The Effectiveness of Using Learn Social Online Platform Toward Speaking Skills of English Literature 2018 Students of Universitas Sumatera Utara

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This study focuses on the effectiveness of the Learn Social online platform on the speaking skills of English Literature 2018 students of University of Sumatera Utara. The purpose of this research is to know the Learn Social online platform is effective in improving the speaking skills of students of English Literature 2018, University of Sumatera Utara. The method used in this research is a qualitative descriptive method and the indicators used in determining the effectiveness are those proposed by Slavin (2000). The results of this study indicate that three of four indicators of the Learn Social online platform are effective on students’ speaking skills, except the indicator of instruction is not yet effective. This can be seen through the results of the questionnaires that were distributed to respondents, English Literature 2018 students, University of Sumatera Utara. Four indicators are instruction (not effective), the appropriate level of instruction (effective), incentive (effective), and time (effective).

Keywords:  
effectiveness, learn social online platform, speaking skills

How to cite:  
INTRODUCTION
Face-to-face teaching-learning is essentially an educational approach in which the content of the course and the learning material is taught in-person to a group of students. This helps the learner to communicate live with the teacher. Since the digital era, teaching and learning methods have become various due to technology penetration into the educational sector. Starting from elementary school to college, they apply the use of technology in the learning process, such as implementing a learning system that uses platforms or other similar things. This is due to the rapid development of technology until now.

Nowadays, technology is not a stranger to everyone. It is not a new phenomenon and the use of technology in teaching has been studied for decades. Technology is more important in this era because we are in the 4.0 era where all of the activities like work, study, and others need technology. Technology is developing very fast. Today’s media is very diverse, especially in the field of education, many types of media and applications that are accessed using the current technology to help the learning process. Wekke and Hamid (2013) said, “Information technology can be accepted as a medium in carrying out the educational process, including helping the teaching and learning process, which also involves finding references and sources of information”. Pardede (2020) accentuated that technology has expanded the range of options to improve the inputs, processes, and outcomes of teaching and learning. Consequently, many teachers today are using the platform (e-learning) as a tool media to teach the students. In the rapid development of the use of technology in the teaching-learning process so many platforms are used such as google classroom, Edmodo, Zoom, Video vlog, Moodle, Learn Social Online, and many more. At present, Google Classroom is one of the platforms that is widely used in this era. The features provided on these platforms are not different, it’s just that the way used is different. And the learn social online platform that the writer examined is one of the platforms used by 2018 English literature students in the speaking course. In this platform, there are features for learning English in particular, specifically writing and speaking.

In addition, the importance of being able to use technology is also proved by the research about online resource management. As technology develops, the use of online resources is more preferable for its efficiency, effectiveness, and practicality (Sofyan & Tarigan, 2017). It means that using technology as a learning medium must be effective.

English as a second language (ESL) is studied by all people in this world, especially in Indonesia. Four skills are learned and are the main focus in English as a second language (ESL) such as listening, speaking, reading, and writing. Listening and reading are considered receptive skills. Meanwhile, speaking and writing are productive skills. And then, in this research, the writer tries to know the effectiveness of the platform that users of English Literature 2018 students when study speaking courses toward their speaking skills. According to Harmer (2007, p. 284) said, “speaking is the ability to speak fluently and presupposes not only knowledge of language features, but also the ability to process information and language on the spot”.

Meanwhile, speaking is verbal and non-verbal communication with a listener that communicates thoughts, information, and feelings. Good communication indeed means
that one must not only speak accurately but also fluently, to deliver the essence of the meaning intended by the speaker. Speech accuracy can be used as a starting point, which can lead one to speak fluently. It should be noted, even so, that the demand for fluency in speaking itself is a major problem for learners of foreign languages. In other words, speaking fluently and confidently in a variety of situations is an important goal.

This platform includes a study group that can communicate with the lecturer. In this platform, the lecturer gave the materials to students about speaking. In this class, on the platform, the students have exercises about speaking. They recorded their sounds and then the lecturer giving the score and comments for their speaking. Still, the lecturer pays attention to the aspects of their speaking such as the grammar, vocabulary that they used, and also the content. Based on the phenomenon above, this research tries to discuss how effective is the instruction of learn social online platforms toward speaking skills students, how effective is the appropriate level instruction of learn social online platforms toward speaking skills of students, how effective is the incentive of learn social online platforms toward speaking skills of students, and how effective is the using of time on the learn social online platforms toward speaking skills of students.

So, with learn social online platforms that they used in speaking skills the writer wants to know how effective this platform to speaking skills of students. Besides, as we know the use of the platform as a tool or media in the teaching and learning activities. When they were using this platform, the researcher interesting in knowing the effectiveness of this platform toward the speaking skills of the students. Learn social online platform is one of the media of online learning. This platform was available on the website from https://speakingclass.learnsocial.online/platform.

