The Effectiveness of Alef Education Learning Media in Increasing Students' Motivation to Learn Arabic

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Abstract: This study explores the effectiveness of digital learning media "Alef Education" in increasing the motivation to learn Arabic among 9th-grade students at MTsN 2 Makassar. The descriptive qualitative method was used in this study to gain an in-depth understanding of students' experiences and perceptions of the use of "Alef Education" learning media and its impact on their learning motivation. The research participants comprised ninth-grade students at MTsN 2 Makassar who had used "Alef Education" in Arabic language learning. Data were collected through classroom observation, in-depth student interviews, and document analysis, such as learning journals and student assignments. The research findings show that "Alef Education" has a positive impact on increasing students' learning motivation. The main factors influencing students' motivation are interactivity, variety of content, and ease of access. In addition, students showed greater interest and active participation in Arabic language learning through the platform. This research provides a better understanding of how digital learning media such as "Alef Education" can effectively increase motivation to learn Arabic among students. The practical implications of the findings can help teachers and policymakers utilize technology to improve the quality of Arabic language learning in secondary schools.

Keywords: Digital Learning; Alef Education; Learning Motivation; Learning Media.

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1. Introduction

Language is a communication tool in global interactions, offering various communication tools for individuals worldwide. Its diverse presence makes it easier for humans to relate to each other. As a primary means, language allows humans to convey ideas, thoughts, and emotions creatively and efficiently. Language is an inseparable part of human life, an essential bridge in every human interaction (Mailani, Okarisma, 2022).

Arabic is a widely spoken language, making it a globally recognized International Language (Sakdiah, N., & Sihombing, 2023). Therefore, Arabic teaching is very important and deserves focus and attention at all levels of education, from elementary schools to universities, both public and private, and both public and religious-based. This aims to teach and develop Arabic according to students' abilities and development.

Arabic is now an international language, and many literary sources use it. In Indonesia, Arabic is not only studied as a religious language, but it is also learned to understand and interpret verses of the Qur'an and Hadith, as well as Arabic texts or literature (Arsyad, 2019). Problems related to Arabic cannot be used as an excuse to make learning difficult, especially for Indonesians. Students need a great willingness to learn things about Arabic to get good results as expected. Education is an integral part of human existence (Thahir, Ilyas., 2022). Through education, one can experience a deep understanding and develop one's talents and abilities through structured learning and practice.

Education in general is the process of shaping an individual's self to be able to live life and contribute to society. The presence of educated individuals has a significant value, as they can provide benefits to the country, homeland, and culture (Alpian, Yayan, 2019). Education starts from the first environment of each individual, namely the family (informal education), school (formal education), and the community (non-formal education).

The advancement of science and technology has resulted in a rapid transformation in learning methods, demonstrating the close interconnectedness between education and technology (Hakim, 2021). This is where educators' tasks become more demanding; they must be able to access, select, and manage information and knowledge. One of the positive impacts of the advancement of science and technology in education is the use of various learning media. (Jamun, 2018)

Learning media is an effective means to support learning, both inside and outside the classroom. It refers to various sources and physical environments containing information and learning materials that can inspire and encourage students to learn (Raehana & M. Zain, 2020). Learning media also refers to different tools or materials used in the learning process to help students understand the subject matter better. These can be physical objects, technology, or a combination of the two, designed to convey information more significantly and interactively (Nengsih, R., RS, I. N., & Hakim, 2022).

Learning media have a crucial role in the teaching and learning process. As an additional source of knowledge, learning media is a tool for teachers to enhance students' understanding. With different media types, teachers can present subject matter more variedly, sparking students' interest in learning new concepts more easily understood (Nurrita, 2018). The diversity of learning media can attract students' attention, encouraging the learning process.

Managing learning aids is crucial in formal educational institutions, where learning media support teaching and learning activities. As educators, teachers need to choose appropriate learning media to achieve the teaching goals set by the school. Some

examples include audio, visual, audiovisual, multipurpose equipment, images, photographs, and maps. The benefits of using learning media include increasing learning motivation, student interest, more precise explanations of learning materials, and making the learning process more interactive (Wahab, A., Sudarmono, M. A., Zainal, A. Q., & Azhar, 2023).

Alef *Education-based learning media* is a digital platform explicitly designed for madrassas education, focusing on mathematics, English, and Arabic. This educational technology company is based in the United Arab Emirates. This platform aims to simplify the learning process for educators and students. For educators, this helps save time and improve the efficiency of learning preparation. Meanwhile, this platform provides students with convenience in understanding the material through the available learning videos (Maslaha, M., Irvan, I., & Nasution, 2023). *Alef Education* provides teaching materials delivered through learning videos, providing step-by-step instructions for solving questions. In addition, practice questions and games can be accessed directly, helping students improve their understanding of the material. Hopefully, this will encourage students to be active, creative, and innovative during the learning process, which will help improve their learning outcomes in Arabic (Nuroh, N., & Ubaidillah, 2023).

