Innovative Learning Strategies as a Means of Increasing Students' Learning Enthusiasm

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ABSTRACT

Facilities and infrastructure for digital media are essential in regular learning systems. Integrating digital media into the educational process brings multiple advantages, including boosting student engagement, minimizing feelings of boredom, and fostering a supportive atmosphere that enhances teacher-student interaction. This study seeks to thoroughly explore and articulate the role of digital learning media as an educational innovation implemented at the elementary school level. This research adopts a library-based approach, aiming to expand insights into different dimensions of digital media such as its advantages, its function within educational practices, and its application as a creative instructional strategy in elementary education environments.

Keywords: Digital Media, Innovative Learning, Elementary School.

INTRODUCTION

In today's digital era, the world of education is faced with various challenges as well as opportunities in increasing the effectiveness of the learning process. The use of digital media can attract students' interest in learning and help them achieve a more optimal quality of learning, especially at the elementary school level through the application of innovative methods. The various interactive features offered by digital media are also able to encourage more active student involvement and enrich their learning experience. Advances in communication technology have changed the way humans interact. One of the obvious forms of this development is the presence of the internet, which now affects almost all aspects of human life. With the internet, social interaction has become easier and faster. Companies in the telecommunications sector also continue to develop various features and applications to facilitate communication, especially through social media. The increasingly rapid flow of information and rapid technological advances require the public to respond wisely. According to data released by the Indonesian Internet Service Providers Association (APJII), there has been a growth in the number of internet users in Indonesia by 8.9%. In 2018, the number of users was recorded at 171.2 million people, then increased to 196.7 million people in the second quarter of 2020. This increase is also reflected in the percentage of the total population, which rose from 64.8% to 73.7% of Indonesia's total population of around 266.9 million people. Java remains the largest contributor to internet users, increasing from 55.7% to 56.4% (Pambudi, 2022).

Social media has both positive and negative impacts. According to (Kurnia, 2018), social media plays a role as a communication tool that can be used to access various information, but its use requires the ability to understand and filter content through media literacy. As part of communication media, social media can affect an individual's personality, especially if users are unable to filter information or do not have adequate media literacy competencies. This is especially risky for young people, because it can cause various unwanted problems. Therefore, it is important to be aware of the wise use of social media. A number of studies have been conducted to trace and analyze the use of digital media in learning activities. (Sari & Kurniawan, 2020) found that digital learning media has a significant role in reducing learning gaps and improving learning outcomes for elementary school students, especially through increasing understanding of concepts and learning motivation. This finding is clear evidence of the benefits of digital media in the world of education. In addition, research by Pratiwi, Setiawan, and

Mubarok (2019) also shows that the appropriate and innovative use of digital media in the learning process is able to encourage students to achieve maximum learning outcomes. Digital media is now an important element that complements conventional learning to maximize the teaching and learning process in schools. The rapid development of science is in line with the extraordinary advancement of technology and information. The use of digital media in learning presents a more attractive approach for students, helps reduce boredom, and creates a positive and interactive learning atmosphere. In such an environment, teachers and students can actively participate in sharing ideas and knowledge.

The rapid development of technology requires the world of education to continue to innovate and adjust by integrating technology into teaching and learning activities. Progress in the world of education can be reflected through the use of innovative and creative learning media by educators. The role of effective learning media in supporting teaching and learning activities makes it an important element in achieving learning success. According to (Fatimah, 2021), it is stated that the use of digital media in the learning process in elementary schools is a concrete form of innovation in the world of education. Digital media acts as an innovative alternative to complement and enrich conventional learning media that previously only focused on textbooks. The main problem in this study is related to the low enthusiasm for students' learning which is often caused by less interesting and innovative learning approaches. In many schools, the teaching methods used still tend to be conventional, which is not able to motivate students to be actively involved in the learning process. This situation causes reduced student motivation to learn and their low participation in the learning process. Therefore, this research is designed to explore and examine various creative learning strategies that can be used to increase students' enthusiasm for learning. Based on the above background description, the researcher is interested in conducting a study entitled "Innovative Learning Strategies as a Means of Increasing Student Learning Enthusiasm"

