

## **CHAPTER II**

### **LITERATURE REVIEW**

This chapter discussed about theoretical framework that consisted of concept of effectiveness, concept of WhatsApp, WhatsApp Group as media, Covid-19 Pandemic, and online learning.

#### **A. Theoretical Framework**

##### **1. The Concept of Effectiveness**

Effectiveness is the extent to which an activity fulfils its intended purpose or function. Effectiveness, this is a measure of the match between stated goals and their achievement. It is always possible to achieve 'easy', low-standard goals. In other words, quality in higher education cannot only be a question of achievements 'outputs' but must also involve judgments about the goals (part of 'inputs').

Effectiveness (educational): An output of specific review/analyses (e.g., the WASC Educational Effectiveness Review or its Reports on Institutional Effectiveness) that measure (the quality of) the achievement of a specific educational goal or the degree to which a higher education institution can be expected to achieve specific requirements. It is different from efficiency, which is measured by the volume of output or input used. As a primary measure of success of a program or of a higher education institution, clear indicators, meaningful information, and evidence best reflecting institutional effectiveness with respect to student learning and academic achievement have to be gathered through various

procedures (inspection, observation, site visits, etc.). During the current Covid-19 pandemic, a teacher or lecturer is required to have a way to provide effectiveness in the distance learning process or online learning.

According to Suryosubroto, it is necessary to pay attention to the implementation of effective teaching, i.e.:

- a) The consistency of learning activities with the curriculum is seen from the aspects, learning objectives, teaching materials, teaching tools used, and evaluation strategies.
- b) The implementation of learning activities includes: presenting tools (resources and learning equipment), conditioning teaching and learning activities effectively, students learning motivation, mastering learning materials to be conveyed, activating students in teaching and learning activities, carry out interactive communication to students carry out learning assessments.

In the midst of the Covid-19 pandemic that occurred in Indonesia, the teaching and learning process in the classroom became distance learning by utilizing existing technology. However, distance learning is a limitation that students have. One of the limitations of students using distance learning is buying internet quota packages, the network is unstable, resulting in students being late in getting information about lessons from the teacher. According to (Saragih, 2020) the learning process becomes more effective if there is good communication and

interaction between teachers and students and achieves the expected learning objectives.

In Mahmudi's opinion in his book *Manajemen Kinerja Sektor Publik*. The public defines the notion of effectiveness, as follows: "Effectiveness is the relationship between output and goals, the greater" contribution (contribution) of output to the achievement of goals, the more effective organization, program or activity". Effectiveness focuses on the outcome (outcome) of the status of the organization, program, or activities that are considered effective if the output produced can meet the the expected goals or spending wisely. For more details can be seen in the image below regarding the relationship between the meaning of effectiveness in below:

Effectiveness Relationship

$$\text{Effectiveness} = \frac{\text{OUTCOME}}{\text{OUTPUT}}$$

(Source: Mahmudi, 2005, p. 92)

In this regard, effectiveness is describing the entire cycle of input, process, and output that refers to the results of use rather than an organization, program or activity that states the extent to which (quality, quantity, and time) has been achieved, as well as a measure of the success or failure of an organization achieves its goals and achieves its targets. This means, that the notion of effectiveness that matters is solely the result of the goal desired.

## **2. The Concept of WhatsApp**

One application that is often used to support the online learning process is WhatsApp. Since its founding by Jan Koum and Brian Acton in 2009, WhatsApp has now been downloaded by more than 97 million users. WhatsApp is now one of the most popular applications in Indonesia. Based on information from the official website, WhatsApp is an application that is useful for sending messages, calls, video calls, photos, videos, various forms of documents, and voice messages, where WhatsApp can be installed on mobile phones with operating systems Android, iPhone, Mac, Windows PC and Windows Phone by using the mobile internet connection on the network (4G/3G/2G/EDGE) or Wi-Fi (Pustikayasa, 2019).

