

CHAPTER I INTRODUCTION

1.1 Background Of The Study

Literacy is the ability to access, understand and use things intelligently through various activities including reading, writing, listening, and speaking. Literacy is a person's social behavior in accessing, understanding and using information related to knowledge, language, and culture through various activities, including reading, viewing, listening, writing, and speaking to give birth to well-being (Aster: 2020). Literacy is one of the models being applied to develop someone's ability to communicate (Subadriyah, 2013). So in general literacy is a person's ability to process information obtained from reading, writing, seeing, and listening activities so that the information is accurate. Literacy Concepts according to Teguh (2017) there are five namely:

1. Basic Literacy: Developing reading, writing, speaking, and listening. This activity is a basic skill in English.
2. Library Literacy: Promote literacy activities by using the references in the library like books.
3. Technology Literacy: Using technological advances to facilitate literacy activities. The technology used will of course help in improving literacy skills.
4. Media Literacy: Using media as media literacy promotion.
5. Visual Literacy: Ability to appreciate.

However, literacy also includes how a person communicates in society graphic design and visual text, and in this research, the kind of literacy skill analyzed is basic literacy. The purpose of basic literacy is to optimize a person's ability to write, listen, read and speak to communicate. Basic literacy is the basic ability in English, they are writing skill, listening skill, reading skill and speaking skills (Mayssara: 2014)

1. Writing skill

Writing is an active and productive language activity that requires encoding activities, namely activities to produce or convey language to other parties through language (Diari: 2019). Writing is an activity of taking information and putting it in a medium, either a book or an electronic device that supports the storage of that information.

2. Listening skill

Listening is a conscious listening activity to obtain information.

3. Reading skill

Reading skill is the skill of recognizing and understanding writing in the form of a sequence of symbols, graphics, and text where the goal is to get the information needed.

4. Speaking skill

According to Greene & Petty (Tarigan, 2008:3-4) that speaking is a language skill that develops in a child's life, which is only preceded by listening skills, and at that time the ability to speak or speak is studied.

At the beginning of 2020, the world was faced with a health crisis with the spread of a very dangerous virus, namely COVID 19. The impact of this virus is very dangerous because it involves death. In February 2020, the first case of the Coronavirus 19 occurred in Indonesia. Moreover, day by day the spread of the Coronavirus is increasingly widespread. Many people have tested positive for this virus. In a study conducted by Arum (2020) the Indonesian government is still only handling social restrictions or social distancing. Because the case of covid19 increased so the policy taken by the government is to do a lockdown, it's the cessation of all activities that involve crowds. The government has also implemented a stay-at-home policy. This means that all companies or parts of the government must be temporarily closed, including the world of education. However, from day to day more people are infected with this virus, so the government is taking action to close all access related to crowds. Like schools in all parts of Indonesia for a while. During the COVID-19 epidemic, the demand to employ digital technology for teaching and learning activities grows as time passes (Anisa: 2021).

With this policy, schools or the learning process began to be carried out online or often called Online Learning. Starting from elementary schools (SD), Junior High Schools (SMP), Senior High Schools (SMA), and even Universities in almost all parts of Indonesia do online learning. The enactment of the government's decision to study at home, work at home has caused enormous losses for this nation. Learning English is compulsory learning in education in Indonesia. Before the corona pandemic period, learning was done offline. Of course, every teacher and student meet each other in a room and interacts directly in the teaching and learning process. However, with the current situation, it is not possible to carry out offline learning. Online learning has become popular during this pandemic. Online Learning is one of the means used to provide learning to students. Of course, if you do online learning, you must use an application, internet network, and internet quota.

With the rapid development of technology, for now, we have found many applications that can be used to support the online learning process. Some applications that are often used are WhatsApp, Google Meeting, and also Zoom cloud meeting. Then came the learning media zoom cloud meeting, which is an application with a fresh, unique, and attractive appearance and can combine images and animations. According to Sutterlin (2018) in his research when using zoom cloud meetings no more teachers cancel meetings due to bad weather, even sick students can attend class and won't worry about missing the lessons. In this pandemic situation, the zoom application is very famous and popular in the field of education. Utilization of the application used in learning online is the Zoom Cloud Meetings application. This application is not only capable of making one-on-one video calls, but also in a group consisting of up to 100 people.

Before the covid pandemic occurred, it was during offline learning at school that students' literacy skills were honed and guided directly by teachers, especially at Prima Indonesia University. Teachers directly meet and interact directly with the student's so it is easy to monitor students' progress. However, this does not guarantee that students' language literacy skills are better. The student's literacy skill is very lacking because it is seen from the values obtained by students when carrying out exams. There are still many students who get bad grades in English. Moreover, during the pandemic, the students no longer interact directly with teachers in the classroom. Teachers and students only meet in online learning with exciting learning media. So with this, the challenge for lectures is getting bigger. Lectures must be creative when teaching

and make creative teaching materials so the students will be more interested in the learning and are better able to improve reading, writing, listening and speaking skills for all students so they can show which areas of literacy they are more skilled at. **Based on this description, the researchers desire to research with the title " language Literacy enhancement through zoom cloud meeting"**

1.2 Problem identification

The identification of problems in this study are:

1. The learning process cannot be offline learning in class.
2. Less effective learning by using Spada which is only in the form of material.
3. The learning process by giving assignments through WhatsApp is still less effective during the coronavirus pandemic
4. The learning process by giving assignments through the Spada is still less effective during the coronavirus pandemic
5. Students speaking and listening skills are lacking because there is no direct interaction between lecturers and students.

1.3 Problem of the study

The problem of the study contained in the writing of this research is as the following:

1. How is the language literacy through zoom cloud meeting?
2. What is language literacy dominantly enhanced during the implementation zoom cloud meeting?

1.4 The Objectives Of The Study

Based on the problem of the study, the researcher formulate the objectives of this research as:

1. To describe how is language literacy through zoom cloud meetings in Universitas PrimaIndonesia
2. To explain what is language literacy enhanced during the implementation zoom cloud meeting from students of Universitas Prima Indonesia.

1.5 The Scope Of The Study

This research discusses language literacy enhancement through zoom cloud meetings andexplains what is language literacy enhanced during the implementation of zoom cloud meetings. This research was conducted in 5th-semester students at Universitas Prima Indonesia in the English Education department.

1.6 The Significance Of The Study

Theoretically, the result of this research provides literacy skills enhancement through zoom cloud meetings from students at Prima Indonesia University. The benefits of research conducted by researchers are: For researchers can describe how is language literacy enhanced through zoomcloud meetings in Prima Indonesia University and can explain what is language literacy dominantly enhanced from students of Prima Indonesia University during the implementation zoom cloud meeting. This research is a reference and guide on how to use zoom cloud meetings to improve students' language literacy skills.

Practically, the significance of this research For other researchers As a reference or comparison for other researchers or researchers in the future and Universitas Prima Indonesia as material for scientific studies and adding research references for the English department of Universitas Prima Indonesia.