

CHAPTER I

INTRODUCTION

1.1 Background of Research

The world is currently being hit by the Corona virus pandemic. Experts say that the virus is said to have started raging in Wuhan City, Hubei Province, China. Based on the research it found on December 31, 2019 (Harapan et al., 2020), and is currently spreading rapidly to almost all corners of the world. Therefore, WHO declared a pandemic outbreak of the virus globally on March 11, 2020. Thousands of people around the world have been exposed to this virus, and thousands of victims have even died.

The Corona virus was originally a virus that is transmitted between animals, but the virus has developed and spread and can infect humans. Initial symptoms include cough, runny nose, fatigue, fever, and shortness of breath. The Corona virus has similarities between the SARS and MERS viruses, and can cause death, according to China's National Health Commission (Yuliana, 2020)

The country currently exposed to large numbers of Covid-19 is the United States with 222,663,827 cases, with a death toll of 4 million. Indonesia is ranked 20th in the world, with 4,140,634 cases and 137,156 deaths. This number is possible to continue to grow in the future.

The death toll from the Corona virus outbreak has reached 80 with more than 2,300 people infected. Currently in the world, cases of Corona virus have reached 51.4 million. The following is data on the development of Corona cases in Indonesia from March until July 2020 :

Daily new confirmed COVID-19 cases

Shown is the rolling 7-day average. The number of confirmed cases is lower than the number of actual cases; the main reason for that is limited testing.

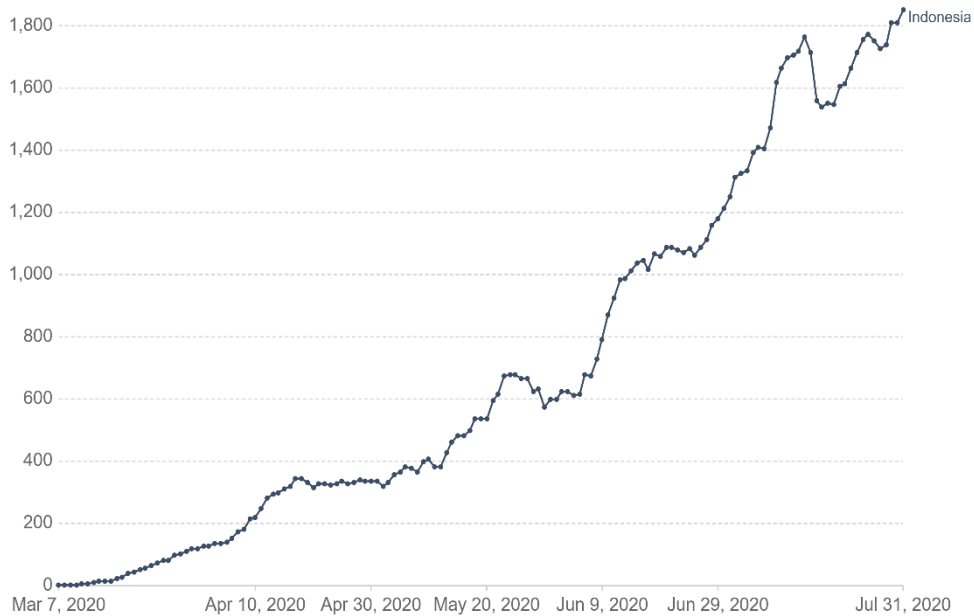


Figure 1.1 COVID-19 chart for April – July

Source : ourworldindata.org (2020)

From the figure 1.1 it can be seen that COVID-19 cases continue to increase every month. In March 2020, The President of Indonesia, Joko Widodo signed Government Regulation No. 21 of 2020, In reaction to COVID-19, which permits local governments to restrict the movement of persons and products into and out of their respective territories if they gain approval from appropriate ministries, this law governs large-scale social restrictions. It also states that the activities carried out at least include vacations and workplaces, religious activities, and activities in public places or facilities. In addition, Presidential Decree No. 11 of 2020, proclaiming the Corona virus pandemic a national calamity, was signed.