WhatsApp or often known as WA is one of the most active social media used by the Indonesian people, namely as many as 83% of internet users or around 124 million registered users using WhatsApp (Hadya Jayani, 2019). WhatsApp has several features such as Messages, Group Chats, WhatsApp Web connected to a desktop / computer, Voice and Video Calls, Photos and Videos, Voice Note, End to end encryption and WhatsApp Security and Privacy system. WhatsApp is an application that functions to send instant messages (Messenger Instances), but when viewed based on its main function, WhatsApp is similar to the SMS (Short Message Service) application commonly used on mobile phones. However, WhatsApp does not use direct credit as in the use of SMS, but uses internet quota services. As long as the phone is still connected to the internet service, users can send messages. Not only that, users can make group video calls, send soft files

such as PDFs, documents, photos, videos and various other types of documents. So that it is very easy for users to carry out distance learning systems.

According to (Army, 2014) WhatsApp media is an application that is often used and effective for distance learning or online learning during the pandemic. Teachers and students are already accustomed to using this application in their daily teaching and learning process. The WhatsApp application has features that make it easy for several people to communicate in groups, one of these features is WhatsApp groups. As we know with this group features the teacher can convey material effectively to students so that they can continue to carry out learning activities due to online learning system.

#### 1. Whatsapp Functions

According by Rusni and Lubis 2017, the advantages and functions of WhatsApp are as follows:

- a. Whatsapp has complete features, because with WhatsApp can send text, images, videos, sounds, and can be in various locations gps.
- b. The WhatsApp application is integrated into the system, just like SMS.
- c. The WhatsApp application has a message status in the form of a sign
- d. WhatsApp application has broadcast and group chat facilities
- e. WhatsApp application can be turned off and only active if there is a message entered, so as to save battery.

- f. The benefits of WhatsApp are that people can communicate directly together at the same time without having to meet. Several people can have a discussion in a WhatsApp groups.

## 2. Indicator of Whatsapp Social Media

The dimension of attention is the individual's interest in appropriate activities with their interests and more intensively when compared to activities others of no particular interest. Attention can interpreted also as the activity of the mind, reason, memory, which can be excite someone. Someone has special attention when accessing their preferred social media. So people can enjoy activities while accessing. Thus the dimension of attention is a measure of the use of social media that can be seen through the following indicators. This is, someone who uses social media WhatsApp can be characterized by enjoying their activities in using social media (Hutahayan, p. 63 cited in Lorita, 2021):

### a. Interest Indicator

Interest in the relationship with a person's drive towards interest in an object, person, activity or bias in the form of experience affective behavior stimulated by the activity itself. Interest can make someone happy. Therefore it can be concluded that attraction is an absolute requirement of a person to know, understand and have about something.

b. Concentration Indicator

Concentration is the concentration or exertion of attention to a job or activity. Concentration is focusing on one problem ignoring all other unrelated things. In this research, the use of social media is characterized by a meaningful concentration focus one's attention and thoughts on social media WhatsApp that is being used or used or played.

c. Indicator Enjoy Activity

To enjoy is to express an action, existence, experience, or other dynamic understanding. Enjoy is feel or experience something pleasant. Based on this, someone who uses social media WhatsApp can be marked by enjoying their activities in using the media social.

### **3. WhatsApp Group as Media**

The word media comes from the Latin *medius* which literally means 'middle', 'intermediary' or 'introduction'. Utilizing internal media learning can be considered facilitate the learning process teaching, as identified media in learning delivered by Kemp and Dayton, namely: (1) Submission of materials can be uniformed; (2) Process clearer learning and interesting; (3) Learning process more interactive; (4) Time efficiency and energy; (5) Boost quality of learning outcomes; (6) Media enable process learning can be done without having to depend on time and the place; (7) Media can develop attitude positive students towards learning materials and processes; (8) Change the role of students to a more productive direction; (9)

Abstract subject matter become more concrete; (10) Can adapt to the occasion, space and time; and (11) Helping limited senses humans (Falahudin, 2014).

