

Placement Test through Website in Politeknik Negeri Media Kreatif, Indonesia

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Abstract. English as an international language is very much needed in the world of work. In Politeknik Negeri Media Kreatif, graduates are expected to be able to communicate proficiently using English so that they can compete in the industrial world globally both at home and abroad considering that the creative industry is growing rapidly. In order for students to be able to use English well in Creative Industry, it is necessary to hold a placement test at the beginning of the study. The purpose of this research is to see the effectiveness of doing a placement test using the web on semester 1 or 2 students of the Politeknik Negeri Media Kreatif (Polimedia). This study is a qualitative descriptive research. The subjects of this study were students in semester 1 or 2 of the advertising and broadcasting study program. Data collection technique in this study is done by do the placement tests, questionnaires, observations, interviews and literature review. The result of this study is although placement test has shortcomings, it is still worth doing in Polimedia.

Keywords: Technology, Information, Communication, Learning Media, Qualitative Research

1 Introduction

The creative industry as an industry that is increasingly needed by the community and is growing rapidly with industry 4.0 makes schools with creative industry majors increasingly in demand so that the competition is getting tougher. One of the most successful creative industries in Indonesia is Go-Jek. Even over time Go-Jek has had new innovations such as Go-Food, Go-Life and Go-Tix (1). Vocational schools, whose graduates are prepared to be able to compete with the global industrial world both nationally and internationally, must be equipped with qualified skills. One of the skills that are needed in the creative industry is English language skills so that they can compete with a wider range.

Students of Politeknik Negeri Media Kreatif (Polimedia) are also provided with English courses. In the broadcasting study program, There are 2 semester slots for English, those are General English and English for Specific Purposes. In the publishing study program, English also has 2 course slots, those are General English and English for Communication. In the advertising study program, English courses are urgently

needed so that they have 5 semester slots: General English, English for Specific Purposes, English for Business Presentation, English for Lobbying and Negotiation, and English for Advertising Campaign.

Each Polimedia student must have a different level of English language skills. To make it easier for them to take part in learning English, it is hoped that a placement test will be held so that they can take part in learning English according to their level of English skill. Based on the experience of the researcher teaching for 3 years as a lecturer for General English and English for Specific Purposes courses in various study programs such as Advertising, broadcasting, publishing, and graphic design, students who have a high level of English skills, easily feel bored in participating in learning or other materials. Meanwhile, students who have a low level of English will find it very difficult to take part in learning English which has a very high level of difficulty. Students who have a low level of English skills will take a long time to digest difficult material and are always left behind compared to students whose skill level is above them. Seeing this gap, the researcher wants to improve the way of teaching and division of English classes to match the level of students' skills in English so that they have a better and acceptable learning and experience.

The placement test is a test used to determine the level of ability that has been possessed by a person (2). While the function of this placement test is to see the extent of a person's initial knowledge about something (3). It can be concluded that the placement test is a test that is carried out at the beginning, aiming to determine a person's level of expertise. In this study, a placement test was conducted at the beginning to determine the level of students' English skills. So that students can be placed in the same class with other students according to their level of expertise. According to *Common European Framework of Reference for Language* (CEFR), there are 6 levels English Expertise. Those 6 levels if we sort it from the lowest to the highest levels are Beginner, Elementary, Intermediate, Upper Intermediate, advance, and Proficient.

Learning media is a tool in the learning process both inside and outside the classroom (4). Another thing that learning media is anything that can convey or distribute messages from sources in a planned manner so that a conducive learning occurs where the recipient can carry out the learning process effectively(5). There are several kinds of learning media and one of them is the internet. The internet itself is included in the E-Learning in learning theory, which is a theory that describes the principles of effective multimedia learning cognitive science using electronic education technology. This theory is a development of cognitive theory developed by J. Sweller. In addition, media development is becoming increasingly rapid because there are new technologies that have developed media. This is also quite influential in the world of education and in the activities of the teaching and learning process(6).

The website will be used as a media for the placement test in this study. According to Flew (2005), the internet represents the newest and most widely discussed new media(7). According to Leu (2008) that teaching using technology is also very helpful in the teaching process (8). In addition, Kurniawati and Baroroh (2016) revealed that today's students make new media as their main need, so that students feel really close to the internet and have a high dependence on the internet (9). From all of that, the research uses title 'Placement Test through Website in Politeknik Negeri Media Kreatif'.

2 Research Methods

The research methods in this research as follows:

2.1 Research Stages

The stages of research that will be carried out by researchers are:

- a. Survey
- b. Literature review
- c. Observation
- d. Data collection
- e. Data Triangulation
- f. Making research conclusions

2.2 Research Design

The research that will be conducted by the researcher is a descriptive qualitative research type. According to Mukhtar (2013), descriptive qualitative research is a research method used by researchers to find knowledge or theories about research at a certain time(10). Meanwhile, according to Narbuko (2015) descriptive research is research that seeks to describe current problem solving based on data by presenting, analyzing and interpreting it(11). Therefore, the data collection methods used in this study were in the form of observation, questionnaires, interviews and library studies.

