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The Utilization of Infographic-Based Learning Media to Increase Students' Interest in Learning

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ABSTRACT

Technological developments have had a major impact on education, especially in increasing the effectiveness of the learning process. Infographics are one of the innovative and technology-based learning media, which combines information with interesting visual elements. This study analyzes various literature to examine the influence of the use of infographics in learning on students' learning interests. The results of the study show that infographics can increase students' interest in learning by presenting information visually, making it easier to understand, and making the material more interesting. Infographics also help students remember information, increase engagement, and support independent learning. In addition, infographics are easily accessible and shared digitally, making it easier for students to repeat the material. Research shows that students are more focused and motivated when using visual media compared to conventional lecture methods. Therefore, the use of infographics as a medium of learning can be used as an effective strategy for overcoming various obstacles in learning activities and resulting in an improvement in the quality of education. Educators are advised to utilize infographics in their learning strategies to achieve more optimal results. In conclusion, infographics are an effective tool to make learning more interactive and interesting and to increase students' interest in learning.

Introduction

The growing education is inseparable from the development of technology as an influencer. Educators can help by optimizing the duration of learning and making it easier for students to understand learning materials by utilizing technology (Sugiarto, Widjanarko, & Rosidi, 2024). Growing technology has a progressive impact on several aspects of life, especially in the scope of education. Advanced technology that continues

to develop brings many benefits to the teaching and learning process, both for educators and students. In an era filled with technological developments, the education sector must also keep up with those developments. Teachers as educators can take advantage of it by providing innovative and technology-based learning media by teachers.

According to (Ariyanto, Aditya, & Dwijayanti, 2019), learning media or facilities that support the teaching and learning process must be designed in such a way that the information to be provided can be conveyed so that educational goals can be achieved effectively and efficiently (Gebre & Polman, 2016). Therefore, the use of appropriate media is important in achieving educational or learning goals optimally, effectively, and efficiently, by emphasizing increasing students' interest in learning. This is reinforced by (Mario & Muhdy, 2021) who said that the use of learning media has a big impact on students' interests. Learning media can avoid boredom and cater to various learning styles of students, which ultimately increases their motivation and interest. Therefore, the use of appropriate learning media has a significant positive impact on students' interest in learning.

Infographics are a type of reading media that combines interesting graphics and information, so that readers are more interested in reading it, and make it easier for them to understand information (Prameswari & Hasanudin, 2023). According to (Sauers, Miller, Delgado, Incorvaia, & Bacon, 2023), infographics blend text and images to present information in a very engaging format. Infographics are also very effective in conveying information in an interesting and easy-to-understand manner. By incorporating information and visual elements, infographics can help readers understand and remember information better. This is in line with the opinion of Kurniasih (2017) who stated that infographics are representations of ideas, messages, data, or understanding through graphics, schedules, charts, and other forms, so that the presentation of information is not limited to the form of text, but also has high visual value to attract readers' attention (Martin, 2024). This is also reinforced by the opinion of (Ukpai & Fomsi, 2023) who said infographics are popular in various fields, including education because they help students and others quickly understand complex concepts through the use of visually appealing representations of information. So that it allows the interaction of information or material in learning to be faster.

Based on previous research by (Sihabudin & Sharfina'Alaniah, 2023) students tend to focus more on learning when using image media compared to the lecture method. These findings are supported by research by Al Amin & Sofyan (2021) in the History learning process in class X social studies is often less interactive due to the lack of creativity of educators and not understanding the procedures for choosing appropriate learning media. Learning media should be selected based on an analysis of student needs. Meanwhile, the results of observations and interviews by (Zain, Muzani, & Munandar, 2024) in grade IV of SDN Petamburan 05, which consists of three learning groups, found several obstacles in learning activities. One of the main problems is the lack of use of learning media. Educators often choose the lecture method in delivering material. Even though lectures are included in a good learning method, students still need other supporting media to make it easier to understand the material. This is

strengthened by the opinion of (Navia et al., 2020) that one of the methods that is considered effective in building the character of students is developing special programs or utilizing supporting media during the learning process (Fadhillah, Julia, Zuhra, & Ananda, n.d.). Therefore, the use of infographic media can be an effective strategy to increase students' interest in learning, because images make learning more interesting and easy to understand.

With these problems, the use of infographic media can be an effective strategy to increase students' interest in learning. Infographics can create more interesting and easy-to-understand learning conditions because they present information in an attractive and concise visual form. By utilizing infographics, educators can convey the subject matter more interactively so that students can easily understand it. In addition, the use of infographics can also help students in remembering the information they have learned, because images and visualizations tend to be easier to remember compared to texts or lectures alone.

