

CHAPTER II

THEORITICAL FRAMEWORK

A. Perception

Perception is one of the important psychological aspects because by perception we know about the kinds of phenomenon which exist in our environment. According to Kastanakis (2014) perception is essentially the interface between the outer and inner worlds. (Kastanakis, M. and Voyer, Benjamin G. (2014) The effect of culture on perception and cognition: a conceptual framework. *Journal of Business Research*, 67 (4). pp. 425-433. ISSN 01482963 buat dapus)

Huffman and Vernoy (2000 in Apriani, 2015) states that perception refers to the process of selecting, organizing, and interpreting sensory data into useful mental representations of the world. (Apriani, Tabitha Dwi. 2015. *Students' Perception on The Use of Edmodo in Writing Descriptive Text. Unpublish thesis*

From the explanation above it can be concluded that perception is a process which starts from the vision to form a response that occurs in person to be shared to the world.

Psychology describes perception as the interpretation of sensation. People have different perception on an object. It can be positive or negative (Slameto, 2010 : 102). He also stated that perception is automatically related to the certain nature of human being, which his or her psychological features. Perception is a process Which starts from the sense of organ. That is a process

related to the acceptance of information by human brain that is said that during the process a person continually interacts with his or her environment.

Hodgetts et al. (1985 in Apriani, 2015) tells that there are numbers of factors influencing someone's perception. They are selection of stimuli, organization of stimuli, the situation, and the person's self-concept.

1. Selection of Stimuli

The first factor is selection of stimuli. In the process of receiving all the stimuli, people only focus on a small number. They do not catch all the stimuli that they have had at the same time. Therefore, they have to select them so that they can receive it well. The process of selecting stimuli is known as selection. People usually select specific cues and then they filter and screen them. It is one of the reasons why people perceive things differently. Actually people have different threshold levels. Some people can write or read and still be able to follow the plot of a television program, whereas others can not. Because there are different thresholds between people, the same person may have different thresholds at different times.

2. Organization of Stimuli

The second factor influencing perception is organization of stimuli. After information has undergone the screening process that is selected, it should be arranged to be meaningful. The mind tries to bring order out of the chaotic onslaught of sensory data by selecting

certain items and putting them together in a meaningful way that is based on experience.

The perceptual organization of information, then, helps people to categorize sensory inputs. The central function of the categorization process is to reduce initially complex information into simpler categories. This categorization occurs not only with objects but also with people. People take one familiar cues and translate them into a meaningful wholes.

3. The situation

Another factor influencing perception is the situation. A person's familiarity with. Or expectations about situation, as well as his or her past experience, affect with that person perceives. Perceiving a situation accurately is also related to how well a person adjusts his or her behavior to situations.

4. The Person's Self-Concept

The fourth factor which influences perception is the person's self-concept. The way people feel about and perceive themselves is known as a self-concept. The way people see themselves affects people's perception on the world around them. This self-concept is important because the mental picture of every person determines much of what she or he perceives and does.

In addition, Pareek (1996 in Apriana, 2015) states that there are two factors which influence the organization of perception; they are

internal and external factors. The internal factors are related to the psychological need, background, experience, personality, attitude, belief, and also self acceptance. Then, the external factors consist of intensity, measurement, contrast, movement, repetition, familiarity, and something new.

B. Learning Media

Riyana (2008) stated the word media in "learning media" literally means intermediary or introduction, while learning is a situation in which students learn. Therefore, learning media emphasizes a media as a way to make students learn. In other words, when students learn, the learning sources that they get it from the media. It is in line with Lesle J Briggs (1979) that states learning media is the physical means of conveying instructional content there are book, films, video, etc. Briggs further states that media is a tool to stimulate students to learn. While about the effectiveness of media, Brown (1970) underlines the media used appropriately by teachers or students can influence the effectiveness of the teaching and learning process.

Based on the opinion above, the of media position and its role and contribution in learning activities can be developed. Some of these insights include:

1. The media is a place of messages that its source wants to forward it to the target or recipient of the message.

2. Application of learning media is based on the rules of communication science that is in line with Lasswell (1982) that states "who says what in which channels to whom in what effect". It can be described in detail as follows:

- a. Who, means who served as messengers (Teacher, Widyaiswara, Facilitator, Instructor).
- b. What, means the Message or idea that will be given (in this learning activity means teaching materials or material to be delivered).
- c. Which channels, means media that will be use (video, picture etc).
- d. To Whom, means people who receive the message (target, students, learners).
- e. What effect, means what the result or impact.

