



**THE IMPLEMENTATION OF HEYZINE FLIPBOOK ON STUDENT
MOTIVATION AND LEARNING OUTCOMES IN LEARNING LETTERS
ARTIKEL HASIL PENELITIAN YANG DIPUBLIKASIKAN DALAM
JURNAL NASIONAL TERINDEKS SINTA 2**

Diajukan sebagai salah satu syarat untuk memperoleh gelar
Magister Pendidikan

Februardi Maulana Putra

2220104008

**PROGRAM STUDI MAGISTER PENDIDIKAN BAHASA DAN SAstra
INDONESIA
PROGRAM PASCASARJANA
UNIVERSITAS MUHAMMADIYAH PURWOKERTO
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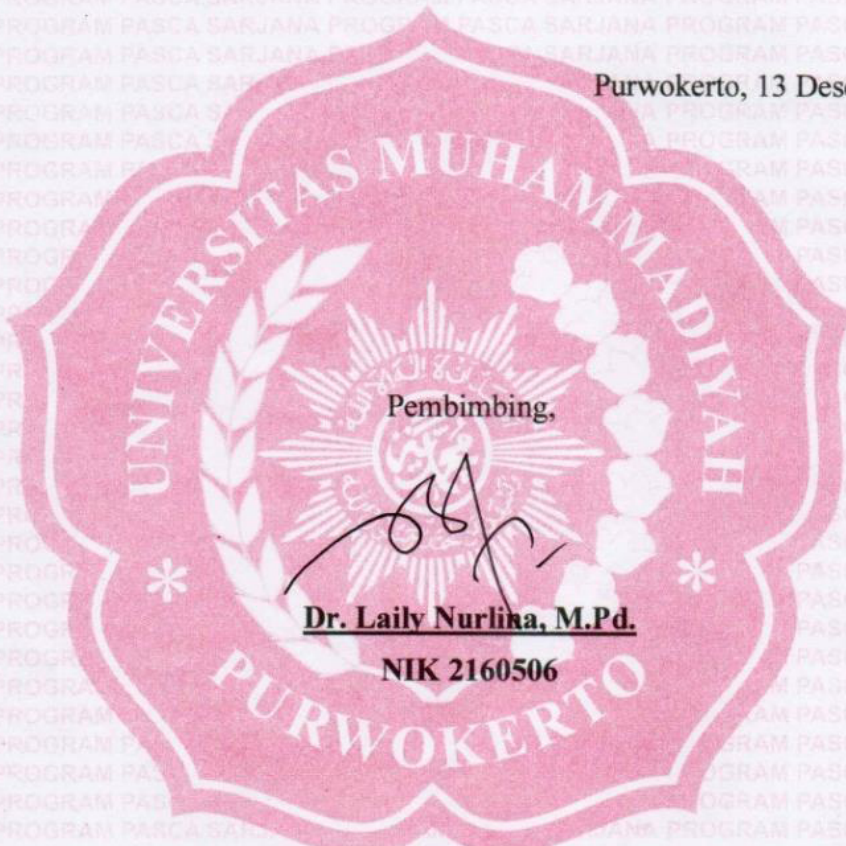
UNIVERSITAS MUHAMMADIYAH PURWOKERTO

2024

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Karya ilmiah konversi ke tesis berjudul "*The Implementation Of Heyzine Flipbook On Student Motivation And Learning Outcomes In Learning Letters*" oleh Febuardi Maulana Putra NIM 2220104008 ini telah diperiksa dan disetujui untuk diujikan.

Purwokerto, 13 Desember 2024



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Karya ilmiah konversi ke tesis berjudul “*The Implementation Of Heyzine Flipbook On Student Motivation And Learning Outcomes In Learning Letters*” oleh Februardi Maulana Putra NIM 2220104008 ini telah dipertahankan di depan Dewan Penguji pada tanggal 13 Desember 2024 dan dinyatakan telah memenuhi syarat.

