

CHAPTER I

INTRODUCTION

A. Background

The development of digital technology has brought significant changes to various aspects of life, including education. Digital media has become one of the primary tools used by lecturers to deliver learning materials. In higher education, particularly at UKI Toraja, the use of digital media such as Google Classroom, Zoom, YouTube, and other interactive learning applications has become an integral part of the teaching process. The use of digital media not only facilitates access to information but also creates opportunities to enhance interaction between lecturers and students. However, the success of digital media implementation in learning greatly depends on students' perceptions of the effectiveness, ease of use, and relevance of the media utilized.

As the primary recipients in the learning process, students have unique perspectives on the use of digital media. Students' perceptions are influenced by various factors, such as personal experiences, digital literacy levels, and lecturers' competency in utilizing the technology. Some students may feel supported by the use of digital media due to its flexibility and accessibility, while others may encounter technical difficulties or feel less comfortable with this approach. Therefore, it is essential to understand students' perceptions in depth so that lecturers and institutions can adjust their teaching strategies to meet students' needs.

Research on students' perceptions of digital media has become increasingly relevant, especially in the post-pandemic era, where online learning has become the new norm in many educational institutions. UKI Toraja, as one of the universities that continues to adopt technology in learning, faces the challenge of ensuring that the digital media used is well-received by students. Without a clear understanding of how students perceive the digital media used by lecturers, the effectiveness of teaching could decline.

Furthermore, students' perceptions of digital media are closely related to learning success. Students with positive perceptions tend to be more motivated to learn, more active in discussions, and achieve better academic results. Conversely, negative perceptions can lead to decreased learning motivation, dissatisfaction, and even failure to understand the delivered materials. Therefore, this study is important not only to evaluate the effectiveness of digital media used by lecturers but also to provide recommendations for developing better teaching strategies at UKI Toraja.

This study aims to answer the question: "What are the students' perceptions toward digital media used by the lecturers in teaching at UKI Toraja?" By exploring students' perceptions, this research is expected to provide new insights into the factors influencing their views on digital media and its impact on learning success. The findings of this study can serve as a reference for lecturers and institutions to enhance technology-

based teaching quality and create more effective and inclusive learning experiences for students.

B. Research Question

The question of the research is: “What are students’ perceptions toward digital media used by the lectures in teaching at UKI Toraja?”

C. Objective of the Research

This study aims to: find out the students’ perceptions toward digital media used by the lectures in teaching at UKI Toraja.

D. Significance of the Research

This research is expected to provide benefits for:

1. Student

Offering an understanding of the importance of digital media in the learning process and providing information about the impact of digital media on their learning experience.

2. Lectures

Providing insights into the extent to which lecturers have utilized digital media in teaching and how students perceive its use. This can help lecturers improve the quality of their teaching by effectively leveraging technology.

3. The Next Researcher

The researcher expected that this research could be a reference for the same topic in future studies.

E. Research Methodology

In this study, a qualitative method was used to gain a comprehensive understanding of students' perceptions.

F. Key Terms Definition

1. Student perceptions

Students' perceptions refer to the views, understanding, or evaluations that students have towards a phenomenon or experience. In this context, students' perceptions relate to how students see, feel, and assess the use of digital media in the learning process.

2. Digital media

Digital media refers to various forms of media that use digital technology to deliver information or learning content. Digital media includes platforms and tools such as Learning Management Systems (LMS), online learning applications, video conferencing, multimedia (videos, animations, graphics), as well as software used in teaching activities.