

## **The Effectiveness of Poster Media on Senior High School Students' Communication Skills on Plant Tissue Concept**

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### **Abstract**

One of the human needs is communication; communication is an activity of exchanging information verbally and non-verbally with one another to change behavior (Yanti, 2019). Learning media needed that can be used as a communication tool or intermediary that the sender will convey with the aim that the recipient can more easily receive the information conveyed (Megawati, 2017). One of the learning media used in the learning process is a poster. Poster learning media is said to be good if it includes legibility, visibility, readability, and composition (Pauwels, 2015). In biology learning, poster media is often used. One of the biological materials that use poster media is plant tissue material. Plant tissue materials study plant tissue facts from various cutting techniques and are poured into images so that studying these materials relies on pictures of plant tissue incisions (Pratama et al., 2022). The results of this study have better changes and have a role in changing the verbal and non-verbal communication of students. This poster model is effective for use on plant tissue materials, where the pictures on the poster can make it easier to understand the material. At least it consists of research objectives, methods, results and interpretations, conclusions.

Keywords: Media, Poster, Students, Plant tissue

### **INTRODUCTION**

One of the human needs is communication. With communication, a person will find it easier to live his life. Because, as social beings, we must relate to each other (Yanti, 2019). Arni (2005) states that communication is an activity of exchanging information verbally and non-verbally with one another to change behavior. Communication is also very much needed to achieve success in learning. Through communication skills, students can easily communicate any information related to learning materials, either orally or in writing (Maryanti et al., 2012). Learning media is needed to make it easier for students to convey information related to subject matter.

Learning media can be used as a tool or intermediary for communication, which the sender will convey to make it easier for the recipient to receive the information conveyed (Megawati, 2017). One of the learning media used in the learning process is a poster. Posters are graphic media with the most visible impact as a medium for conveying messages (Megawati, 2017). The poster is an image of a mixture of visual elements such as lines, pictures, and words to attract attention and communicate messages briefly (Anitah, 2008).

The optimal use of poster learning media can facilitate learning activities in class and facilitate the interaction of teachers and students so that learning activities in class become more effective (Sulistyono, 2016). Poster learning media is said to be good if it includes readability, visibility, legibility, and good composition (Pauwels, 2015). In biology lessons, poster media is often used. One of the biological materials that use poster media is plant tissue material. Plant tissue material studies the facts of plant tissue from various cutting techniques and is poured into images so that learning the material relies on images of plant tissue incisions (Pratama et al., 2022).

## **METHOD**

The type of research used is qualitative research. Qualitative research is carried out in an appropriate and natural setting based on objective conditions in the field without being manipulated (Arifin, 2011). This research method uses a qualitative descriptive research method. The aim is to describe the research results obtained about the effectiveness of using poster media on students' communication skills. The research was conducted at one of the senior high schools in Indonesia. Research time from October to November 2022.

This research design is for the researcher to evaluate students' communication skills with a communication assessment instrument. Furthermore, class XI F filled out a questionnaire made in the form of simple questions through the Google Form application. Research subjects were determined using a random sampling method. This method randomly takes the subjects to be studied (Yustisa et al., 2014).

The stages in this study were 1) compiling research instruments in the form of questions, 2) students of class XI F were given lessons about plant tissue, 3) assessing students' communication abilities with communication assessment instruments that had been made in the form of questions, 4) students of class XI F fill out a questionnaire that has been distributed, 5) analyze the results of the questionnaire to see the effectiveness of using poster media on student communication, 6) the results of the analysis are presented in the form of diagrams to determine the value of the effectiveness of using poster media on students' communication skills.

The questions in this study are as follows.

1. Does using posters in learning biology on plant tissue material help you understand the material?
2. Can the posters that have been made help you with your presentation?
3. Did you enjoy making posters?
4. Are you satisfied with the results of your poster?

5. What part do you like the most when learning biology using poster media?

## RESULTS AND DISCUSSION

### The Effectiveness of Poster Media on Senior High School Students' Non-verbal Communication Skills.

Students' non-verbal communication skills can be seen from the results of posters designed and made by students. Posters as learning media that highlight the power of messages, visuals, and colors; in principle, education is an idea that is embodied in the form of simplified illustrations of image objects to attract attention, motivate, and present certain facts or events (Sumartono, 2018).

The material used in this research is plant tissue material. Students make posters about plant tissue and present their posters. Then assessed by the teacher obtained 83.33% results from 6 posters created by students, namely the contents of the posters were appropriate, informative, and creative.

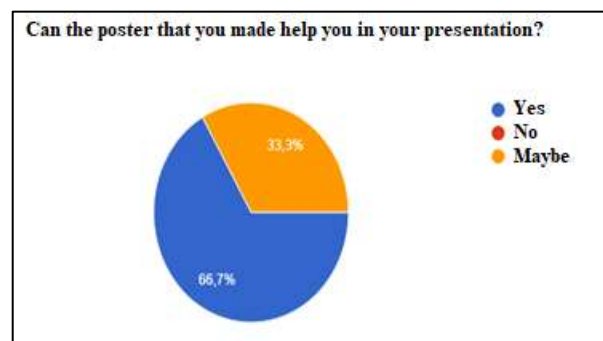


Figure 1. The results of the poster media student questionnaire can help with presentations

Figure 1 shows that 66.7% of respondents stated that the posters that had been made could help when conveying plant tissue material, and 33.3% of respondents doubted that the posters that had been made could help presentations. Posters are generally stated as a written message, whether in the form of pictures or writing that is intended to attract the attention of many people so that the message conveyed can be easily received by others. Using poster media requires special skills in making it, and reading skills are needed to understand the contents of the poster (Sumartono, 2018).