METHOD

This study uses the library research method as a data collection technique, with a qualitative approach to analyze the information obtained. Data were collected through an in-depth literature review from various reference sources. The results of the study from these sources are then systematically analyzed to support and enrich the discussion in this study:
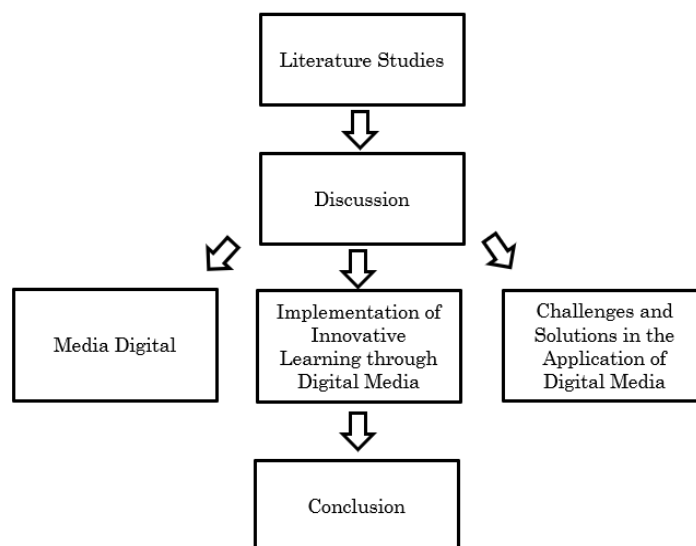

Chart 1. Research Stages

FINDINGS AND DISCUSSION

1. Definition of Digital Media

Learning media acts as a tool or means to convey material or knowledge in the educational process. According to (Hujair, 2009), the learning process is an interaction that takes place dynamically between teachers and students, where the teacher acts as a facilitator who delivers the material, while students play an active role in learning activities. Digital learning media uses digital technology as a

means to enrich and increase the effectiveness of the teaching and learning process. This media includes various hardware such as computers, tablets, and smartphones, as well as software in the form of applications and digital platforms that support learning. By combining various interactive multimedia elements such as text, images, sounds, videos, and other interactive features, digital media is able to present learning materials in an interesting and creative way, so that it can support the improvement of students' understanding and ability to remember the information presented.

Efforts to improve the quality of learning at the elementary school level are currently highly dependent on the use of digital learning media. Various types of digital media, such as e-books, educational videos, interactive simulations, educational games, and online learning platforms, have shown their effectiveness in improving student understanding and creating a more interesting and interactive learning atmosphere, as found in research by (Rahayu et al., 2020). Technology plays an important role in supporting the learning process, both as a medium for independent learning and as a complement to learning approaches such as blended learning or hybrid learning. Various platforms provide online learning materials that can be accessed by all school residents and the general public, through services such as Google, WhatsApp, YouTube, and the like. The material can also be integrated into the Learning Management System (LMS) to improve the efficiency and effectiveness of the learning process, as explained by (Desvianti, 2020). Research conducted by (Nurhayati et al., 2020) shows that digital learning media provides ease of accessing and disseminating learning materials. This medium allows students to learn independently and adjust the learning process according to their individual pace and learning style.

2. Benefits of Digital-Based Learning Media

In the era of online learning, the role of digital media in the educational process is becoming increasingly crucial. Technological advances have also encouraged innovation in the development of digital learning media, which serves as a modern solution to improve the quality of learning. According to Latip's research (in Jediut et al., 2021), there are a number of significant benefits of using digital media in teaching and learning activities, including: a) digital media creates more active and dynamic interactions between students, teachers, and learning content, so that the learning atmosphere becomes more interesting and communicative; b) This media supports students' independence in learning, because it allows them to access the material without always having to rely on teacher assistance; c) Digital media is able to overcome space and time constraints in distance learning by providing flexibility in interaction and delivery of materials; d) The existence of digital media encourages teachers to increase creativity and innovation in designing learning that utilizes technology; e) The use of digital media makes the learning process run more efficiently and quickly; f) With the help of digital media, teachers are able to use various learning methods and strategies that are more diverse, effective, and interesting for students.