Method

Literature study was chosen as the research method, by analyzing various articles from previous research. According to Mardalis (1999), literature studies can be done by collecting references from several previous studies and then compiling them to conclude (Hartanto & Dani, 2020). Literature study in scientific research is a crucial component of all stages of research methods (Saadah & Hasanah, 2023). This literature study approach includes searching, collecting, and analyzing literature from several references such as books, journals, magazines, archives, articles, and other documents that are aligned with the focus of the research. The data collected is processed and compiled based on its relevance to the research topic, and then rewritten to form a research concept. Therefore, through previous research, conclusions were obtained to answer research questions related to the use of infographic-based learning media to increase students' interest in learning.

Results and Discussion

Factors Inhibiting Students' Interest in Learning

Interest in learning is a person's desire, enthusiasm, or tendency to be involved in learning activities. Interest in learning is an interest in a material that ultimately encourages a person to learn and explore it further. This is reinforced by (Anggita, Subekti, Prayito, & Prasetiawati, 2023) who said that interest does not arise suddenly or spontaneously, but develops through causes, experiences, and habits in learning. Therefore, interest is often linked to student achievement in academic endeavors. Students' interest in learning is a key factor in the educational process that reflects the extent to which students are involved and interested in learning activities. This interest not only affects students' ability to understand and absorb subject matter but also has an impact on their academic achievement and overall learning motivation. In the context of education, interest often refers to students' interest and motivation in the learning process and subject matter.

According to Sukardi, interest can be described as a preference, tendency, or interest whose appearance is not spontaneous or sudden or spontaneous, but develops through active involvement, experiences, and habits during the learning process. Meanwhile, learning is a process when individuals gain new skills, knowledge, attitudes, and values through experience, education, and even teaching. According to Slameto, (2015) argues that learning is an activity that arises from the individual to create changes in individual attitudes or behaviors about their environment, and to gain experience in cognitive, affective, and psychomotor aspects (Nasution & Ramadhani, 2023). Based on the previous description, learning interest is a factor that affects the success of the learning process. Learning interests not only include a liking or fondness for subject matter but also involve active participation and experiences that affect students' involvement in the learning process. However, the lack of implementing innovative and interesting learning media can be an obstacle to building a strong interest in learning.

Based on the observation of students' interest in learning, in line with the findings of Gustian & Al-Farits (2023) in 2019, around 35% of students showed interest in learning. However, in 2020, the interest declined by about 10%. In 2021, this number remained stable with no increase or decrease. Then, in 2022, student interest decreased again by 10%, even more drastically to only 15% who showed interest in learning. The low interest in learning is also shown in the research of Hartati & Copriadi (2023) that the decline in students' interest in learning is caused by various factors, including internal factors such as themselves and family, as well as external factors. The author identifies several problems faced by students, such as difficulties in participating in online learning, too many assignments, difficulty communicating with teachers, and getting learning materials in an unstructured manner, so that students lack interest in learning. Meanwhile, there are limitations for students in learning such as limited time for students to learn independently, misunderstanding of information in class, and lack of supporting media to remember learning. In addition, the use of infographics is very easy because students can access them through their mobile phones without any additional devices, and only need an internet connection so that students can open the media anywhere and anytime.

Thus, it can be concluded that the decline in students' interest in learning is caused by various internal and external factors, including difficulties in online learning, excessive number of tasks, and supporting media. To improve it, the application of appropriate learning media and adequate support from family and the surrounding environment is needed. Learning media can be the right solution. Infographics present information visually, help students to easily understand and remember the material, make learning more interesting and efficient, and increase their engagement. Additionally, infographics are easy to share and access digitally, addressing communication and material access issues. With the use of infographics as a learning medium, it can be used as an effective innovation in increasing interest and quality of learning.

Infographic-Based Learning Media in Learning

Learning media is a means or tool that can be used in the learning process as a method of delivering material to students. Learning media is one of the crucial elements in the implementation of learning, where teachers should be able to sort, utilize, and apply the media as an integral element of the learning process (Fatimah et al., 2022). The use of learning media aims to stimulate the cognitive, emotional, and interest development of students, which results in the effectiveness and efficiency of the learning process. Learning media can function as a tool in conveying material, clarifying abstract concepts, and facilitating deeper understanding. In line with the opinion of (Sari, Amanda, & Rahman, 2024) that learning media is used to support teaching activities so that the material discussed can be well understood by students and also help teachers in delivering subject matter. Learning media functions as a tool that helps the teaching process, to clarify information to achieve more effective and optimal learning outcomes. The use of interesting learning media can make it easier for students to understand the material, increase their engagement, accelerate the receipt of information, and increase the effectiveness of learning. Infographics are one of the learning media that can be used.

Infographic Learning Media is a tool that combines information with interesting graphic elements to make it easier for students to understand. Infographics present data, ideas, and knowledge through visualizations such as graphs, schedules, charts, and other forms. According to Aldila (2015), infographic media is a visual representation that uses graphic elements to convey knowledge, information, and data in a fast and clear way, facilitating the understanding of complex information. Meanwhile, according to (Jaleniauskiene & Kasperiuniene, 2023), infographics are useful in teaching because they present all the necessary information to students in a nutshell, making it easier for students to understand. This is in line with Aswan's (2020) information presented in graphic form on Infographics. An infographic ad will display data visually, so that information can be presented quickly and clearly.