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Judul : *The Implementation Of Heyzine Flipbook On Student Motivation And Learning Outcomes In Learning Letters*

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HALAMAN MOTTO DAN PERSEMBAHAN

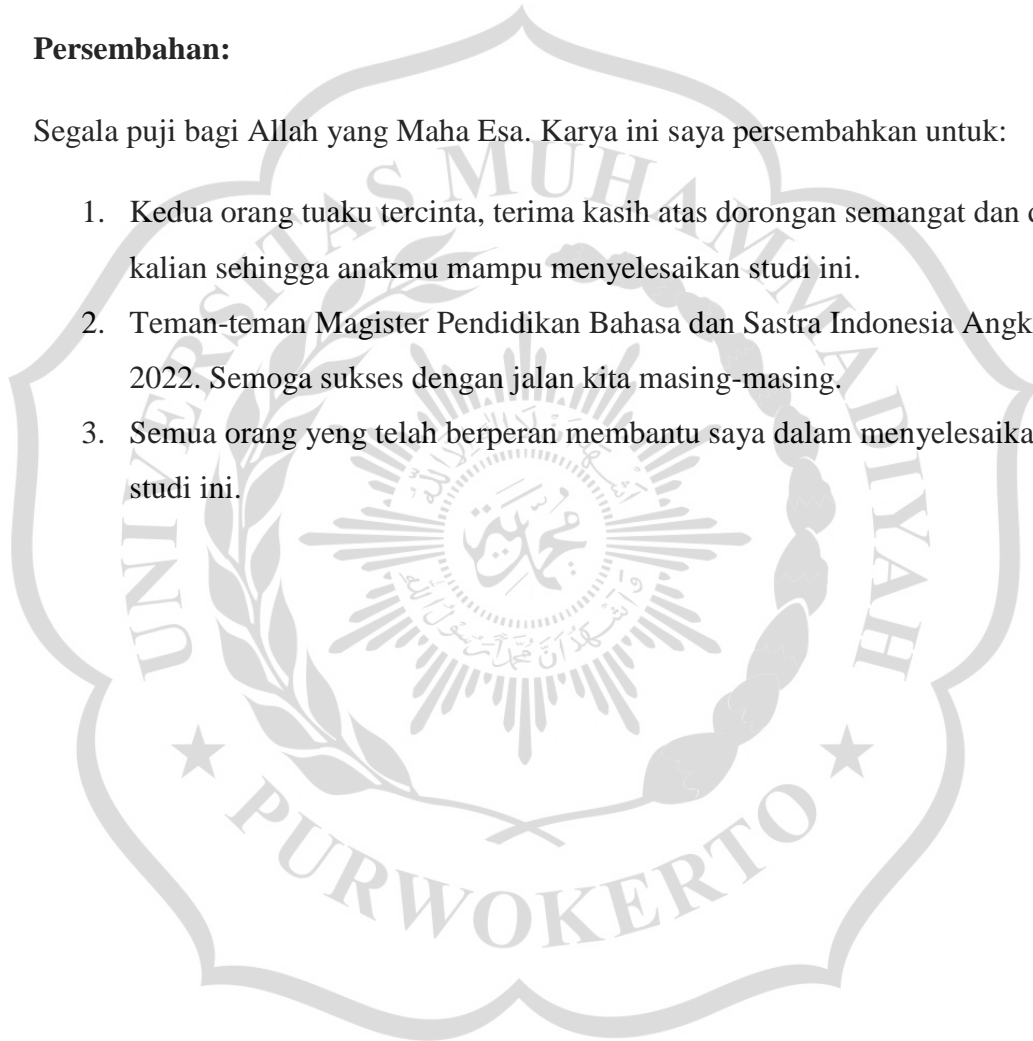
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Gunakanlah peluang yang ada dan jadilah berguna bagi orang lain dengan menciptakan peluang baru! (Februardi Maulana Putra)

Persembahan:

Segala puji bagi Allah yang Maha Esa. Karya ini saya persembahkan untuk:

1. Kedua orang tuaku tercinta, terima kasih atas dorongan semangat dan doa kalian sehingga anakmu mampu menyelesaikan studi ini.
2. Teman-teman Magister Pendidikan Bahasa dan Sastra Indonesia Angkatan 2022. Semoga sukses dengan jalan kita masing-masing.
3. Semua orang yang telah berperan membantu saya dalam menyelesaikan studi ini.