As a result of the government's decision to issue this regulation, the government began to implement social distancing and PSBB (Pembatasan Sosial Berskala Besar) to reduce the spread, is urged to reduce activities outside the home and that all activities

can be carried out at home (work from home), as well as regional restrictions carried out in several regions in Indonesia.

The impact of these government regulations and policies makes some changes in all day-to-day activities. In the field of education also feel the impact of the Corona virus. where the learning process that should be done face-to-face is replaced by online learning processes. All educational institutions, not only basic education but also higher education have issued policies to carry out learning activities from home.

Based on the press release of the Ministry of Education and Culture, No: 137 / Sipres / A6 / VI / 2020 stated that the area in the yellow, orange and red zones, In educational units, it was forbidden to undertake offline learning. Andalas University as a higher education institution, has also carried out all online / online lecture processes, including thesis sessions and meetings between leaders at faculties and universities through the Andalas university Chancellor's Circular No. 12 of 2020 which prohibits academicians from traveling and working from home (WFH).

Based on these regulations, educational activities are carried out using online learning, this aims to reduce the spread of the virus, and also this method is the most effective option during the current pandemic. For Andalas University itself, learning activities are also carried out online. This online learning has been carried out from the beginning of the pandemic, which is 2020 until 2022, for economics faculty, online learning is carried out using several applications, including Zoom, Youtube, Skype, Whatsapp and i-learn universities.

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The teachers create instructional modules that promote learning and engagement in a synchronous or asynchronous setting, and the information is provided online. In the research conducted by Piseth (2021) Online learning is a type of distant education in which the learning process is mediated by technology and the instruction

is given fully through the internet. E-learning is defined as the use of technology in an open, flexible, and dispersed environment to transmit learning materials despite of time and distance. The terms open and flexible refers to a learner's ability to choose his own study time, location, learning style, speed, and kind of assessment, among other things.

During covid-19 pandemic, Choosing online learning such as the one we're seeing in pandemic situations, is the best option for keeping the education sector running. The benefits of online learning include that it is not limited by location, that it can be listened to at any time and from any location, and that it is not limited by time or space, all of which fall in the category of a pleasant educational environment (Fatoni et al., 2020). According to Wei & Chou (2020), Students' attitudes regarding computers have been demonstrated to influence their future use of technology in educational contexts. Furthermore, students' attitude toward Web instruction may influence their future use of online instructional materials and the educational value of website resources for students in an online learning environment. Therefore, seeing the impact of attitude on application use is very important for the continuity of online learning. Because, in accordance with the change, where the pandemic is still happening.

During this online learning process, there are several applications that are used to take part in, such as, whatsapp, zoom, skype, google meet, google classroom, youtube and university E-learning. Online learning that uses several of these applications certainly has several obstacles, both from the application or from the application user itself. both in terms of technology / internet / access, user behavior, and will directly and indirectly affect the performance of the online learning process. As we know that the Covid-19 pandemic happened suddenly. And most education in Indonesia has not yet implemented online learning as a learning facility. When faced with circumstances that cause a sudden lack of preparedness.

Online learning, also known as E-learning, is not a new phenomenon. The availability of low-cost, high-speed Internet connectivity, as well as developments in cloud technology, have aided in promoting the simplicity of the learning process and supplementing it well with traditional learning methods. The perceived usability of the

current online learning platforms is a critical factor, particularly given the lack of any physical classes, (Pal & Vanijja, 2020). E-learning is unquestionably accepted as an essential and integral part of the educational process, in order to understand how efficient, accessible, and appropriate E-learning systems are. (Revythi & Tselios, 2019). Learners' and teachers' attitudes toward using an E-learning method are influenced by usability. Usability is The amount to which a product can be used by specific users to achieve specific goals with efficiency, effectiveness, and satisfaction in a specific context of use (Dimitrijević & Devedžić, 2020)

Evaluating in an application system or website is very important, and that users still feel comfortable and satisfied in using the application or website. for an organization itself, evaluation of the use of the application or website is useful for whether the activities carried out using an application are effective or not. it also relates to organizational performance and user comfort.