Through the description above, it is known that learning media, especially technology-based ones such as infographics, can significantly improve the quality of learning. According to (Adam, Loades, & Wallace, 2024), infographics can be an easily accessible and well-accepted method. Thus, this media makes it easier for students to understand, increases engagement, accelerates the receipt of information, and overall increases the effectiveness of the teaching and learning process. Infographics, which combine graphic elements with information, present data, and ideas visually so that they are understood faster and clearly. The use of learning media is in line with the results of Wahyugi & Fatmariza's (2021) research that the integration of technology in learning media can improve the quality of learning.

The Effectiveness of Infographic-Based Learning Media in Learning

Infographics in learning can outline a topic because the presentation of information by utilizing visuals produces faster understanding than text-based explanations. According to (Lerman Ginzburg et al., 2021), successful infographics

have several characteristics that make reading and comprehensibility easier, such as short language and clear and neat visuals. There are several benefits of infographics, namely making information or data easier to understand, making information or data more interesting, and making information easier to share. Infographics are visual representations of knowledge, information, or data that are designed to convey information in a way that is easier to understand and more engaging. Physically, infographics contain information materials designed with attractive images and color visualizations to make them look as attractive as possible. This finding is supported by the argument of Baiti (2020) which reveals that Infographics are learning media in the form of visual media that plays an important role in providing information or learning materials through visual symbols. The goal is to illustrate complex concepts so that they are easier for learners to understand. In increasing students' interest in learning, visual delivery of information not only makes students understand faster but can also produce a more fun and interesting learning process. Some of the benefits of using infographics in learning are as follows:

1. Simplify Understanding

   Infographics present information concisely and clearly through images, icons, and graphs, which help students understand the material more quickly and efficiently. This is especially beneficial for complex or abstract concepts.

2. Increase Interest

   Interesting and creative visuals can spark students' interest in exploring the material. Well-designed infographics can result in more interactive and fun learning activities, so students can be encouraged to learn.

3. Increase Retention

   Information presented visually tends to be easier to remember. By using infographics, students can remember important concepts for longer compared to just reading the text.

4. Easy to Share and Access

   Infographics can be easily shared and accessed through various digital platforms such as school websites, social media, or learning applications. This makes it easy for students to replay the material at home or share it with their friends.

5. Encouraging Learning Independence

   With infographics, students can learn independently. They can see and understand information without always having to rely on the teacher's explanation. This can help students develop independent learning abilities and manage their own study time.

Overall, the use of infographics in education can be a very effective tool to increase students' interest in learning and make the learning process more dynamic and engaging. This is in line with the research of (Mansur & Rafiudin, 2020) that the use of infographics in learning can increase students' interest in learning, as evidenced by more active interaction among students during the learning process in the classroom.

Based on research conducted by Salsabilla Prameswari & Hasanudin (2023), the use of infographic media can help increase students' interest in learning. Infographics simplify the material or information presented, so students are more motivated to read

it. Similar research by (Norman & Zoncita, 2023) showed that students' interest in learning was initially low and their pre-test scores were below average. However, after the application of infographic media, students showed increased enthusiasm and involvement in learning dance, as well as experiencing an increase in grades. This shows that infographics can be an effective alternative to learning media to increase students' interest in learning. Additional research by Indah Faizah & Fatimatur Rusydiyah (2023) also confirms that infographic media is very useful in motivating students to learn. The questionnaire data showed that 55% of students "strongly agreed" with the use of infographics, while another 44% of students also "agreed". The results of interviews with teachers of the subject indicate that infographic media significantly attracts students' interest in learning.

Based on various studies, it can be concluded that the use of Infographic media has a positive effect on increasing students' interest in learning. Infographics simplify the material or information provided, so students are more motivated to read and understand. Therefore, infographics can be considered as an effective alternative learning medium in stimulating students' interest in learning.

Conclusion

The use of infographic-based learning media has great potential in increasing students' interest in learning. Infographics, which combine information with interesting visual elements, have been shown to make learning materials more engaging, easy to understand, and memorable for students. The use of infographics can facilitate access to materials, increase student involvement in learning, and support independent learning. Research shows that infographics can overcome various obstacles in the learning process, such as boredom and difficulty in understanding complex material. Infographics make information easier to understand and remember because they are presented visually. This is in line with the opinions of experts who emphasize the importance of using visual media in education to improve understanding and retention of information.

In addition, the use of infographics also makes it easier to disseminate and access learning materials digitally, which is very relevant in today's technological era. Thus, infographics can be an effective strategy to improve students' interest and quality of learning, providing a significant positive impact on the educational process. Overall, infographics are an effective alternative learning medium, which not only makes learning more engaging and interactive but also motivates students to be more involved in the learning process. Therefore, educators are advised to utilize infographics as part of their learning strategies to achieve more optimal educational outcomes.

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