamline the communication and learning process so that learning objectives are achieved.

As a professional teacher, teachers must be able to reflect on themselves by innovating and being creative in packaging the material to be more interesting, for example by developing learning media through interactive media. Interactive learning media is defined as a multimedia-based learning program to deliver learning materials in the form of audio-visual so that there is active interaction between students and teachers and students with other students (Andari, 2021).

Therefore, in this paper we will discuss one type of interactive learning media that can be used in the implementation of Arabic language learning, namely Prezi media. Then to find out how to apply it in Arabic learning materials, the steps of making Prezi media, and find out the advantages and disadvantages in Arabic language learning.

Interactive Learning Media

The term "media" originates from the Latin word "medius," which literally means "middle," "intermediary," or "introduction." In Arabic, media is defined as an intermediary (وسائل) or a messenger from the sender to the recipient of the message. In the context of education, Wagiran defines learning media as any tool or medium that can be utilized to convey messages from the instructor to the students, with the objective of stimulating their cognitive processes, emotional responses, focus, and curiosity. The utilization of learning media is intended to enhance the efficacy of the educational process, leading to improvements in teaching and learning outcomes (Mutiarra et al., 2022).

Interactive media is defined as media that solicits the participation of learners and provides them with feedback regarding their performance. Interactive media is classified as constructive media, which consists of learning, students, and the learning process. Technology, such as computers, serves as a tool within multimedia and the world's widest web network, exerting a significant influence on students' learning processes. Interactive multimedia programs represent a specific type of computer-based learning media, integrating diverse forms of media, including text, graphics, photographs, video, animation, and music, to create a comprehensive learning environment (Warsita & Pd, 2019).

At this time multimedia is an important thing, because one of them is used as a learning tool in the world of education. In addition, in the 21st century, multimedia will soon become a basic skill that is as important as reading skills (Atmawarni, 2012).

Hamalik says that learning media can make students more interested in the material and more motivated to learn. It can also have a positive effect on their mental state. Learning media can make the learning process more effective. It can help teachers convey messages and lesson content more clearly. It can help students understand the material better because it presents information in a interesting and reliable way. It can also help students understand data better and condense information. This helps students meet their learning goals and improves the learning process (Indriyani, 2019).

The defining characteristic of interactive media is that students are not merely passive recipients of information; rather, they are expected to engage with the media or objects presented to them during the learning process. The following three categories have been identified in the use of interactive media: The initial interaction entails students engaging with a program, while the subsequent interaction involves students interacting with machines, such as computers or interactive videos (Apriati et al., 2021). The third form of interaction pertains to the organization of interactions among students, though these interactions are not predetermined or programmed.

The utilization of computer-based/assisted learning media in educational settings is guided by diverse instructional models, tailored to address distinct learning requirements. These include the drill model, tutorial model, simulation model, and instructional game.

Method

The present research methodology pertains to library research, a type of research that is utilized to collect detailed information and data through various means. These means include literature, books, notes, magazines, other references, and the results of previous relevant research. These sources are used to establish a theory and foundation for the compilation of this research (Sugiyono, 2015). A distinguishing feature of library research is its ability to transcend limitations imposed by space and time, ensuring its sustainability over extended periods.

The research approach employed in this study is rooted in the principles of library research, encompassing the collection of teaching materials and the subsequent steps involved in their preparation. The data sources for this study were obtained from relevant books and several journals, as well as media applications necessary for the creation of Prezi media in Arabic language learning. These sources are listed in the bibliography and were subsequently collected for analysis.

In the process of data collection, researchers employ reading techniques at the symbolic level. These techniques entail the synthesis of the primary points of each source utilized in the study, subsequently documented in paraphrase or essence and synoptic (concise) form. Concurrently, data analysis is executed in accordance with the content analysis procedure established by Fraenkel and Wallen: (Suharsimi Arikunto, 2010) 1) The researcher determines the specific objectives to be accomplished, 2) defines significant terms that necessitate thorough elucidation, 3) seeks relevant data, 4) establishes a rational or conceptual relationship to elucidate how the data pertains to the objective, 5) plans the withdrawal of samples, 6) formulates the results.