The application of digital media in elementary schools brings many significant benefits to the teaching and learning process. Here are some of the main benefits associated with its use: a) Increase Student Enthusiasm and Motivation Learning The use of digital media in learning is able to foster students' motivation and enthusiasm for learning. Multimedia features such as images, sounds, and videos can increase students' interest and make the learning process more enjoyable. This is strengthened by research (Sari & Kurniawan, 2020) which found a positive relationship between the use of digital media and an increase in understanding of concepts and learning motivation of elementary school students. b) Supports Visual and Audiovisual Learning Digital media presents learning materials in various visual forms such as attractive images, videos, animations, and graphics, making it easier for students to understand difficult concepts and improve their memory. Research by Pratiwi, Setiawan, and Mubarok (2019) shows that the use of digital media is able to improve student learning outcomes, especially in science subjects in elementary schools. c) Encourage Independent and Interest-Based Learning. Digital-based learning media allows students to learn independently by tailoring the material to their personal needs and interests. Due to the interactive features and flexible modules, students can access learning materials tailored to their ability level. A study conducted by Nurhayati and his colleagues (2020) revealed that the use of interactive digital media in mathematics learning is able to significantly improve student understanding. d) Expand access and provide flexibility in the learning process. Digital learning media has the main advantage in the form of accessibility that can be done

anytime and anywhere using various devices such as computers, tablets, and mobile phones. This allows students to learn without being limited by time and place. Research (Rahayu et al., 2020) proves that the use of augmented reality-based digital media in elementary schools has a positive impact on student learning enjoyment and learning outcomes. In conclusion, learning media plays an effective role as a means for teachers to convey material with a more interesting and interactive approach. This makes the learning process more innovative and supports the achievement of learning goals to the maximum.

3. Changes in Learning Methods

Digital literacy skills have a great influence on success in the learning process. This literacy is now a crucial element in supporting the use of communication technology in the field of education, both in designing learning activities, evaluating learning outcomes, and disseminating information. With digital literacy, students can more easily face various obstacles in learning and increase the effectiveness of the overall learning process. Increasing digital literacy contributes to the creation of more effective interactions and the development of innovative learning methods. With sufficient mastery of digital literacy, students can access a variety of information sources through online learning media while maintaining social interaction with friends and teachers. The role of teachers is very important in encouraging students' digital literacy through the development of computer technology-based learning models and the use of digital devices, both offline, online, and with a combined approach.

The use of information technology can play an important role in improving student learning outcomes. For example, an online project-based learning platform is able to provide a learning experience that is equivalent to face-to-face learning. Other technologies such as Rain Classroom and Massive Open Online Courses (MOOCs) also contribute to improving the quality of online learning. Through the use of this technology, teachers can monitor student learning progress, including aspects such as attendance, learning duration, participation in discussions, interactions, responses to questions, and assignment completion. This monitoring plays a role in encouraging improvement in learning achievement. In addition, students' interactions with teachers and peers are an important indicator in assessing their academic performance, which in turn also affects learning achievement. In this context, changes in learning methods do not eliminate the role of teachers as directors and managers of the learning process. However, teachers are now integrating information and communication technology into learning through digital media. As an illustration, if previously the teacher gave the task of writing manually, now the task has been changed to a digital approach, such as asking students to create a blog and upload their writing to the blog. Information on how to blog and upload content can be obtained independently by students through internet searches.