KATA PENGANTAR

Puji Syukur kehadiran Allah SWT. Atas berkat dan rahmat-Nya, peneliti dapat menyelesaikan proposal tesis ini dengan judul “*The Implementation Of Heyzine Flipbook On Student Motivation And Learning Outcomes In Learning Letters*”. Artikel konversi tesisi ini ditulis dalam rangka memenuhi salah satu syarat untuk mencapai gelar Magister Pendidikan pada Program Studi Pendidikan Bahasa dan Sastra Indonesia Program Pascasarjana Universitas Muhammadiyah Purwokerto.

Peneliti menyadari bahwa tanpa bantuan dan bimbingan dari berbagai pihak, dari masa perkuliahan sampai pada penyusunan proposal tesis ini, sangatlah sulit untuk menyelesaikan proposal tesis ini. Oleh karena itu, pada kesempatan ini peneliti mengucapkan terima kasih kepada:

1. Dr. Kuntoro, M.Hum., Direktur Pascasarjana sekaligus Penguji dua yang telah membantu dalam penyusunan artikel ini.
2. Dr. Eko Suroso, M.Pd. Ketua Program Studi Magister Pendidikan Bahasa dan Sastra Indonesia sekaligus penguji satu yang telah membantu dalam penyusunan artikel ini.
3. Dr. Laily Nurlina, M.Pd., Dosen Pembimbing sekaligus penguji tiga yang telah menyediakan waktu, tenaga, dan pikiran untuk mengarahkan dalam penyusunan artikel ini, serta memberi informasi dan bimbingan tentang tata laksana penyusunan artikel koversi tesis.

Akhir kata, semoga Allah SWT memberikan balasan atas segala kebaikan semua pihak yang telah membantu.

Purwokerto, 13 Desember 2024

Februardi Maulana Putra



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PENERAPAN HEYZINE FLIPBOOK TERHADAP MOTIVASI DAN HASIL BELAJAR SISWA PADA PEMBELAJARAN SURAT

Februardi Maulana Putra¹⁾, Laily Nurlina²⁾*

Abstrak

Penelitian ini mengkaji pengaruh penggunaan Heyzine Flipbooks terhadap motivasi dan hasil belajar siswa dalam pembelajaran surat pada siswa kelas VII SMP Negeri 2 Padamara. Dengan pendekatan eksperimen kuantitatif, dianalisis dua kelompok: kelompok kontrol (kelas 7A) dengan menggunakan metode pembelajaran konvensional, dan kelompok eksperimen (kelas 7D) dengan menggunakan Heyzine Flipbooks sebagai perangkat pembelajaran interaktif. Data pretest dan posttest dikumpulkan untuk mengukur motivasi dan hasil belajar siswa. Hasil penelitian menunjukkan adanya peningkatan motivasi dan prestasi belajar yang signifikan pada kelompok eksperimen dibandingkan dengan kelompok kontrol. Penggunaan Heyzine Flipbooks yang mengintegrasikan elemen multimedia seperti video, gambar, dan animasi memberikan pengalaman belajar yang lebih menarik dan interaktif. Hal ini memungkinkan siswa untuk lebih memahami materi pelajaran dan berpartisipasi lebih aktif dalam proses pembelajaran. Penelitian ini menyimpulkan bahwa Heyzine Flipbooks merupakan perangkat digital yang efektif untuk meningkatkan motivasi dan hasil belajar siswa, terutama pada materi yang membutuhkan pemahaman kompleks seperti teks huruf.

Kata kunci: Flipbook Heyzine; Motivasi Belajar; Hasil Belajar; Surat; Belajar; Media Pembelajaran Digital.

THE IMPLEMENTATION OF HEYZINE FLIPBOOK ON STUDENT MOTIVATION AND LEARNING OUTCOMES IN LEARNING LETTERS

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Abstract

This study examines the effect of using Heyzine Flipbooks on students' motivation and learning outcomes in learning letter texts for grade VII students at SMP Negeri 2 Padamara. With a quantitative experimental approach, two groups were analyzed: a control group (grade 7A) using conventional learning methods, and an experimental group (grade 7D) using Heyzine Flipbooks as an interactive learning tool. Pretest and post-test data were collected to measure students' motivation and learning outcomes. The results showed a significant increase in motivation and learning achievement in the experimental group compared to the control group. The use of Heyzine Flipbooks, which integrates multimedia elements such as videos, images, and animations, provides a more engaging and interactive learning experience. This allows students to better understand the subject matter and participate more actively in the learning process. This study concludes that Heyzine Flipbooks is an effective digital tool to improve students' motivation and learning outcomes, especially in materials that require complex understanding such as letter texts.