From the elements above, it seems that the target (goal) of the learning activity is the impact or the results to be achieved in the learning activities. In education review, known as meaningful learning experience, is a faithful learning experience as a result of a learning activity (instruction). The occurrence of meaningful learning is also because of the role of the media, especially from the position and function. In general the media has some usefulness, as follow.

1. To clarify the message so that it will not be too verbalistic.
2. overcome space limitations, power time and sense power.
3. generate passion for learning, more direct interaction between pupils with learning sources.

4. enable children to study independently according to their talents and visual, auditory & kinesthetic abilities.
5. giving the same stimulus, equating experience & generating the same perception.

In addition, the contribution of learning media according to Kemp and Dayton (1985) learning media more interesting. It is explained more below:

1. Learning becomes more interactive by applying learning theory.
2. The timing of the lesson can be shortened.
3. The quality of learning can be improved. The learning process can take place whenever and wherever is necessary.
4. Student's positive attitude toward the learning materials and the learning process can be improved.
5. The teacher's role changes in a positive direction after they have understood the basic concepts of subsequent learning media.

C. The characteristic of Learning Media

While Classical (1997) divides learning media as follows: 1) visual media, 2) audio media, 3) display media, 4) real experience and simulation, 5) print media, 6) programmed learning, 7) computer learning or often known Program Computer Aided Instruction (CEI). In more detail Anderson (1997) grouping the following media:

Table 1

The Characteristic of Learning Media

1	Printed	<ul style="list-style-type: none">• Programmed text book• Manual book• Assignment book
2	Printed – Audio	<ul style="list-style-type: none">• Exercise book with Cassette• Audio Poster/Picture
3	Silent Visual Project	<ul style="list-style-type: none">• Slide
4.	Visual Motion	<ul style="list-style-type: none">• A silent movie with a title
6.	Audio Visual Motion	<ul style="list-style-type: none">• Film• Video/VCD/DVD
7.	Things	<ul style="list-style-type: none">• Real things• mock up
8.	Computer	<ul style="list-style-type: none">• Computer-based Media; CAI (Computer Assisted Instructional) & CMI (Computer Managed Instructional)

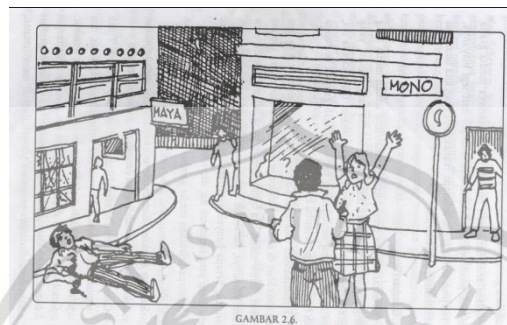
That is used in a state of life and has been preserved, such as plants, rocks, animals, insectarium, herbarium, water, rice fields and so forth. Media in a learning activity has practical values as follows:

1. Learning media can overcome the limited experience of students.
2. The media presented can exceed the limitations of the classroom.
3. Learning media allows the interaction between learners with their environment.
4. The media presented and presented resulted in the observation of student observations.
5. Potentially, the media presented appropriately can embed the concrete basic concepts correctly, and stand on the reals.
6. Media can arouse new desires and interests.
7. Media can generate motivation and stimulate learners to learn.
8. The media is able to provide an integral and thorough learning from the concrete to the abstract, from simple to complex

Based on the explanation above, the media is developed in a one-of-a-kind pen technology that has characteristics such as: (a) target oriented (b) applying the concept of consuming varied learning resources. Media application and educational technology can help educator to realize a concept of "teaching less learning more". It means that fiscally teachers activities in the classroom can be reduced because there are some tasks that teachers delegated to the media, but still encourage the achievement of student learning outcomes.

D. Types of Media Learning

1. Photo



Sadiman (2009:29) stated Among the educational media, photo images are the most commonly used. It is a common thing, so that it can be understood and enjoyed everywhere. Therefore, the Chinese proverb says that a picture speaks more than a thousand words. Take a good look at Figure 2.6. Try telling what you see there. After that weekend the street in the bar's gam. Of course there are still parts that have not been told there, Suppose you narrate the smallest in the way that; How much ventilation the building faces the person who lies it: and so on.

Some of the advantages of Photo are described below:

- a. It is concrete. It is more realistic in showing the subject matter than just the verbal media.