Result

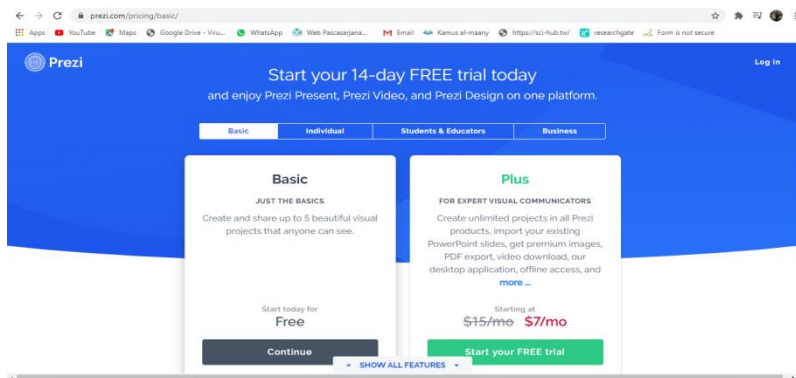
Steps to make prezi-based media in Arabic language learning

In order to make prezi media, which is presentation software, it is necessary to register on the website and more importantly, the material used must be prepared. In making prezi media is not much different from how to operate powerpoint, here are the steps to operate prezi in Arabic language learning:



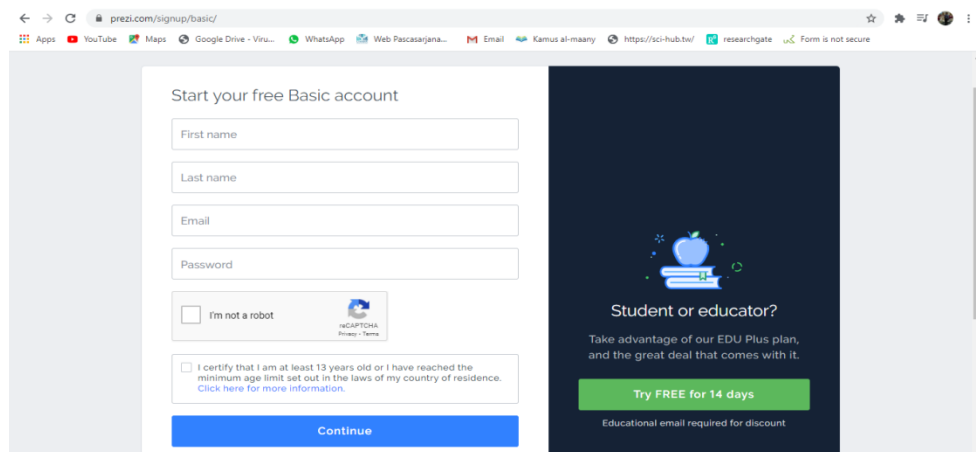
1. Sign up for Prezi Presentation App

- a. The first step taken before creating a Prezi presentation design is to register with Prezi bilaterally at www.prezi.com.



In this view, the creator is asked to choose between paid and free (only valid for 14 days).

- b. The website will then redirect to registration



In this picture, you are asked to fill in the biodata needed to start the presentation media maker. After successfully logging in, it will be directed to start the application.

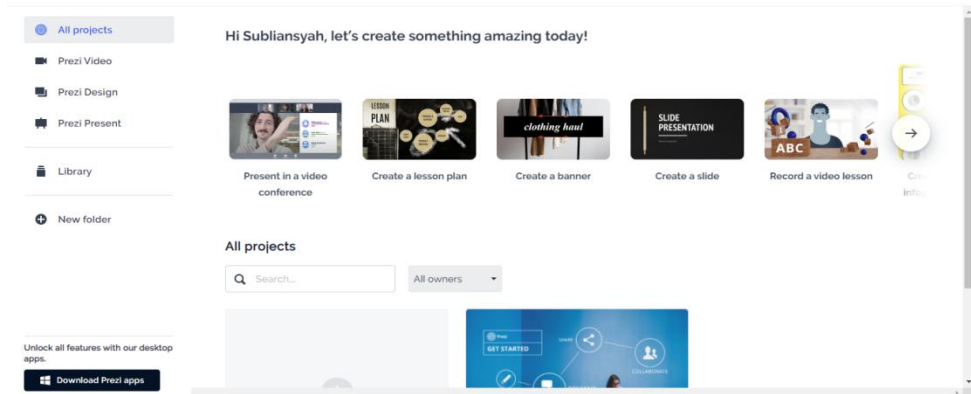
2. Getting Started with Prezi Presentation Application

