

CHAPTER I

INTRODUCTION

This chapter presents the foundation of the research by explaining the background of the study, the research questions, the objectives of the research, the significance of the research, the scope of the research, and the definition of key terms. These sections provide a comprehensive overview of the issues addressed in this study and establish the rationale for investigating the effectiveness of AI-assisted Genially as an interactive learning medium to improve students' English vocabulary mastery.

A. Research Background

English language learning places vocabulary mastery as one of the fundamental aspects of successful language skills. Along with the development of technology in education, the learning process is increasingly supported by the use of digital media and Artificial Intelligence (AI), which can help create more interactive, effective, and engaging learning experiences. The use of AI in education enables students to gain more innovative learning experiences through automatic features, gamification, and faster feedback. In English language learning, vocabulary plays a crucial role in supporting students' ability to comprehend and produce language across the four skills, namely reading, writing, listening, and speaking. Without adequate vocabulary mastery, students will encounter difficulties in understanding texts and expressing ideas effectively, as vocabulary is considered central to language proficiency.

In the context of learning, the use of appropriate instructional media also plays an important role in enhancing student engagement. Interactive learning media can help create a more engaging learning environment and encourage students to actively participate in the learning process. The integration of technology in education is also believed to significantly improve students' motivation and learning outcomes.

However, in practice, many students still experience difficulties in mastering English vocabulary. Based on the results of classroom observations, it was found that the teaching and learning process is still dominated by conventional methods and has not optimally utilized digital media. Teachers tend to rely on textbooks and lecturing methods, and students are often required to memorize lists of vocabulary without the support of interactive media. This finding is further supported by the results of interviews with the English teacher, who stated that the use of digital-based instructional media is still very limited. In addition, the teacher revealed that students tend to have difficulties in remembering and appropriately using vocabulary during the learning process.

Moreover, during the learning activities, students' participation was observed to be relatively low. Most students appeared passive, showed low enthusiasm, and only a few actively responded or asked questions. When asked to mention vocabulary, many students struggled to recall words, pronounce them correctly, and understand their meanings. Even based on the initial observation, some students were only able to mention a single word. This

condition indicates that students' vocabulary mastery is still very low and requires serious attention. These problems are closely related to the limited use of interactive learning media in the classroom. Monotonous and less varied teaching methods lead to low student interest and passive participation. Without the support of engaging and contextual media, students face difficulties in remembering, understanding, and using vocabulary appropriately in communication.

Although the use of technology in education continues to develop, the implementation of innovative interactive media integrated with artificial intelligence (AI) features remains limited, particularly in vocabulary learning. This condition indicates a gap between the advancement of educational technology and its actual implementation in classroom practices. If this issue is not addressed, students' low vocabulary mastery will continue to negatively affect their overall language proficiency. Therefore, it is necessary to implement strategies that can enhance students' engagement and understanding more effectively through the use of technology that aligns with current educational developments.

Based on these considerations, this research proposes the use of interactive learning media based on Genially integrated with artificial intelligence as an alternative solution. This is supported by several previous studies indicating that the use of Genially in learning can improve students' motivation, engagement, and learning outcomes. By utilizing interactive features, gamification approaches, and AI support, students are expected to

become more active, motivated, and able to improve their vocabulary mastery comprehensively, including the number of vocabulary items acquired, pronunciation, meaning, and spelling. Therefore, this research aims to investigate the effectiveness of AI-assisted Genially media in improving students' vocabulary mastery.

B. Research Formulation

Based on the background of the research above, the research formulation of this research is as follows:

1. How effective is the use of Genially AI in increasing students' vocabulary mastery at SMPN 8 Sekadau Hilir?

C. Research Purposes

Based on the research formulation above, the purposes of this research are as follows:

1. This research aims to investigate the effectiveness of Genially AI in increasing students' vocabulary mastery and to measure the extent of its contribution to vocabulary improvement among students at SMPN 8 Sekadau Hilir.

D. Research Significance

The result of this research and development are expected to provide the following benefits:

1. For Teacher

This research is expected to provide teachers with information about the use of technology-based learning media, especially vocabulary games

created using Genially. It may help teachers apply more creative and interactive teaching strategies to improve students' vocabulary mastery.

2. For Students

This research is expected to help students improve their vocabulary mastery through the use of interactive and enjoyable vocabulary games. By using AI-based learning media, students may become more motivated and active in learning English.

3. For School

This research can provide useful input for schools in developing innovative learning media and integrating digital technology into the teaching and learning process to improve the quality of English education.

4. For Researcher

This research can serve as a reference for other researchers who are interested in conducting further studies related to the use of technology, especially AI-based learning media, in improving students' vocabulary mastery.

5. For STKIP Persada Khatulistiwa Sintang

This research is expected to contribute to the development of academic knowledge and serve as a reference for students and lecturers in conducting further research, particularly in the field of English education.

E. Terminology

To avoid misunderstanding and to clarify the key terms used in this research, the following definitions are provided:

1. Effectiveness

Effectiveness in this research refers to the extent to which the implementation of Genially Ai-base games produces a statically significant improvement in students' vocabulary mastery, as indicated by the difference between pre-test and post-test scores.

2. Genially Ai-Based Games

Genially Ai-based games refers to interactive digital learning media developed through the Genially platform integrated with artificial intelligence features, designed to facilitate vocabulary acquisition through structured and engaging game-based activities.

3. Vocabulary Mastery

Vocabulary mastery refers to students' comprehensive knowledge and ability to understand, recognize, recall, and use English vocabulary, including aspects of meaning, spelling, pronunciation, and usage.