Keywords:Heyzine Flipbooks; Learning Motivation; Learning Outcomes; Learning Letter Texts; Digital Learning Media.

INTRODUCTION

Education is a fundamental element in developing quality human resources. Among the various subjects taught in schools, Indonesian plays an important role

in shaping students' language skills, critical thinking, and writing skills. One of the materials taught in Indonesian is letter text, which is often considered difficult and boring by students (Heung & Yim, 2024). This is a challenge for teachers to find learning methods and media that can improve students' motivation and learning outcomes (Pan, Zhu, Sui, & Fu, 2024; Su, Kong, Zhou, & Li, 2024).

Along with the development of technology, various innovations in learning media have begun to be used to create a more interactive and enjoyable learning experience (Habedank et al., 2024). One of the promising media is Heyzine Flipbooks, a web-based platform that allows the creation of digital learning materials in the form of flipbooks (Zunaidah, Nurmilawati, & Budiretnani, 2024). Heyzine Flipbooks offers various interactive features such as page animations, videos, images, graphics, and audio, which can increase the appeal of learning materials for students (Kamza, Noviana, Furqan, Yusrizal, & Yulianti, 2023). With its multimedia elements, Heyzine Flipbooks provides a more interesting learning experience and is close to the experience of reading a physical book, which can stimulate students' interest in learning (Manzil, Sukamti, & Thohir, 2022; Putra, Sidiq, & Mahlianurrahman, 2023).

Several previous studies have shown that the use of digital media in learning can increase students' learning motivation, interactive media such as Heyzine Flipbooks can make learning materials more dynamic and flexible, so that students are more motivated to learn (Fitriyah & Sahda, 2023). Motivation is one of the key factors in the success of the learning process. Motivated students tend to be more actively involved in learning, so they can achieve better learning outcomes (R. Sari, Anggreni, & Kunci, 2023).

In addition to increasing motivation, the use of digital media can also have a positive impact on learning outcomes. According to research flipbook-based digital modules equipped with interactive elements can improve students' understanding of the material being taught. In the context of learning letter texts, the use of Heyzine Flipbooks is expected to help students understand the material more effectively, in a more visual and interactive way. This is in line with the constructivist approach, where students learn better when they can build their own knowledge through rich and contextual experiences (Adiatma & Thana, 2022).

At SMP Negeri 2 Padamara, students' motivation in learning letter texts is often low. Students feel that this learning is monotonous and less interesting, so they are less actively involved. As one of the favorite schools in the Purbalingga area, SMP Negeri 2 Padamara wants to improve the quality of learning by adopting technological innovation. Therefore, this study aims to test the effect of using

Heyzine Flipbooks on student motivation and learning outcomes in learning letter texts in class VII of SMP Negeri 2 Padamara.

The use of technology in education, especially digital learning media, is growing along with the increasing need to create interactive and effective learning experiences (Mulyono & Elly, 2023; Putra et al., 2023). One of the innovative media that can be used is Heyzine Flipbooks, a web-based platform that allows teachers and students to access learning materials with multimedia elements, such as videos, images, and animations (Aryasahab & Suryadi, 2024; Zunaidah et al., 2024). This media is believed to be able to increase student motivation and learning outcomes, especially in the context of Indonesian learning (Nurlina & Wardianto, 2022; Solikhah & Nurlina, 2024; Windiyani, Gani, & Riskynianyo, 2023).

Class VII of SMP Negeri 2 Padamara often faces challenges in motivating students to learn letter texts, which are often considered boring. With this background, this study attempts to examine the effect of using Heyzine Flipbooks on students' motivation and learning outcomes in learning letter texts at SMP Negeri 2 Padamara. This study aims to measure the effect of implementing Heyzine Flipbooks on students' motivation and learning outcomes in learning letters in class VII of SMP Negeri 2 Padamara.