According to the CEO of Alef Education (Geoffrey Alphonso), the *Alef Education application* is committed to advancing the education sector worldwide. Alef Education's presence is now the most significant International expansion. Besides educational materials, this application offers highly accurate assessment and evaluation tools for students. *Alef Education* learning media, also known as *Alefed-Based Artificial Intelligence* (AI), is an application used to make the learning process in digital Madrasah effective based on research principles (Fitri, N. S., & Hardiyanto, 2024).

Based on initial observations at MTsN 2 Makassar, this school uses Alef Education-based learning media applied by educators in Arabic learning activities at MTsN 2 Makassar. The use of *the Alef Education* application as a learning medium is expected to benefit teachers in the success of the learning process. Success in the learning process can be seen through students' learning outcomes when participating in learning.

The results of observations obtained by the researcher from an Arabic teacher at MTsN 2 Makassar named Nuhada, S.Ag., M.A on September 6, 2023, information was obtained that this media is a learning media that was relatively new applied at the beginning of the 2022/2023 school year at MTsN 2 Makassar, due to the application of *Alef Education* learning media, this is what encourages researchers to find out how effective *Alef Education* learning media is on the learning motivation of grade IX students at MTsN 2 Makassar.

2. Methods

The type of research used is descriptive research using a qualitative approach to explore in-depth information on the effectiveness of Alef E*ducation learning media* in increasing the motivation to learn Arabic for grade IX students at Mtsn 2 Makassar City.

The location of this research will be MTsN 2 Makassar City, class IX. Jl. Perintis Kemerdekaan Km.15 Kec. This research was conducted to obtain the desired data for 2 months. Meanwhile, the subjects in this study are Arabic teachers and students of grade IX MTsN 2 Makassar.

The data collection method in this study uses observation, interviews, and documentation. In this study, observations were made to observe how effective *Alef Education* learning media is in increasing student learning motivation, especially in Arabic subjects. Interviews were conducted with parties related to the research. Meanwhile, documentation was used to analyze the documents to determine the increased data shown and to obtain secondary data about the research.

The data analysis technique in this study uses data collection, data reduction, data presentation, and a conclusion. Qualitative research data can be collected over days to obtain much data. Data reduction was obtained from interviews and observations, and the data were selected according to the researcher's focus. The data was presented in the form of a narrative textual description of the characteristics and patterns of this research. Meanwhile, conclusions are drawn when the study has been completed.

3. Hasil dan Pembahasan

3.1. Proses Pembelajaran Bahasa Arab dengan Menggunakan Media Pembelajaran *Alef Education* di MTsN 2 Makassar

Based on the results of the research conducted by the author through observation, interviews, and documentation of the Arabic language learning process in grade IX MTsN 2 Makassar, including planning, implementation, and evaluation. The implementation of learning activities is an essential part of education. To create educational goals, namely, developing potential and educating the nation's children. The learning activity is successful if the learning objectives have been achieved.

Learning begins with greetings, prayers, and checking the student's attendance. The teacher then continues with the delivery of the material. First, the teacher explains the lecture method and then translates the material. The learning media used are whiteboards, markers, erasers, packaged books, and *"Alef Education,"* a learning medium that helps the Arabic language learning process in grade IX.

Alef *Education* is an educational technology company based in Dubai that aims to provide students worldwide with broader access to education. *Alef Education*'s learning media is geared towards knowledge of Arabic and strives to develop students' skills in Arabic.

Alef Education'*s Learning Media* is designed to provide innovative and effective digital education solutions with various key objectives, such as increasing access to education and improving the quality of learning. In its presentation, *Alef Education* learning media is designed to be interactive and engaging. Interactive exercises and educational games are included in the material's presentation, allowing students to test their understanding directly and make learning Arabic more engaging. Students can answer questions, solve problems, and actively interact with learning materials.

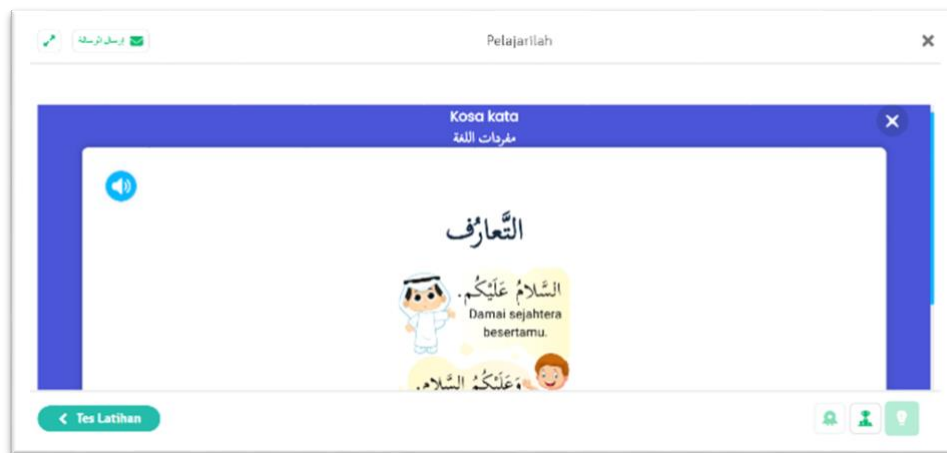The presentation of the material in *the Alef Education* learning media can be seen from the image below:

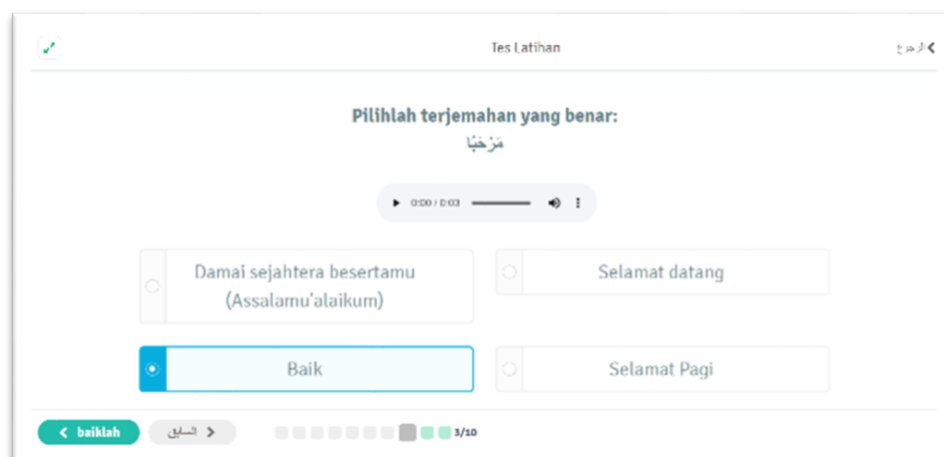**Figure 1. Explanation of Material on *Alef Education learning media***

Figure 2. Training on *Alef Education learning media*

From some of the pictures above, it can be concluded that *Alef Education learning media* is worthy of being used as a learning medium in every madrasah. After the implementation of learning, it is necessary to hold an evaluation. Learning evaluation is an activity to assess or measure the level of student ability and learning success in achieving learning goals.

The results of the research obtained by interviews show that in the learning evaluation of teachers of Arabic subjects, grade IX teachers conduct assessment by asking questions about the material discussed, assigning assignments, and providing memorization to students. To find out the level of teacher learning success, the results of daily tests, mid-semester tests, semester tests, and cards that students have worked on on the *Alef education learning media are examined.*

3.2. Efektivitas Media Pembelajaran *Alef Education* dalam Meningkatkan Motivasi Belajar Bahasa Arab Siswa Kelas IX di MTsN 2 Makassar

Etymologically, effectiveness comes from the word effective, which means there is an effect, effect, and so on (Darmawan, W., & Harjono, 2020). Meanwhile, in terminology, effectiveness is related to implementing all main tasks, achieving goals, being punctual, and having the active participation of the member. (Hresnawanza, 2022)

From the above understanding, we can conclude that what is said to be effective is when it is successfully carried out and by the previously planned goals; likewise, the effectiveness of using *Alef Education* learning media. According to the study's results, *Alef Education's learning media effectively increase* students' motivation to learn Arabic.

Determining the success of a learning process by using learning media certainly has several indicators. The indicators are:

a. Learning process management
   Management in the learning process using *Alef Education* learning media is excellent because this learning media has many features that prevent students from getting bored while learning Arabic, thus increasing student motivation in learning.
b. Student Response
   In this Arabic learning process, students responded enthusiastically to learning Arabic using *Alef Education learning media.*
c. Student Engagement
   Student participation in learning activities provided by *Alef Education* learning media is very active.
d. Media use
   Students can master *Alef Education*'s learning media well, as evidenced by their ability to use technology.

In addition to the indicators of the success of the use of learning media, which is a reference for learning success, there also needs to be indicators in measuring the effectiveness *of Alef Education* learning media in increasing motivation to learn Arabic. The indicators are:

a. Increased interest in learning Arabic, students show greater interest in learning Arabic after using Alef Education learning media.
b. Active Participation, the level of participation of active students in learning Arabic
c. Students are consistent in their learning, consistent in their use of *Alef Education* learning media, and motivated to deepen their understanding of Arabic.

Based on the description above, *Alef Education learning media is* effective in increasing the motivation to learn Arabic for grade IX students at MTsN 2 Makassar.

4. Conclusion

From the results of the research conducted by the researcher, it can be concluded that the Arabic Language Learning Process for grade IX MTsN 2 Makassar using *Alef Education* learning media is running quite well. This learning media benefits teachers in the learning process and makes students more excited to learn Arabic. The use of *Alef Education* learning media in increasing motivation to learn Arabic has been quite effective with students who are enthusiastic about learning Arabic and actively participating in the teaching and learning process using *Alef Education learning media.*

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