After successful registration, you will enter the account dashboard. And to start, you can directly click New Prezi.

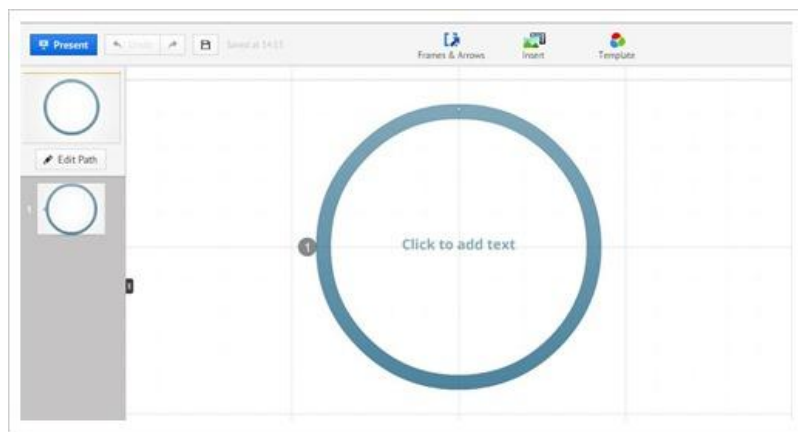
- a. Click "New Prezi" and choose a Prezi presentation design template. First we click new prezi then choose a presentation template that is suitable for Prezi presentation design. Before making a Prezi presentation, we have to prepare the necessary materials either in the form of writing or images needed.

Create a new prezi

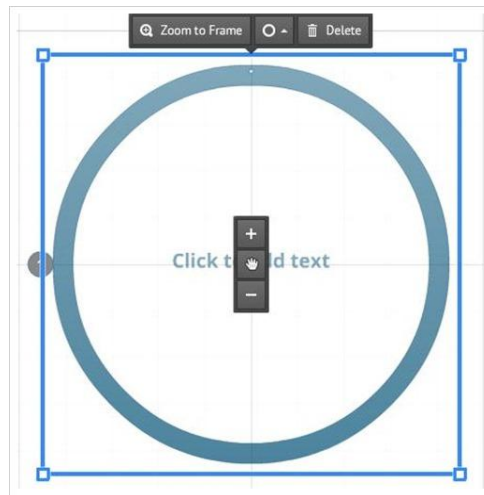
- b. If it has been completed, a home page will be displayed to select a template that will be used for making presentations, as for the form of presentation media, you can choose in the form of videos, slides, design images depending on the creator.



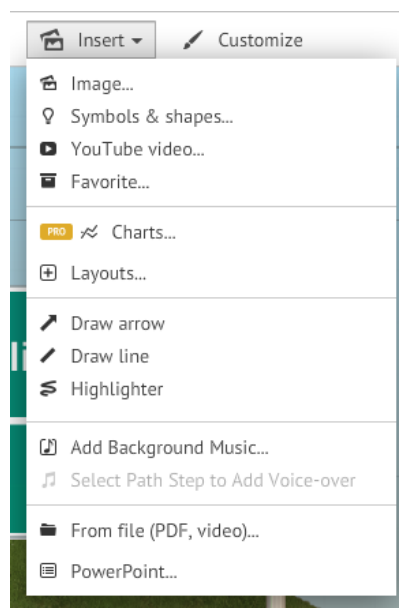
- c. After that, the next step is to click choose, then a worksheet will appear as shown in the following image:



- d. Removing the frame and replacing it with a new frame. In the second step we delete the default frame and replace it with a new frame. How to delete it click on the frame, then click delete. After the frame is deleted, the next step is to insert a new frame. The trick is to click the frames & Arrows menu -> Draw Bracket Frame. And the result will look like the following picture:



- e. Uploading Image. The third step is to upload an image. Click on insert -> image, then a page will appear where we can upload images from the computer. After the image is uploaded, please wait for the process, after the process is complete, the image will appear. Next resize the image to cover the frame. Click on the image then pull each corner of the image.

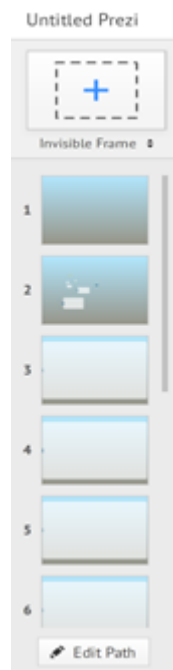


- f. Create title text on Prezi presentation
- g. The third step is to create the title text. It's easy, click in any important place outside the image. After the text column appears, we drag the column into the image. After that, just write the presentation title. The result will look like the following image:



h. Add New Frames

The fifth step is to add a new frame. The method is the same as in step two, we click the frame and arrow menu->add frame ->draw bracket frame. Here I add several frames according to the presentation structure that has been prepared before. Next, minimize the frame and place it in the image area or anywhere that is important in the area that does not come out of the first frame which will be the presentation title. But before that, first adjust the image or the place where we will place the frame, so that the frame that we place fits better. you can use the cursor to enlarge or reduce the area.

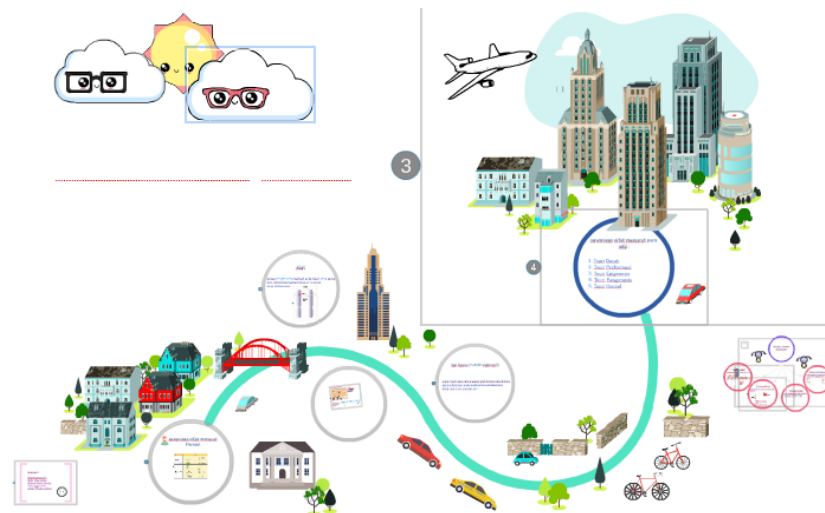


3. Finishing The Media Making

a. When all is done then click the exit button, top right.



b. If you have pressed exit, then the presentation you made using Prezi is finished.



- c. Finally copy the URL address or address on the Address bar. That is the address of your online presentation and can be saved for offline use.

It is through this process that prezi media can be formed, for the display can be adjusted to the material and creativity of the media maker how he will present it to students in order to attract students' attention in learning and make it easier for them.

Discussion

1. Application and Steps of Making Prezi Media

Prezi media is defined as an audio-visual learning media, given its capacity to engage both visual and auditory senses of students. Rusyfan stated, "Prezi is an internet-based software used to explore various ideas through a virtual canvas that can be divided into smaller frames." Another perspective was offered by Diamond, who stated, "Prezi has the potential to transform slide-driven talks by offering a novel approach. The appeal of Prezi lies in its ability to present ideas in a wholly novel manner, as Diamond notes. This unique presentation style is a key aspect of Prezi's appeal. The ability to make ideas more appealing is another benefit of Prezi.

