

Analysis of Students' Learning Motivation Using Flipbook Media in Elementary School

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ABSTRACT

Learning motivation is an important factor in the success of students in achieving learning objectives. This study aims to determine the effectiveness of using flipbook media in an effort to enhance students' learning motivation. Flipbook, as an interactive learning medium, is expected to increase students' interest and make the learning process more enjoyable. The research method used is qualitative, employing a descriptive qualitative research design. The results of the study indicate that the use of flipbook media can enhance students' learning motivation compared to conventional teaching methods. By using flipbook media, students are more motivated to learn because it creates an engaging and interactive learning experience.

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1. INTRODUCTION

Elementary education plays a crucial role in building students' foundational knowledge and skills. One of the factors that influence successful learning is motivation. High learning motivation can encourage students to be more active, creative, and enthusiastic in learning activities. A decline in motivation can be caused by monotonous teaching methods and a lack of variety in learning media.

Applying creative and engaging media is essential in the teaching and learning process. One medium that can increase students' learning motivation is the flipbook. A flipbook is an interactive medium that allows students to interact with content in a more engaging and enjoyable way. With its appealing visuals and interactive features, flipbooks can encourage students to participate more actively in learning and are expected to enhance their motivation and academic performance.

Preliminary observations made by the researchers at Karangkemiri 04 Public Elementary School in Cilacap indicated a decline in students' learning motivation, likely due to monotonous teaching methods and limited variety in learning media. Unmotivated students tend to ignore the teacher, disengage from activities, and even distract their peers. Students need interesting media to spark their interest and motivation to learn.

Teaching and learning involve interaction between teachers and students, where teachers play a key role in creating a motivating learning atmosphere. The chosen learning media must be appropriate and meet students' needs. A flipbook combines visual and audio elements, thus attracting students' attention and helping them better

understand the material [1]. Flipbooks are digital books that present text and engaging images aimed at increasing students' interest and understanding during the learning process [2].

The researchers proposed using flipbooks as a solution to the problem because this medium aligns with students' needs. Flipbooks can serve as an effective tool for creating a more interactive and enjoyable learning experience. Based on the above explanation, this research is titled: "Analysis of Students' Learning Motivation Using Flipbook Media in Elementary School."

2. RESEARCH METHOD

This study applied a qualitative method with a descriptive qualitative design. The descriptive qualitative method is used to describe existing conditions or phenomena by collecting qualitative data, which helps provide a clear and in-depth understanding of the subject being studied [3]. This research design involves various data collection techniques such as in-depth interviews, observation, and document analysis to explore individual experiences and perspectives [4].

Data was collected through observation, interviews, and documentation. The purpose of the observation was to obtain data related to student motivation using participatory observation techniques. Interviews were conducted with students and teachers at Karangemiri 04 Public Elementary School in Maos, Cilacap. The research was conducted over one month in January 2025. The subjects were fifth-grade students.

3. RESULTS AND DISCUSSIONS

The results derived from observations, interviews, and documentation indicate the implementation of digital flipbook media in teaching. Based on a one-month observation, the use of flipbook media in the learning process showed that students were more enthusiastic about the lessons. Student participation in asking questions and discussions increased compared to before using flipbooks. The learning atmosphere became more interactive and enjoyable due to the flipbook's engaging visuals. The use of flipbooks positively influenced learning motivation in communication and interaction, making students more responsive and involved in class activities [5].

Interviews were conducted with class teachers and selected students. Teachers expressed that flipbooks helped them convey material more effectively, as students found it easier to understand. Students reported feeling more motivated because flipbooks presented attractive images, animations, and text. They also expressed greater enthusiasm for learning when the material was delivered using flipbooks rather than through conventional methods.

The findings indicate that flipbook media positively impacts elementary school students' learning motivation. This supports constructivist learning theories, which suggest that interactive media can enhance student interest and participation. Flipbooks present content in a visually engaging way, stimulate students' curiosity, and create a lively learning environment, reducing boredom.

Based on observations, interviews, and documentation, it can be concluded that students' learning motivation increased after using flipbook media. Choosing the right learning media plays a significant role in the success of teaching and learning, especially at the elementary level. Using engaging media like flipbooks can create a more active, creative, and enjoyable learning environment.

4. CONCLUSIONS

Based on the background and the research findings, it can be concluded that the use of flipbook media can increase students' learning motivation compared to conventional teaching methods. Flipbook media enhances student motivation by providing an engaging and interactive learning experience. Students became more active in asking questions, more enthusiastic during class activities, and more focused compared to before using flipbooks.

Flipbook media also assists teachers in delivering material in a more appealing, effective, and innovative way. The visual and interactive presentation of material made it easier for students to understand. A positive change was observed in students' learning outcomes, both in assignment scores and class participation.

This study proves that innovative learning media such as flipbooks can be an effective strategy to improve student motivation and academic performance at the elementary level. Flipbooks attract students' attention through interactive visuals, making learning more enjoyable. The increase in learning motivation makes students more enthusiastic about participating in class and achieving better academic outcomes.

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