In today's era we are required to be proficient and proficient with technology. The development of science and technology (IPTEK) today, is able to encourage various parties to continue trying to make an update in the use of the results technology in learning (Kustandi & Sutjipto, 2013, p. 6). The rapid development of internet technology has made it possible for someone to do online learning activities. Online learning in this case can be interpreted as a form of distance learning that is carried out using public internet facilities or private intranets. In this learning activity, a network search program or web browser is used as a means to find the information and knowledge needed. Computer devices, with a number of potentials, can be used as learning media. The interactive nature of computer programs, for example, can provide opportunities for users to interact intensively with the knowledge and information being studied. The use of computers can train its use to learn knowledge and information in depth from various sources (Pribadi, 2017, p. 7)

Effective learning requires good planning. The media that will be used in the learning process also requires good planning (Arsyad, 2017, p. 67). One of the characteristics of your learning media is that the media contains and carries messages or information to the recipients, namely students. Some media can process messages and student responses so that the media is often called interactive media. Messages and information carried by the media can be simple messages and can also be very complex messages. But the most important thing is

that the media is prepared to meet the learning needs and abilities of students, and students can actively participate in the teaching and learning process. Media in general are also used to support learning activities, namely presenting or conveying information and knowledge to both individuals and groups. Media in this case can be seen as a tool in learning activities. Media point can be used to activate its use in obtaining the information and knowledge needed (Pribadi, 2017, p. 23).

Social media is an internet-based application that allows each user to share various kinds of content according to the supporting features. WhatsApp messenger there is a WhatsApp Group which is able to build a fun learning related to various discussion topics given by the teacher. The existence of WhatsApp messenger cannot be separated from the existence of Net Gen or the digital generation which always wants updates on various internet-based technologies. The digital generation tends to learn collaboratively, does not respond well to lecture learning methods, wants information that they can receive individually, and always wants a variety of learning materials that can be accessed easily through technological devices (Susilawati & Supriyanto, 2020). The use of the WhatsApp application can be done by creating a group called a WhatsApp Group (WAG). Through WAG, teachers can send messages in the form of information, share learning materials in the form of videos, photos, google forms, word files, power points, and so on. After sharing videos, photos, PPT, and so on to WAG, then the teacher can ask students to observe, discuss, ask questions, and do assignments from the material presented through WAG (Hasanah, 2021).

WhatsApp groups were chosen as one of the learning media, because in terms of the number of users, functions and how to use them, where educators can share learning materials or assignments in the form of images, pdf to ppt doc xls, audio and video directly and request responses (answers) from group participants (students). Whatsapp is also a good application for smartphone-based learning, such as for completing assignments from educators. With regards to task completion mobile apps like WhatsApp are preferred over class discussions. Because through groups, anything posted by educators or students will be directly accessible to group participants who are online. That is, learning activities using the WhatsApp group application bring benefits to student's achievements and attitudes towards mobile learning and education (Barhoumi, 2015 cited in Pustikayasa, 2019).

#### **4. Covid-19 Pandemic**

The Corona Virus Disease 2019 (Covid-19) pandemic that emerged in Indonesia in February 2020 still continues to spread widely to date. This has an impact on various sectors of life, such as: economic, social, cultural, educational and others. The government has taken a number of policies to prevent the spread of Covid-19, including: others through limiting social interaction by implementing social distancing and physical distancing, which is an appeal to maintain a distance between society, stay away from activities in all forms of crowds, associations, and avoiding gatherings that involve many people (Rachmat & Krisnadi, 2020). These efforts are aimed at the community so that it can be done to break the chain of spread of the current Covid-19 pandemic, reduce activities

outside the home with an appeal to do activities at home, learn from home this recommendation was later strengthened by the issuance of regulations Government Number 21 of 2020 concerning Large-Scale Social Restrictions (PSBB). (David, 2020). Policies issued to limit the spread of the corona virus has an impact on various fields, especially in education (Herliandry et al, 2020). Education in Indonesia has become one of the areas affected by the Covid-19 pandemic. With the restrictions on interaction, the Ministry of Education in Indonesia also issued a policy that is by taking a vacation. school and change the process of teaching and learning activities (KBM) from the conventional system to system in the network or online (Handarini & Wulandari, 2020).