Based on the background that has been described, this study tries to answer several main questions related to the use of Heyzine Flipbooks in learning. One of the main problems to be solved is whether the use of Heyzine Flipbooks can improve students' learning motivation in learning letter texts in class VII of SMP Negeri 2 Padamara. Learning motivation is an important aspect that influences students' involvement in the learning process and the learning outcomes they achieve. In addition, this study also tries to see whether there is a significant difference between the learning outcomes of students who use Heyzine Flipbooks and those who use conventional methods. Thus, the two main questions that are the focus are: how does the use of Heyzine Flipbooks affect students' learning motivation, and whether there is a significant difference in learning outcomes between groups of students who use Heyzine Flipbooks and groups who do not use the media. This problem formulation will be the basis of this entire study, with the aim of finding out to what extent the use of digital technology such as Heyzine Flipbooks can affect students' learning processes, both in terms of motivation and learning outcomes.

The purpose of this study was to explore the effect of using Heyzine Flipbooks on students' motivation and learning outcomes. Specifically, this study aims to determine whether the use of interactive learning media such as Heyzine

Flipbooks can improve students' learning motivation in learning letter texts, which have so far been considered monotonous and difficult to understand. In addition, this study also aims to compare learning outcomes between students who use Heyzine Flipbooks and students who use functional learning methods. It is hoped that through the use of this interactive media, students will be more interested in following the lesson, so that their learning outcomes will also increase. The ultimate goal is to evaluate the effectiveness of Heyzine Flipbooks as a learning aid in the classroom. With these objectives, this study is expected to contribute to our understanding of the effectiveness of digital learning media in the context of junior high school education, especially in the subject of Indonesian Language.

This research is expected to provide theoretical and practical benefits that can have an impact on the world of education, especially in the use of technology as a learning medium. Theoretically, this research will enrich scientific studies on the influence of interactive digital media on student motivation and learning outcomes, and provide new insights into how technology can be used to improve the quality of learning in schools. Practically, this research will be beneficial for various parties. For teachers, the results of this study can be a reference in choosing the right learning media to increase student engagement in class. For students, the use of Heyzine Flipbooks is expected to provide a more enjoyable and interactive learning experience, so that their learning motivation increases and their learning outcomes are better. In addition, for schools, this research can be a reference for considering the application of digital technology in the curriculum, which is in line with current technological developments.

METHODS

This research uses a quantitative method approach with experimental methods. Quantitative research is a research approach that uses data in the form of numbers and exact science to answer the research hypothesis (Setiyaningsih, Adiwijaya, & Numertayasa, 2024). Research hypothesis. Quantitative research from the beginning was carried out regularly and systematically, data in the form of numbers, data collection with instruments, and emphasizes statistical data analysis (M. Sari, Rachman, Juli Astuti, Win Afgani, & Abdullah Siroj, 2022). data collection with instruments, and emphasizes statistical data analysis. Each data is described with statistical numbers that can be measured and tested empirically (Abraham & Supriyati, 2022). The following are the steps of the research method on figure 1:

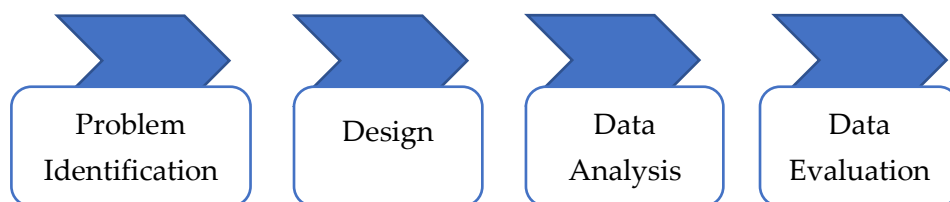


Figure 1. Research Stages (Sinambela & Sarton, 2021)

Based on Figure 1, regarding the stages of research, first regarding the identification of problems, including formulating problems, and formulating problems. then the design stage, which includes preparing research analysis in the form of variables to be used, next is conducting experiments and analyzing data and drawing conclusions and implications. The last stage, namely the evaluation stage, is used to provide an evaluation of the research conducted.

RESULT AND DISCUSSION

Pretest and Post-test Results for Class 7A

The post-test data of class 7A shows that out of 32 students, the average score obtained was 67.56 with the lowest score of 43 and the highest score of 83. From the frequency distribution of student learning outcomes, most students were in the range of 57-63 points (34.38%) followed by the range of 64-70 points (25%).