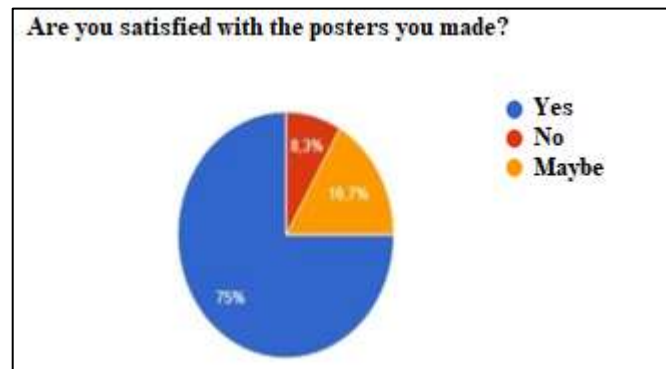


Figure 2. Student satisfaction with the posters they made

Based on the analysis of the achievement of each indicator of non-verbal communication skills and the questionnaire results in Figure 2, 75% of respondents had maximized their ability to make posters, 16.7% of respondents had doubts, and 8.3% of respondents felt they needed to be more optimal. Communication is effective if the communicator successfully conveys what is meant to the communicant (recipient) (Ayuni, 2020).

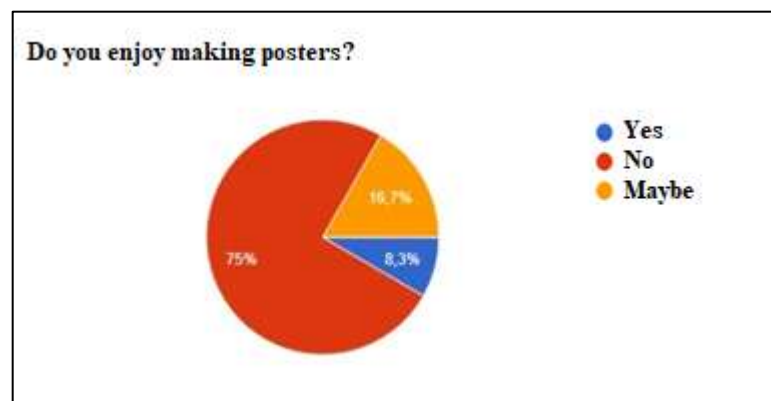


Figure 3. The results of the questionnaire students feel happy when making posters

Figure 3 shows that in learning, apart from being a form of non-verbal communication, the media can make the learning atmosphere more enjoyable so that students are interested in learning. Therefore, posters are one of the media that can be used, especially in learning biology on plant tissue material.

### **The Effectiveness of Poster Media on Senior High School Students' Verbal Communication Skills**

Figure 4 shows that the achievement of presentation assessment indicators 93.54% of 31 students in class F were able to convey information and were able to translate images.

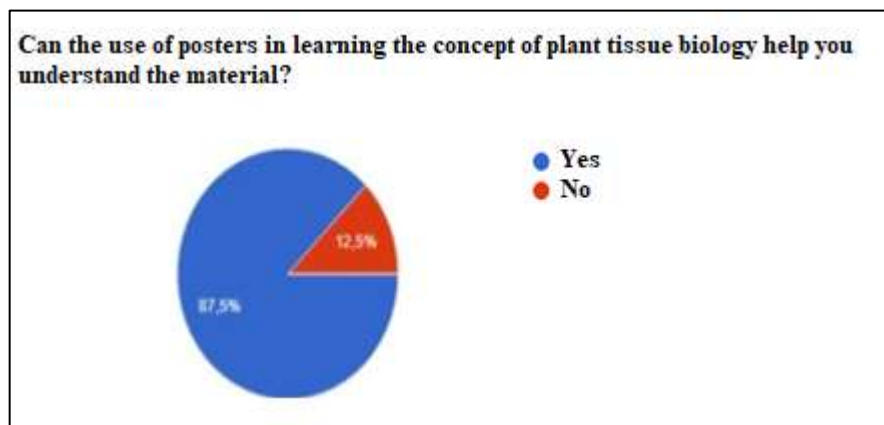


Figure 4. The results of student questionnaires using posters in learning biology on plant tissue concept can help in understanding the material

Based on the questionnaire results in Figure 4, 87.5% of respondents stated that learning plant tissue biology material could help them understand the material. Informative and communicative posters help students interpret and convey the information contained in the posters. Everyone has different intelligence in receiving material or messages. Some people have difficulty capturing a message using their sense of hearing, so having a poster will help because information received through sound can be clarified using their sense of sight (Alfiyansyah, 2021).

Communication is one of the skills of the 21st century; communication is bound up in the learning process; communication skills communication skills are skills to convey new thoughts, ideas, ideas, knowledge, and information to others through speech, writing, symbols, pictures, graphics, or numbers. Communicating is successful if other people understand or agree with the ideas conveyed (Marfuah, 2017). Senior high school student's verbal communication skills can be seen from the intensity of these students when explaining, giving opinions or refutations, and even asking questions during the lesson. According to Alfiyansyah, 2021. The language development of male and female students is faster for girls because boys need to be corrected in grammar, vocabulary, and inaccurate word pronunciation, which can hinder language development, especially verbal communication (Alfiyansyah, 2021).

## CONCLUSION

The effectiveness of poster media on students' communication skills on plant tissue material at one of the senior high schools has a better chance. It has a role in changing the verbal and non-verbal communication of students. This poster model is effectively used on plant tissue material, where the pictures on the poster can make it easier to understand the concept.

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