One of the methods that can be applied in the teaching and learning process is the Communication and Collaboration model. This model is included in digital literacy that focuses on students' active involvement in learning through e-learning. Communication and Collaboration includes three main competencies, namely use skills, critical understanding, and communicative abilities. Use skill competencies can be seen from students' ability to utilize various digital media in an effective way. Meanwhile, critical understanding is reflected in students' understanding of the content, functions, and procedures for using digital media, including the ability to verify the information obtained. The communicative abilities can be seen from the ability of students to communicate and actively participate in e-learning-based learning activities.
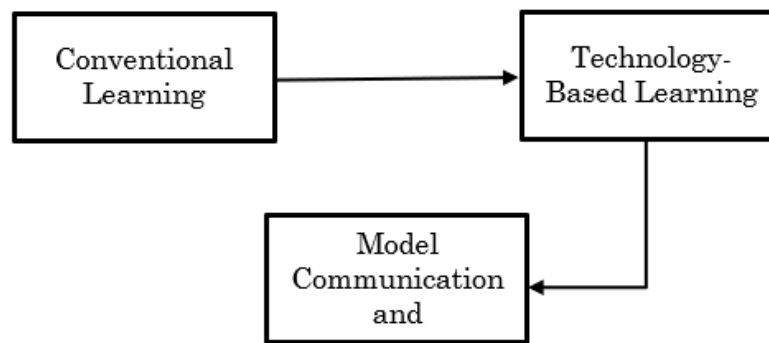
Chart 2. Learning Method Change Flow
Source: (Pambudi, 2022)

4. Changes in Learning Media

Currently, digital media has been integrated into daily life, acting as a communication tool while supporting various activities, including in the education sector. According to Umam (2013), digital media has the ability to convey learning materials contextually by using audio and visual media that are interesting and interactive. Meanwhile, Saputra and Gunawan (2021) emphasized that the effective use of digital learning media requires teachers to be more creative and innovative in using various learning media, so that students can more easily grasp and understand the material. In the context of education, the use of digital media such as social media and various learning platforms such as Google Meet, Zoom, and Google Classroom plays an important role in supporting the continuity of the teaching and learning process. With the existence of digital media, it is hoped that the learning process can run more optimally, and educators are able to present innovations that encourage improved learning quality for students.

According to (Sobarningsih & Muhtar, 2022), student learning achievement can be improved by utilizing digital technologies such as augmented reality (AR), virtual reality (VR), and computer games. The use of AR in the learning process can increase students' interest and motivation to learn, thus having a positive impact on their learning achievement. In addition, video-based learning with VR technology can also improve learning achievement through improving learning attitudes, self-management, and student confidence. VR technology also has a good influence on students' cognitive abilities. Based on this statement, it can be concluded that the use of digital learning media plays an important role in supporting the success of the teaching and learning process.
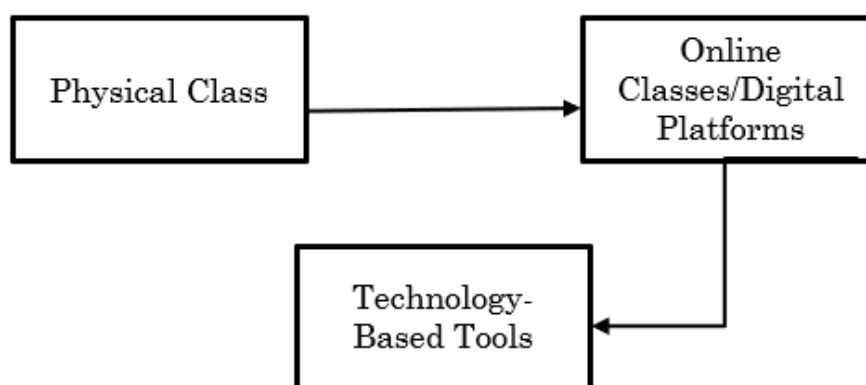
Chart 3. Learning Media Change Flow

5. Forming Positive Character and Fostering a Sense of Student Responsibility in the Utilization of Digital Media for Learning Activities