The following table summarizes the post-test results of class 7A students on Table 1:

Table 1. Summarize Post Test

Data Description	Class 7A
Number of students	32
Total score	2162
Average	67.56
Lowest Value	43
The highest score	83

Standard Deviation	9,10
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The frequency distribution of learning outcomes of class 7A students is presented in the following on table 2:

Table 2. Distribution of learning outcomes

Interval Class	f	f(%)
43-49	1	3.13%
50-56	1	3.13%
67-63	11	34.38%
64-70	8	25.00%
71-77	7	22.00%
78-84	4	12.50%

Pretest and Posttest Results of class 7D

For class 7D, which used Heyzine Flipbooks, the average post-test score obtained by students was 74.59 with the lowest score of 57 and the highest score of 90. Most students were in the range of 75-80 points (28.13%), followed by the range of 69-74 points (18.75%).

The post-test results for class 7D are presented in the following on table 3:

Table 3. posttest and posttest 7D

Data Description	Class 7D
Number of students	32
Total score	2387
Average	74.59
Lowest Value	57
The highest score	90
Standard Deviation	9.55

The frequency distribution of learning outcomes of class 7D students is shown as follows in table 4:

Table 4. Distribution of Learning Outcomes 7D

Interval Class	f	f(%)
57-62	4	12.5%
63-68	5	15.63%
69-74	6	18.75%
75-80	9	28.13%
81-86	3	9.38%
87-92	5	15.63%

Comparison of Learning Outcomes of Classes 7A and 7D

There is a significant difference between the learning outcomes of class 7A and 7D after the implementation of Heyzine Flipbooks. The average post-test score of students in class 7D was higher (74.59) compared to class 7A (67.56). The highest score in class 7D is also greater than that of class 7A, and the variation in scores in class 7D is greater, indicating a significant increase after the use of digital learning media.

The following table shows a comparison of learning outcomes between the two classes on table 5:

Table 5. Comparison of learning outcomes

Data Description	Class 7A	Class 7D
Average	67.56	74.59
Lowest Value	43	57
The highest score	83	90
Standard Deviation	9,10	9.55

The diagram below illustrates the comparison of the percentage of learning outcomes of students in classes 7A and 7D:

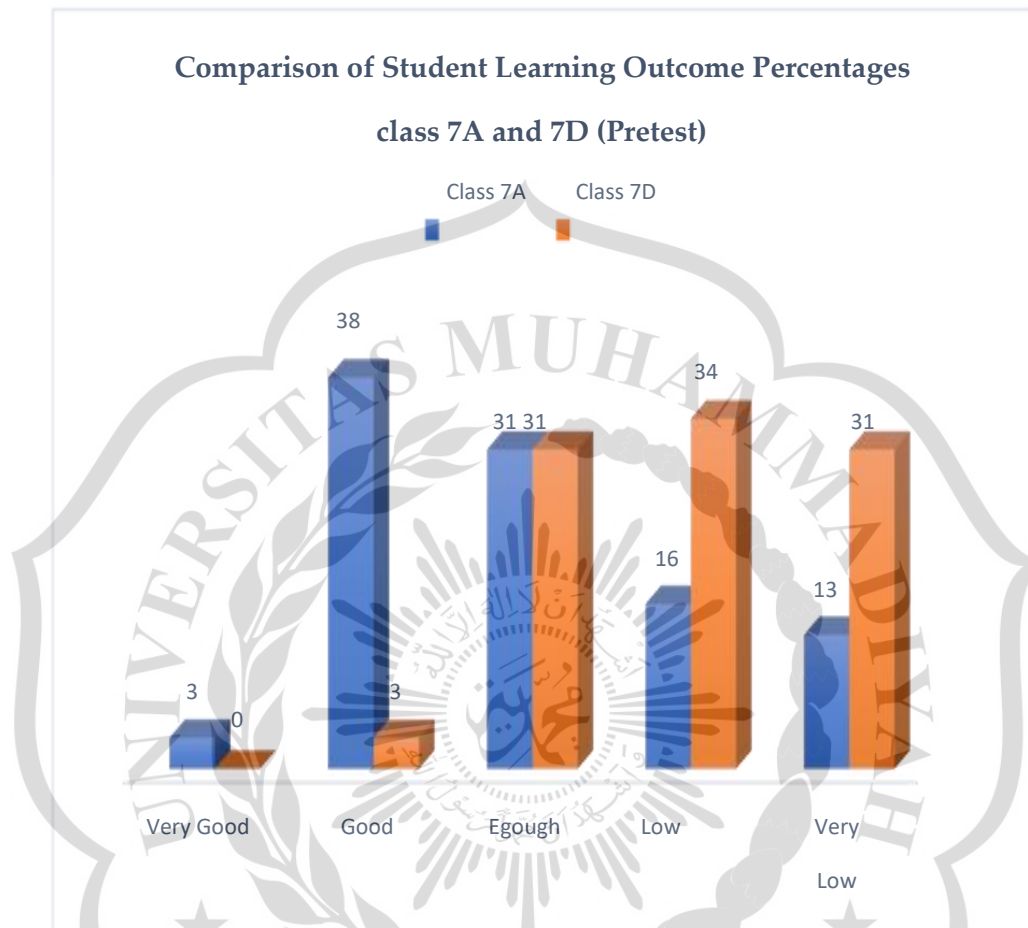


Figure 2. Comparison of Percentage of Student Learning

In general, the pretest scores of class 7A are better than those of class 7D. both in terms of average scores and percentages. However, the variation in scores in class 7D is greater, indicating a more significant difference in ability among students. Furthermore, the researcher will provide treatment according to the objectives of this study, namely using Heyzine Flipbooks as a learning medium in which class 7D is the treatment class.

Based on the results of the learning motivation questionnaire, student motivation in class 7D who used Heyzine Flipbooks experienced a significant increase compared to class 7A. Before the intervention, the average motivation score of students in class 7D was 71.22, while after using Heyzine Flipbooks, the average score increased to 80.31. In contrast, the control class that did not use Heyzine Flipbooks only experienced a smaller increase, from 67.56 to 74.59.

Motivation Analysis: One of the reasons why Heyzine Flipbooks can increase student motivation is because of its interactive and visually appealing nature. According to the cognitive learning motivation theory (Emda, 2018), students tend to be more motivated when the material is presented dynamically and involves more senses, such as visual and audio. Heyzine Flipbooks is able to meet this need by providing page animations that resemble physical books, as well as adding multimedia elements such as videos and images.

The use of digital media such as Heyzine Flipbooks provides a richer learning experience, increases student engagement, and stimulates greater interest in learning, in accordance with research by (Kamza et al., 2023; Khasanah, Isnaini, Pujiati, Marsono, & Inayati, 2024) which found that the use of interactive media can increase student engagement in the learning process.

The following table illustrates a comparison of motivation between the two classes:

Table 6. Comparison of motivation

Motivation Category	Class 7A (%)	Class 7D (%)
Very high	0%	0%
Tall	3%	66%
Currently	63%	34%
Enough	34%	0%

As seen in the table, the majority of students in class 7D are in the high motivation category (66%), while in class 7A, only 3% of students reach the high motivation level. This difference indicates that interactive digital media significantly affects students' learning enthusiasm.

In addition to increasing motivation, student learning outcomes also experienced a significant increase after using Heyzine Flipbooks. Based on the post-test results, the average score in the experimental class (7D) was 74.59, while in the control class (7A) it was 67.56. The increase in learning outcomes in this experimental class shows that Heyzine Flipbooks is able to provide a significant positive impact on student understanding in learning letter texts.

Learning Outcome Analysis: According to constructivism theory (Vygotsky), students learn better when they can construct their own knowledge through interactive and contextual experiences. Heyzine Flipbooks allow students to explore the material independently, strengthening critical thinking skills and understanding concepts more deeply. The multimedia elements added in flipbooks also help visualize difficult concepts and enrich the learning experience for students.

Comparison of the pretest and post-test results in both classes shows that students in the experimental class experienced more significant improvements compared to the control class, as seen in the following on table 7:

Table 7. Improvements Compared

Data Description	Class 7A (Pretest)	Class 7A (Post-test)	Class 7D (Pretest)	Class 7D (Post-test)
Average	61.97	67.56	51.34	74.59
Lowest Value	33	43	23	57
The highest score	80	83	73	90

The significant improvement in class 7D (experimental) strengthens the hypothesis that the use of Heyzine Flipbooks has a positive effect on student learning outcomes. The average score of students in the experimental class increased from 51.34 (pretest) to 74.59 (post-test), while in the control class the average increase was only from 61.97 to 67.56.