On March 24, 2020 Minister of Education and Culture The Republic of Indonesia issues Circular Letter Number 4 of 2020 concerning Implementation of Education Policies in the Emergency Period for the Spread of Covid-19 (Anhusadar, 2020), the Circular was issued as well as providing affirmation that the learning process is carried out at home through online learning as an educational response to the pandemic Covid-19 is a serious problem facing the world. This step is taken to break the chain of transmission of Covid-19 between components of education. Therefore, online learning can be said to be a good middle ground can be done by educators to improve the quality of learning in Indonesia. Since then, the learning process in the classroom has shifted to online learning.

The rapid development of internet technology has provided the possibility for someone to carry out online learning activities. Online learning in this case can

be interpreted as a form of distance learning or distance learning carried out using public internet facilities or private internet. In this learning activity, the program looking for a network or web browser is used as a means to find the information and knowledge needed (Pribadi, 2017, p. 7). Online learning (e-learning) is learning delivered by teachers or other educators indirectly or using computers and androids as media. Online learning is a wider method of learning that offers new prospects for learning and teaching in various fields of education, setting far from the offline classroom setting (Rodrigues et al., 2019). In short, online learning is an Internet-based learning process (Riahi, 2015). (Nguyen, 2015) stated that physical “brick and mortar” classroom may not maintain its status of monopoly as the place of learning due to the shift toward online learning. The shift toward remote learning is gaining high momentum after the closure of schools, colleges and universities due to the spread of COVID-19 infection worldwide. Remote or distance learning is possible through technology tools like the Internet, applications, video call and learning management systems (Ash and Davis, 2009). Stated that the transition from traditional to remote learning during the COVID-19 pandemic was successful, although to ensure the quality and effectiveness of learning, further research is required (Basilaia and Kvavadze, 2020).

## **5. Online Learning**

Distance learning activities or online learning at Baturaja University began in March 2020, a circular letter from the government was issued regarding following up on the spread of the Covid-19 virus. Due to circumstances that require the learning system in Indonesia to be distance learning (online learning

system), knowledge of technology is needed as a driving medium in learning, one of which is the use of application-based technology that uses smartphones and laptops as intermediaries. In addition to the term learning media, there are also other terms related to it, such as learning technology or educational technology, learning resources and teaching aids. Educational technology is the ethical study and practice of facilitating learning and improving performance by creating, using, and managing appropriate technological processes and resources (Januszewski & Molenda, 2008, p. 1). Video media that contains learning materials or materials are used to assist the learning process both in the classroom or outside the classroom, so the position of the video media is the same as learning resources. However, if the visual media which only functions as physical equipment only functions as an intermediary between the source and the recipient of information, then the visual equipment is only a medium and not as a learning resource. From this perspective, learning media is narrower than learning resources.

Currently online learning is no longer enforced, due to vaccination activities in every school and college so that learning activities can be carried out alternately or often called Blended Learning where learning is a combination of learning advantages that are carried out face-to-face and virtually. And currently a learning system called Hybrid Learning is being implemented. The concept of Hybrid Learning or Blended Learning refers to the combination of an online learning environment by gaining the flexibility of distance or outside of classroom learning, and a face-to-face (F2F) classroom instruction (Hentea et al., 2003).

Hybrid learning also affords learners the opportunity to meet with course instructors and their peers face-to-face to discuss, debate, question, and acquire instruction. Courses that are taught completely online obviously do not provide for these physically experiences. Hybrid learning combines the benefits of both distance and face-to-face learning. Teachers play the role of facilitators by assisting the students whenever necessary, and the role of instructors by providing complementary lessons in line with the online courses of the students.