The development of information and communication technology today has an impact that can be positive or negative. By instilling character values and a sense of responsibility, students will be more conscientious and vigilant when using various digital media. As a result, they are able to use digital technology wisely to support daily activities, especially in the context of the teaching and learning process. Digital literacy brings various benefits as well as challenges. For example, searching for information on the internet has become easier, but on the other hand, digital media also has a negative impact because there is content that is not educational and less useful. Therefore, it is important for students to be critical when searching for information through the internet. They must be able to sort out the information obtained so that it can be used appropriately in daily life, especially in learning activities.
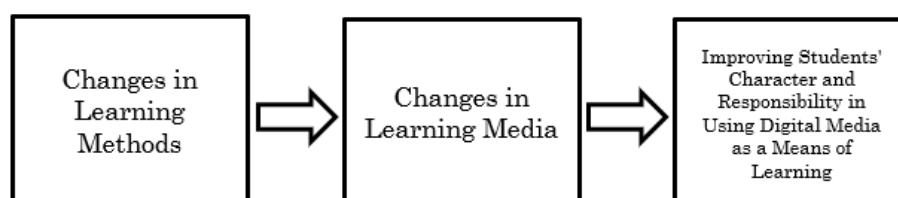

Chart 4. Innovative Learning Strategies as a Means of Increasing Students' Learning Enthusiasm

6. Challenges and Solutions in the Application of Digital Media

The use of digital media in the learning process in Indonesian elementary schools has a great opportunity to improve the quality of education. However, its implementation faces various complicated obstacles so that a special strategy is needed to be overcome effectively.

According to (Azri & Raniyah, 2024) one of the main challenges is the gap in access to technology. Many schools in remote areas or with limited resources face limited infrastructure, such as the absence of digital devices and adequate internet access. This hinders the integration of digital media in the learning process. According to (Fitria et al., 2025) in the Basicedu Journal, the limitation of technological resources is a significant obstacle in the implementation of interactive media in elementary schools. The limited technology skills among teachers are also a challenge. Many educators do not have sufficient competence in operating and utilizing digital media effectively in learning. Research by Salsabila Dwi Karna and colleagues (2025) shows that the lack of training and readiness of teachers in using interactive learning media hinders the effectiveness of their use in elementary schools.

In addition, the digital divide includes not only physical access to technology, but also digital literacy. Students and teachers in certain areas may be less familiar with the use of technology in

educational contexts, which can reduce the effectiveness of digital media. (Safitri et al., 2025) highlight that the lack of technology skills among teachers and students is a challenge in digital education in Indonesia.

In order to face these various obstacles, strategic steps are needed. The government and related parties must invest in improving technology infrastructure in schools, especially those in remote areas. Based on the opinions of Wahyuni and Haryati (2024), continuous training for teachers is crucial to improve their ability to use digital media effectively during the learning process. Encouraging collaboration between governments, schools, communities, and the private sector to support the integration of technology in education can accelerate this process. In addition, according to (Afriani et al., 2023) creating and distributing digital learning content that is relevant and appropriate to the local context to increase student engagement is also an important step. By identifying challenges and implementing appropriate solutions, the application of digital media in primary schools can be improved, thereby making a positive contribution to the quality of basic education in Indonesia.

CONCLUSION

The results of this study show that students' positive attitudes towards learning that are reflected in motivation, interest, and optimistic outlook on study are not always in line with high academic achievement. This inconsistency indicates that a good learning attitude, while important, is not the only determining factor for academic success. There is a real disparity between positive learning attitudes and student academic achievement. A positive attitude is not enough if it is not supported by an appropriate learning system and a supportive environment. Therefore, there is a need for a holistic approach in supporting the student learning process. Other factors such as learning strategies, self-efficacy, time management, psychological conditions, social support, and academic burden play a significant role in bridging attitudes and learning outcomes. Students who have a positive attitude but do not develop effective study skills or experience academic and emotional stress are less likely to achieve the expected achievements. Thus, students' academic development approaches should not only focus on the formation of positive attitudes, but also include fostering learning skills, stress management, and creating a supportive academic environment holistically.

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