- b. Images can overcome space and time constraints. No multiple, even objects can be brought to the class, and teacher does not need to take the children to place of the object. Images or photos can overcome this. Niagara Falls or Lake Toba can be brought to the class through pictures or photographs. Events that occurred in the past, yesterday or even a pest of a moment sometimes can not be said something like alanya Images or photos are very useful in this regard. Foto can overcome the limitations of our observations. Cells or leaves which we can not see with the naked eye can be presented clearly in the form of pictures or photographs.
- c. Photos can clarify a problem in any field and for any age level, so as to prevent or correct misunderstandings.
- d. Photos are cheap and easy to get and use, without the need for special equipment.

In addition to the advantages of these images, it has some drawbacks such as:

- a. Photographic images emphasize only the perception of the eye senses.
- b. Images of objects that are too complex less effective for learning activities.
- c. The size is very limited for large groups.

2. Video

Cecep Kustandi (2013: 64) reveals that video is a tool that can present information and processes, explain complex concepts, teach skills, abbreviate or slow down time and influence attitudes. While Arief S. Sadiman (2009: 74) states the video is an audio visual media that displays images and sound. The messages presented can be facts (events, important events, news) and fictions (such as stories), can be informative, educational and instructional. Sukiman (2012: 187-188) states that video is a set of components or media that can display images simultaneously voice at the same time.

Daryanto (2010: 88) reveals that video is anything that allows audio signals which can be combined with sequence motion pictures. The video program can be utilized in the learning program, because it can provide an unexpected experience to the students. In addition to it, video program can be combined with animation and speed settings to demonstrate the changes over time.

Video as media is best at presenting material that requires visualization demonstrating things like certain motor movements, facial expressions, or certain environmental atmosphere. For example, the changes of the cocoon into a butterfly will look detailed and dramatic if visualized through modern technology.

From some description of learning media above, it can be concluded that video as learning media is a visual audio media that presents the subject matter and information, describes the process, explains the concept, teaches skills to students in the form of pictures and sound. When it is compared with photo as the media, video assessed more effectively used in the material. When using images, students will only see silent images only. Because according to Cecep Kustandi (2011: 41) media images is a medium that serves to convey messages through images that involve the sense of sight only.

3. Visual Aids

The teaching aids is a teaching medium that contains or brings out the characteristics of the learned concepts (Estiningsih, 1994: 7). Its main function is to lower the conceptual abstraction so that students are able to get the meaning of the concept. For example, concrete objects around students, taken example puppet flanel to teaching narrative text. According to Sudjana (1989: 76) visual aids is a tool to educate or teach so that what is taught will be easily understood by the students.

4. Power Point

Hamalik (2008) mentions that the type of technology used in teaching consists of audiovisual media (film, filmstrip, television, and videocassette) and computer. Computer media is one of the interactive media that has a major role to process information carefully, quickly and with accurate

results. Computer as a learning media can generate interest and attention of students to certain subjects. In addition, the computer itself can serve as one source information, thus can be a source of learning for a student in some of the main parts when learning using computer.

Each school has different facilities. Availability of media that can support the teaching and learning process between one school with another school is different. The limitation of the media is caused by several factors, namely the difficulty in obtaining the appropriate media with the material being taught to the students, limited funds, quickly broken, lack of support from the leadership and others. Daryanto (2006: 31) says stand alone is a presentation pattern of Microsoft Office Power Point that is designed specifically for individual learning that is interactive. Each student can study the subject matter individually. Students can learn according to their abilities so that the use of Microsoft Office Power Point with a standalone presentation pattern is expected to improve student learning outcomes.

Limitations of the existence of media such as the necessary presentation tools as a tool capable of displaying information contained in Microsoft Office Power Point can be overcome by using a standalone presentation pattern. With the help of the powerpoint media, a teacher can present teaching materials to students more easily in transforming their knowledge through presentations given by a teacher to their students in the classroom. Besides making it easy for a teacher to master the class and helping the children to stay focused on what a teacher is saying.

According to Jelita (2010) microsoft Power Point is a software that will help in compiling an effective presentation, professional, and also easy. PowerPoint media can help an idea become more appealing and clear its purpose when presented because the powerpoint media will help in the creation of slides, presentation outlines, electronic presentations, dynamic slide shows, including interesting cliparts, all of which are easily displayed on a computer screen. Power Point is a presentation tool, usually used to describe a thing that is encapsulated and packed in a Power Point slide. So readers can more easily understand our explanations through the visualization summarized in the slide.

Power Point is a program to help present and present presentations in the form of writing, drawing, graphics, objects, cliparts, movies, sounds, or videos that are played during the presentation (Purnomo, 2010).