To evaluate an application or website, it can be seen from the usability of the application or website. Usability is a multidimensional idea that may be approached from multiple viewpoints (Dimitrijević & Devedžić, 2020). According to Wang & Senecal (2008) Application or website usability can be seen or measured from ease of navigation, speed and interactivity. By conducting the evaluation we can see the attitude to use of an application or website from the user. Researchers will benefit from the creation of a usability assessment scale that demonstrates reliability and construct validity in order to examine the relationship between perceived usability and other related constructs such as attitude toward the website and intention to revisit the website.

The ease of using the application has an impact on the user, for example increased performance. Therefore it is very important for an organization to see whether an application is effectively used in organizational activities. According to El-Gamal & Al-Khayyat, (2005) Satisfaction with E-learning systems or applications is affected by one's attitude toward them. the attitudes toward E-learning systems, as well as satisfaction with them, account for a significant portion of the variation in organizational and individual results. It helps the organization to review the application

or web to increase the performance of the organization and make performance effective and efficient.

Based on the observation above, The researchers want to observe and analyze the problem.the effect of usability (ease of navigation, interactivity, speed) toward attitude to use. The observation will be discussed further in the form of research entitled:

“A STUDY OF ATTITUDE TOWARD E-LEARNING MEDIA DURING COVID-19 PANDEMIC”

1.2 Problem Statements

Based on the description on the background, the problem can be formulated as follow:

1. How does ease of navigation affect attitude toward E-learning ?
2. How does interactivity affect attitude toward E-learning?
3. How does speed affect attitude toward E-learning?

1.3 Research Objective

1. To analyze the influence of ease of navigation on attitude toward E-learning
2. To analyze the influence of interactivity on attitude toward E-learning
3. To analyze the influence of speed on attitude toward E-learning

1.4 Contribution of research of Research

This research hopefully will give a significant contribution to:

1.4.1 Theoretical Contribution

The results of the research are expected to be useful as reference materials or material that provide authors and researchers conducting relevant studies with additional insight and ideas. This can be used to improve online learning programs in the future.

1.4.2 Practical Contribution

This study aims to provide information about the influence of usability factors, namely, ease of navigation, interactivity and speed on attitude toward E-learning for online learning applications used during the covid-19 pandemic. Especially users in the Faculty of Economics, Andalas University students. This research also helps provide information about the user's attitude toward E-learning to the online learning application system used during the time of the lesson

1.5 Scope of Research

To achieve the objectives of this research, this study discusses the variables that have been determined. This research focuses on how usability factors influence the attitude toward E-learning in economics faculty students, Andalas University. As well as to prevent discussions that are widespread, the researcher needs to define problem limitations. Where the scope of research is limited to the application used.

1.6 Outline of Research

In order to make it easier and make moderate the forwarding of content, this research is divided into five chapters, namely:

CHAPTER I : INTRODUCTION

Elaborating on the background of the problem, formulation of the problem, limiting the problem, research objectives, the benefits of research, and systematic thesis.

CHAPTER II : LITERATURE REVIEW

This chapter contains descriptions of theoretical variables that include the theories that support and underline the variables used in the research and framework.

CHAPTER III : RESEARCH METHOD

In this chapter, the author put forward the object of study, population data and data sources, techniques of data collection, operational definitions of variables, data presentation techniques, and data analysis techniques.

CHAPTER IV : RESULTS AND DISCUSSION

Is a discussion that includes the characteristics of respondents, the description of the respondent's answers, and the results of data analysis and discussion.

CHAPTER V : CONCLUSION AND RECOMMENDATION

The final chapter contains the conclusion of the research result, research implementation, suggestion, limitation of research and recommendation for further research.