Prezi was originally developed by Hungarian architect Adam Somlai Fischer as an architectural visualization tool. The company's stated mission is to make ideas interesting, and Prezi was intentionally created to be a tool to develop ideas in a visual narrative form.

Rusyfan's argument asserts that Prezi's superiority stems from its implementation of Zooming User Interference (ZUI), a feature that enables users to seamlessly navigate and adjust the visual complexity of their presentations. Additionally, Rusyfan elucidates that "In Prezi, text, images, videos, and other presentation media are placed on the presentation canvas and can be grouped in the frames that have been provided." (Rusyfan, 2016)

2. Prezi Media and Arabic Language Learning

Prezi Media is a media that has the capacity to render material more visually appealing and facilitate more effective comprehension among students. The application boasts a novel, distinctive, and appealing interface, along with the sophistication to adjust the display size to suit the organization of teaching materials. Moreover, the versatility of Prezi Media extends to its

capacity to be displayed in various forms, including videos, images, text, and other presentation media, a choice dictated by the nature of the material to be conveyed and implemented in the learning process (Wibowo, 2022). This adaptability ensures that Prezi Media is a versatile tool for any learning environment.

The implementation of learning media in teaching and learning activities necessitates tenacity, patience, and planning according to the needs of students. This principle also applies to the application of prize media to Arabic language learning. Furthermore, the emphasis of this media is not solely confined to the cognitive domain, which merely entails the comprehension of material by students; Prezi media also encompasses the affective domain, specifically training students to discern their own knowledge from the materials presented. Consequently, the selection of content for Arabic language learning through prezi media constitutes the initial phase of its development.

In addition, the author asserts that Prezi media is well-suited for learning contexts that employ visual aids, including the acquisition of foreign languages such as Arabic. This assertion is supported by Sadiman's assertion in his book that media must align with the established learning objectives (Sadiman, 2006). Further elaboration can be found in the following table.

Media	Factual Information	Visual Recognition	Concept Principle	Procedure	Skill	Attitude
Still Visual	Medium	High	Medium	Medium	Low	Low
Film	Medium	High	High	High	Medium	Medium
Television	Medium	Medium	Tinggi	Medium	-	Medium
Images	Low	High	Low	Low	Low	Low
Audio Recording	Medium	Low	Low	Medium	Low	Medium
Programmed Learning	Medium	Medium	Medium	High	Low	Medium
Demonstration	Low	Medium	Low	High	Medium	Medium
Printed Textbooks	Medium	Low	Medium	Medium	Low	Medium
Oral Presentation	Medium	Low	Medium	Medium	Low	Medium

The table above shows that visual media, movies, and pictures are good for learning, and all three are used in Prezi media.

There are other reasons why Prezi media is useful for learning Arabic (Embi, 2011). 1) Prezi media has more features than other slides, 2) it doesn't require many slides, 3) it's easy to combine images, sounds, and videos in one display, and 4) it's very easy to use with creative features. Therefore, it can be concluded that Prezi media is very helpful for language learning.

After knowing that prezi media is suitable for use in learning Arabic, the next process is to determine what materials are suitable for use. Certainly not all materials can be included in prezi media, seeing from one of its shortcomings is the difficulty of making materials whose teaching materials are not clear or uncertain in a book, then the author concludes that Arabic language materials are suitable if by looking at 4 maharah lughowiyah namely maharah kitabah on khat material, maharah qiroah on the material of reading text and understanding it, and maharah kalam namely on the pronunciation of vocabulary cities (mufrodat).

Maharah kitabah or writing skills in Arabic is a skill that occupies the highest position in the four language skills. Writing skills are skills that become a means of communication between one person and another regardless of place and distance and time (Thoyib & Hamidah, 2018). In Arabic language learning, Maharah Kitabah is divided into 3 materials, namely writing free essays or referred to as *Insya'*, learning to write *Khat* and learning *Imla'*. The learning of maharah kitabah

material using prezi media is khat by displaying types of khat then students imitate what is displayed.

