

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Research

A new strain of coronavirus is a novel coronavirus (CoV). Coronavirus disease 2019 has been dubbed the year of the disease produced by the novel coronavirus (COVID-19), which was originally discovered in Wuhan, China. 'CO' stands for corona, 'VI' for virus, and 'D' for disease. The COVID-19 virus is a novel virus that belongs to the same virus family as SARS (Severe Acute Respiratory Syndrome) and some types of the common cold. Previously, the disease was known as the '2019 novel coronavirus,' or '2019-nCoV.' (Unicef, 2020).

The virus is transmitted by direct contact with an infected person's respiratory droplets (generated by coughing and sneezing ) and by touching virus-contaminated surfaces. The virus can survive for many hours on surface, but quick disinfectants can kill it (WHO, 2020).

The first time a positive case of Covid-19 was confirmed in Indonesia in early March, 2020. At that time, the president announced the first case in Indonesia. Since then, the government has established policies to contain the spread of covid-19. Therefore, a lot has changed from all aspect of life.

The covid-19 outbreak has brought about various change, including in the field of education. Especially after the central government reacted with various actions such as setting this outbreak as a standy status, disaster emergency, non-natural disasters, extension of disaster emergency status to large-scale social restrictions (PSSB).

Since then, effort have been made to restrict the spread of covid-19 through social and physical distancing in a variety of setting. This policy was implemented considering that the number of victims was increasing day by day and the spread of the virus was increasingly difficult to control throughout Indonesia.

The development of the Covid-19 case can be seen in the figure below:

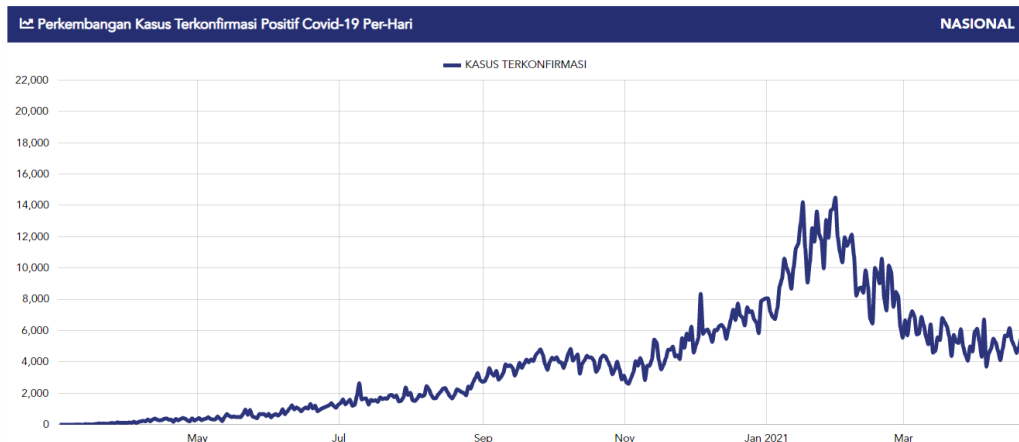


Figure 1. Development Covid-19 Cases in Indonesia

Source : covid19.go.id (2020)

From the figure above, it can be seen that Covid-19 cases are increasing every month. There are many ways that the government has taken to curb the increase in the spread of covid-19. The method that is done includes to do learning activities from home.

Through the Circular No. 3 of 2020 of the Minister of Education and Culture of the Republic of Indonesia on the Prevention of COVID-19 in the Education Unit, all educational institutions in Indonesia are taking firm measures in calling on the government to carry out home-based learning activities. During this epidemic, all academic activities that are normally carried out on campus must be completed from home. This does not only apply to students, lecturers and education personnel, they must work from home in order to prevent and reduce the COVID-19 spread. Pandemic policies and occurrences with a huge impact and that occur quickly have caused the world of education to shift from traditional to online-based service delivery.

In conducting online learning, there are several media that can be used. Such as, video conferencing applications (Zoom, Skype, Google meet, etc.), Whatsapp, and also the platforms provided by each university. This media can help ease the online learning process. In addition, in using online lecture media, it is expected that

students can understand lecture material well. With this it can be said that the online lecture process using this media achieves the desired goals.

The variety of media available makes users have to adjust which media is the most qualified to use. In using E-Learning Media, of course, users want to get various conveniences. The ease with which an online learning media is used will make users give a positive response.

Because in using this media, users certainly want to get satisfaction. The constraints that users face during the use of media can be a factor for users not feeling satisfied in using the media. And of course every media has a difference in its use. Attitude toward E-Learning Media is a person's positive or negative feelings about performing the target action. Based on (El-Gamal et al., 2005) stated that attitudes toward e-learning systems explained a significant portion of variance in satisfaction with the systems.

In addition, Attitude toward E-Learning Media is also influenced by usability. Usability is the ability of technology. In Wang's research shows that these three variables (ease of navigation, interactivity, speed) have a positive relationship to attitude (Wang & Senecal, 2008).