The Mann-Whitney U Test used to compare the two groups showed a significance value of 0.006 (<0.05), which means there is a significant difference between the control and experimental groups in terms of learning outcomes. This shows that Heyzine Flipbooks is able to improve learning outcomes significantly.

The increase in student motivation in the experimental class can be explained by several factors. Heyzine Flipbooks provides a more interactive learning

experience, allowing students to engage directly with the subject matter. In the context of cognitive learning motivation theory (Matsuzaki et al., 2021), interesting media can increase students' curiosity and encourage them to be more active in learning.

The use of interactive media, such as Heyzine Flipbooks, can reduce the boredom that students often feel in conventional learning. This is in line with the findings of (Baumgartner, Ruettgers, Hasler, Sonderegger, & Sauer, 2021; Hikmah, Kuswidianarko, & Lubis, 2021; Sumayana, Akbar, & Marlina, 2021) research which shows that the use of interactive media can increase student engagement and motivation in learning.

Significant learning outcomes in the experimental class indicate that Heyzine Flipbooks are effective in improving students' understanding of the material. According to constructivism theory (Vygotsky), learning that involves active interaction and exploration can help students build deeper knowledge. With the multimedia features available on Heyzine, students can access information from various perspectives, which supports a more comprehensive learning process.

Comparison of pretest and posttest results showed that students in the experimental class experienced a greater increase in understanding the material. The use of Heyzine Flipbooks that allows students to study independently is also in line with the principle of self-regulated learning, where students can manage their time and how they study. This allows students to deepen their understanding of the material, which contributes to improved learning outcomes.

Based on the research results, the use of Heyzine Flipbooks can be implied as one of the alternatives of innovative and effective learning media. This media not only attracts students' attention, but also provides easy access to interactive learning materials. By using Heyzine Flipbooks, teachers can create a more dynamic and enjoyable learning atmosphere, thus helping students to be more motivated in learning.

The use of digital media such as Heyzine Flipbooks is also in line with the demands of the modern education curriculum that emphasizes the integration of technology in the learning process. In today's digital era, it is important for students to have good digital literacy skills. Therefore, the application of digital learning media in the context of learning in schools is a must to prepare students to face future challenges.

Although the results of the study show that Heyzine Flipbooks provide significant benefits, there are some challenges that need to be considered. One of them is the

accessibility of technology among students. Not all students may have devices or a stable internet connection, which can hinder the maximum use of digital media. Therefore, schools need to provide infrastructure that supports the use of technology in learning.

Suggestions for further research include conducting a larger study to evaluate the impact of using Heyzine Flipbooks in a variety of learning contexts and other subjects. Longitudinal research could also be conducted to evaluate the long-term impact of using digital learning media on student motivation and learning outcomes.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the use of Heyzine Flipbooks has a significant positive impact on student learning motivation and learning outcomes in learning letter texts in class VII of SMP Negeri 2 Padamara. This study shows a significant increase in student learning motivation after using Heyzine Flipbooks, with the majority of students in the high motivation category. In addition, student learning outcomes in the experimental class (class 7D) that used Heyzine Flipbooks were also better than those in the control class (class 7A) that did not use the media. Post-test data showed a significant increase in average scores in the experimental class, which reflected a better understanding of the subject matter. Thus, it can be concluded that Heyzine Flipbooks is an effective learning medium to improve student motivation and learning outcomes, especially in learning letter texts.

This study provides significant implications in the field of education, especially related to the application of digital technology in the learning process. One of the main implications of this study is that Heyzine Flipbooks can be used as an effective alternative learning media in improving student learning motivation and learning outcomes. Teachers can utilize Heyzine Flipbooks as an innovative learning strategy that makes learning materials more interesting, interactive, and in accordance with student needs, especially in learning letter texts. By providing multimedia elements such as videos, images, and animations, Flipbooks are able to present a more dynamic learning experience. In addition, this study opens up opportunities for further research related to the effectiveness of Heyzine Flipbooks in the context of other subjects or at different levels of education. These findings can also help schools to develop policies that encourage the use of digital technology in the curriculum to improve the overall quality of learning.

Thus, this research is expected to provide a positive contribution to the development of learning at SMP Negeri 2 Padamara and become a reference for broader learning innovation in the educational environment.

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Editor-in-chief	Sugiarti
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