Maharah qiroah or Arabic reading proficiency is a communication process between the reader and the writer through Arabic reading texts (Saadah & Baroroh, 2025). A student's ability to read Arabic texts can be determined by several indicators, as expressed by Amin Santoso (Rathomi, 2019) : 1) sounding out letters, words and sentences contained in the qira'ah text; 2) recognizing the sentence structure by giving syakal to letters, words and sentences contained in the qira'ah text; and 3) finding the meaning of the text being read. This means that a student can be said to have good reading skills if, after evaluation, he can do these three indicators well. The material in Maharah Qiroah is any Arabic text that is used for learning.

Maharah kalam or speaking ability in Arabic is the ability to compose correct sentences in practical form according to the learned sentence structure, another meaning is the ability to compose correct sentences that arise in one's thoughts and feelings with correct and clear sentences (Syamaun, 2016). The learning material of Maharah Kalam is on Mufrodad or vocabulary material where various vocabulary words are displayed in pictures then students learn to pronounce them using Arabic (Akasahtia & Indriyani, 2024).

3. Pros and Cons of Prezi Media

a. Advantages of Prezi Media

Every learning media has advantages and disadvantages. Diamond argues, "In addition to the basics, there are dimensions that using Prezi introduces that make your presentation completely unique", (Bărbuceanu, 2021) meaning that the most basic advantage of Prezi is that there are dimensions that make the presentation display using Prezi very interesting, among some of the advantages, namely;

Daryanto argues that Prezi presentation media has the following advantages (Mardiansyah et al., 2017):

1. Has a diverse and interesting slideshow.
2. No need to move from one slide to another, because everything is on one screen and if you want to move then just press the big canvas button in the display according to the order of the material.
3. Can combine images, sound, text, and video in one display.
4. It has zoom in and zoom out facilities, which are used to enlarge and reduce objects in detail.
5. Prezi application-based online learning media design can be developed in two versions, namely offline and online.

Daryanto revealed several reasons that Prezi presentation media needs to be used in the learning process are as follows:

1. Prezi presentation learning media can change the paradigm in the teaching and learning process, from the original situation of considering the teacher as the center of learning to student-centered learning.
2. Prezi presentation learning media is an active and collaborative learning media, so it will continuously involve interaction between teachers and students in the learning process.

b. Disadvantages of Prezi Media

Besides having advantages, Prezi also has disadvantages (Rusyfan, 2016). states that the disadvantages of Prezi media include:

1. Prezi media is difficult to insert math symbols;
2. The Prezi installation process requires an online internet connection;
3. The appearance of Prezi looks monotonous;
4. To use Prezi, users must have their own account; and
5. If you want to use it for a long time and have more complete features, there will be a fee.

Based on this explanation, it can be concluded that Prezi is an Internet-based presentation software in the form of a virtual canvas that has the ability to zoom in and out. Prezi has the advantage of presenting an interesting presentation because there is only one slide that can be enlarged or reduced. In addition to the advantages, Prezi also has disadvantages, namely in making Prezi must be connected to the Internet and have its own account and use for a long period of time and full features will be charged. Based on the shortcomings of Prezi media, the solution that can be done is to download the Prezi application, because after downloading the application users can create Prezi presentations without having to connect to the Internet, after which users can save Prezi presentation files by exporting them.

Conclusion

The description in this paper is how to apply prezi based interactive media in Arabic language learning. The presented form of discussion is expected to be a means to help teachers and students in overcoming learning difficulties especially in Arabic teaching and learning activities where in this era everything must be related to technology. So Prezi media can be one of the solutions in overcoming this.

The result of this study is that prezi learning media is very effective to be used in the Arabic language learning process, this can be seen from the type of visual media to be used and how to make it not too complicated plus prezi media has covered 3 *maharah lughowiyah* of 4 *maharan* Arabic. In addition, prezi media can make it easier for teachers to deliver material and overcome students' difficulties in understanding the material.

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