The ease of navigation relates to the amount of time and effort taken to perform particular tasks (Venkatesh, 2000). Good navigation makes user easy to get information. Rogers defined interactivity as the capability of new communication systems, usually containing a computer as a medium, to talk among the users, not unlike an individual participating in a conversation. Meanwhile, Speed relate to the time that user need to get the information.

In the research of Michael T. Elliott & Paul Surgi Speck it is stated that five web site factors (ease of use, product information, entertainment, trust, and currency) affect consumer attitudes toward a retail web site (Elliott & Speck, 2005). When a technology can help user to achieving a goal, it will make users respond positively.

Therefore, in this study the author will examine how differences in user attitude in using the E-Learning Media. In particular, the author will discuss two media, namely Zoom and Whatsapp. So that later we will see the differences in using

Zoom and WhatsApp in online learning. With the research title "A COMPARATIVE STUDY OF ATTITUDE TOWARD E-LEARNING MEDIA DURING COVID-19 PANDEMIC: Zoom and Whatsapp"

## 1.2 Problem Statements

The problem statements in this study are:

1. Is there any difference in ease of navigation on attitude toward e-learning media between zoom and whatsapp?
2. Is there any difference in interactivity on attitude toward e-learning media between zoom and whatsapp?
3. Is there any difference in speed on attitude toward e-learning media between zoom and whatsapp?

## 1.3 Research Objective

Based on the problem statement, the objectives to be achieved in this study can be classified, namely:

1. To know the difference in ease of navigation on attitude toward e-learning media between Zoom and WhatsApp
2. To know the difference in interactivity on attitude toward e-learning media between Zoom and WhatsApp
3. To know the difference in speed on attitude toward e-learning media between Zoom and WhatsApp

## 1.4 Contribution of research of Research

1. This research can later provide input for the practical implementation of the e-learning process.
2. This research will be able to contribute to the model of using online learning media in an academic manner in accordance with the character of state universities or equivalent.
3. This research is important to do to support government programs and the

Ministry of Education and Culture to emphasize more technology-based learning in supporting the era of the Industrial Revolution 4.0.

4. This research will help evaluate the learning process during the Covid-19 pandemic so that it is more useful for all academicians.
5. Lecturers and students will be helped to find the best solution if they online learning more effectively.
6. For universities, it will be easier to implement e-learning optimally and sustainably.

### **1.5 Scope of Research**

The object of this research is students of Economic Faculty Universitas Andalas who carry out online learning using Zoom and WhatsApp. The research will focus on the differences between Zoom and WhatsApp usage.

### **1.6 Systematic Writing**

In The systematic writing of this thesis is:

#### **CHAPTER I INTRODUCTION**

This chapter discusses the initial part of the proposal which includes the background of the research, the research question, the objective of the study, the significant of the study, the scope of the study, and the systematic writing of the proposal.

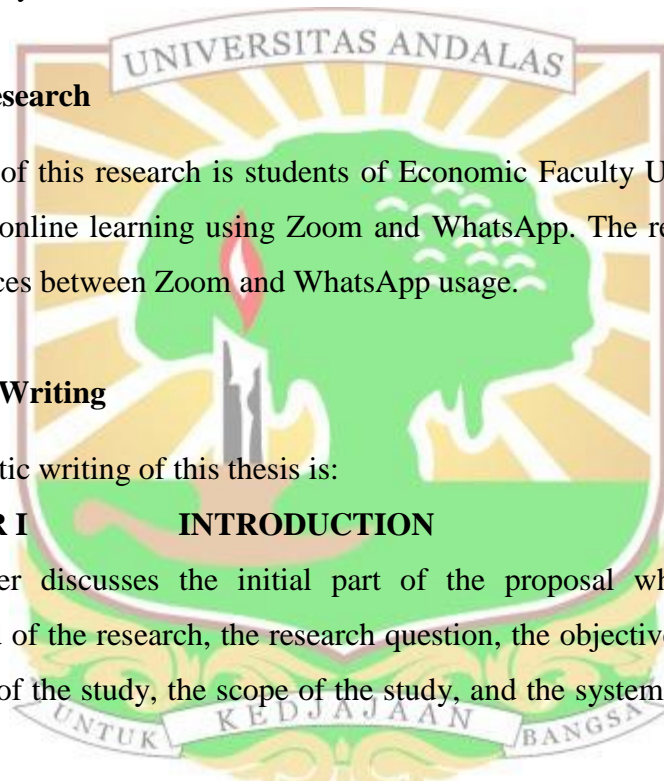
#### **CHAPTER II LITERATURE REVIEW**

This chapter discusses various theories related to the issues raised in this study, previous research summaries, research frameworks, and research hypotheses.

#### **CHAPTER III RESEARCH METHODOLOGY**

This chapter discusses research design, population and research samples, operational definitions of research variables, and research data analysis techniques.

#### **CHAPTER IV DATA ANALYSIS AND DISCUSSION**



This chapter will explain the characteristics of the research sample, the results of hypothesis testing and discussion of the results obtained.

## **CHAPTER V CONCLUSION AND RECOMMENDATION**

This chapter will discuss the final section consisting of research conclusions, implications, limitations of the study, and research suggestions.