This research begins with an initial survey to find out the problems that can be raised for research. Furthermore, the researcher collected several literature studies as supporting data regarding the literature discussed in the study. Researchers also made observations in lectures about the course of the class using learning media in the form of information and communication technology. During the observation, documentation in the form of short videos, photos, and daily journals will be carried out. After the observations are made, the researcher will distribute questionnaires and conduct interviews to collect data. This interview was conducted to explore further the students' interest in learning using information and communication technology learning media. Data triangulation will be carried out to interpret the results of the data that has been collected so that conclusions can be drawn from the results of this study. Finally, the researcher publishes this research in an accredited national journal.

2.3 Data Collection Techniques

Data collection techniques used in this study are:

a. Observation

Observations that will be made in this study are to observe how students conduct lectures using information and communication technology learning media.

b. Questionnaire

Questionnaires were conducted to measure student satisfaction and student perceptions when conducting lectures using information and communication technology learning media.

c. Interview

Interviews were conducted with students after conducting observations and questionnaires. This interview was conducted to find out more about the interests and interests of students when conducting lectures with Information and Communication Technology learning media.

d. Literature review

Literature study was conducted to support the research results that have been concluded.

From some of the data collection, the data analysis technique used is data triangulation. That is, combining all data collections from the results of observations, questionnaires, interviews and literature studies to be interpreted and made research conclusions.

3. Result and Discussion

There are 3 kinds of data collection that been done in this paper. Data that can be collected from questionnaire as follows:

Table 1. students response on placement test through website

No	Statement	SDA	DA	NAD	A	SA
1	In my opinion placement test is needed to do in the first meeting in the class		1	22	67	7
2	Website is good media for placement test.			18	76	3
3	Paperless test is better than test with paper		2	61	29	5
4	There will be more advantages using a website than using paper	1	17	44	32	3
5	I know better application beside website to do placement test		25	56	12	1
6	Placement test through website is easy to use		6	5	75	11
7	I dont know my level of proficiency in English before I do placement test		6	15	42	34
8	I guess it right my level of proficiency in English	9	42	8	34	4

SA=Strongly Agree, A=Agree, NAD=Neither Agree or Disagree, DA=Disagree, and SDA=Strongly Disagree

From the result of questionnaire above, start from the first statement, the most choosen is students agree that placement test is needed to do in the first meeting of the class. When the researcher ask the students in the interview, students said it is good to know where their level is so in the meeting, the lecturer could know students proficiency in English and so the lecturer could teach

based on that preferences. However, when lecturer asked to make a class according to students level of proficiency, the lecturer rather confused how to arrange it since they have many study program in that campus. That's why this condition should have the solution before applying placement test in Polimedia. The second statement shows that most students agree that website could be a good media for placement test. In the interview the students said that they were not facing serious problem in doing placement test through website. As addition In the observation, students were really enthusiastic to do placement test since they just do the placement test using website where it's kind of paperless test and students could choose their theme of question.

Another statement is about whether paperless test is better than test with paper. Most students said that they are neutral or they are neither agree or disagree. They think that each kind of test has their own advantages as example placement test through website made them interested because it is something new for them, meanwhile any kind of test with paper is so konvensional. When the researcher ask it in the interview, students said that they love to do it through website but in reading segment, they were difficult to read in longer text. Same with previous statement, in this statement about whether there will be more advantages using website than using paper, students responses were neutral. Means that there will be each advantage in each type of the test. Another statement states that placement test through website is easy to use and most students agree with it. One that makes them feel difficult is the content of the test itself. Next statements shows that most students dont know their level of english proficiency before they do the test. Moreover when they are asked to guess their level of proficiency in english they mostly guess it wrong.

Besides questionnaire and interview, researcher also conducted the research by obtaining observation in doing the placement test through website. As notes, at the day of doing placement test, the test were running without much disturbance. Every student did the placement test using their own laptop, they also chosed their test according to their passion on the text. The researchers only ask them to choose test for intermediate level. If they couldnt pass the passing grade, they are considered as elementary level.

4. Conclusion

This paper shows how website can obtain students score in placement test. There are six level of English Expertise, those are Beginner, Elementary, Intermediate, Upper Intermediate, advance, and Proficient. From the the discussion, we can conclude that although there are still some shortcomings, the placement test through website can be carried out smoothly and obtain conveniences such as facilitating work during preparation, paper efficiency, reducing piles of waste paper, preventing score fraud, easy data collection, and certainly environmentally friendly compared to using paper.

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