Dunn (2003, p. 498) accentuated that “Effectiveness is a criterion for choosing numerous alternate options for consideration whether or not the alternate options that users can provide most, acquire or values”. In other words, Effective is a measure that defines out how far the quality and time targets have been achieved. The higher the number of targets achieved, the higher the efficiency.

It may be concluded primarily based on the definitions and statements above, effectiveness is the success of the exercise in reaching the objectives. The effectiveness will also be stated when a function or purpose is achieved following a predetermined time. Nonetheless, the aim or purpose can’t be achieved following a predetermined time then the exercise might be known as ineffective.

According to Slavin (2000), there are four indicators of the effectiveness of studying:
1. Instruction. Which info or abilities are offered so that college students can simply be taught them. High quality of instruction is essentially a product of the standard of the curriculum and the lesson presents itself.
2. The appropriate level of Instruction. That is to say, the level whereby the teacher assures that students are prepared to learn new things.
3. Incentive. It means how much effort the teacher has made to motivate students to do assignments and learn the material they have provided. The greater the encouragement is given, the greater the student activity.
4. Time. The length of time that students have been given to learn the content. The study is successful when students can complete their work following the schedule given.

Carroll (as cited in Supardi, 2013) says that, “Educational Effectiveness has five factors: 1) Perspective; 2) Means to Perceive Instruction; 3) Perseverance; 4) Alternative; 5) High quality of Instruction”. Primarily based on the five components it exhibits that exercise studying might be efficient if the angle and can in each pupil to be taught, the readiness of scholars and lecturers in educating and studying actions, as properly the standard of the fabric offered. If these five components there isn’t a studying exercise educating college students and lecturers won't work properly.

Popham (2003, p, 7) says, “The effectiveness of studying course of must be reviewed from the connection of sure lecturers with a particular group of scholars, in sure conditions with an try to succeed in particular tutorial objectives”. The effectiveness of the training course means the success price of lecturers in educating a particular group of scholars through the use of particular strategies to realize a specific tutorial aim.

Effectiveness is the extent of the success achieved from the implementation of a studying mannequin, on this case, seen from the angle of utilizing the training mannequin utilizing the platform, if in keeping with the scholar’s view it could enhance understanding of the fabric supplied, the training mannequin it may be stated to be efficient, quite the opposite, if in keeping with the scholars’ view they can't perceive and discover it troublesome with the training technique utilizing the platform, the training mannequin thought-about ineffective.

In accordance with Harmer (2007, p, 284) said, “speaking is that the power to speak fluently and presupposes not only knowledge of language choices however additionally, the facility to course of information people share their idea and opinion by means that of talking with anticipating suggestions from their listener”. After that, Munir (2005, p, 16) says that “speaking is that the exercise to specific or to ship thought and feeling oral”. So, based totally on the two experts of speaking is that the motion utilizing mouth and language. Talking may be a motion from speaker to attender. During this analysis, there is a speaking course. It means that talking is probably going one in each of the programs that ought to the attention of the effectiveness of the strategy of learning so that school students get the info and may develop their speaking skills.

Based on Harris (1974), there are five parts of speaking skills involved with comprehension, grammar, vocabulary, pronunciation, and fluency.

a) Comprehension as oral communication requires a topic to reply, to speech in addition to provoke it.

b) Grammar is college students’ capacity to control the construction and to differentiate acceptable grammatical type inappropriateness.

c) Vocabulary means a suitable diction that is utilized in communication. Without having an ample vocabulary, one can not communicative successfully or categorical their concepts in each oral and written type.

d) Pronunciation is how college students provide clearer language once they converse. It offers with the phonological course of that refers back to the part of
grammar made up of the weather and ideas that decide how sounds fluctuate and sample in a language.

e) Fluency is the flexibility speaker can learn, perceive, and reply in a language clearly and concisely whereas relating that means and context. Fluency will be outlined as the flexibility to talk fluently and precisely.

The Learn Social online platform is one of the media of online learning. The Learn Social online platform was conducted by the Language Centre, the University of Sumatera Utara for speaking class and powered by Social Learning. This platform was available on the website from https://speakingclass.learnsocial.online/platform. The Learn Social online platform integrates everyday communication tools and peer review into the English courses. Whenever students have to complete a speaking or writing exercise, they first submit their work to their Study Group for review. Students can see one another’s answers and give feedback. Students can improve their answers before submitting them to the teacher for the final grade and feedback. On (https://trial.learnsocial.online/).

Some researchers have already researched the effectiveness of learning through a platform. Nurcahyani’s (2018) focused her pre-test, treatment, and post-test experimental study on investigating the effectiveness of using video blog on eight grade students’ speaking skill of recount text. The findings showed the use of video blogs can be effectively used as an alternative technique to increase the students’ speaking skills. The use of video blog increases students’ interest and confidence to study and help them explore their ability.

Luckha’s (2018) her research focused on aims to explain the effectiveness of using Powtoon application learning media in improving speaking skills expressing drama dialogue. It is using an experimental research method with a one-group pretest-posttest design. As a result of this research, powtoon media can be applied in learning drama because it can give motivation for students to be brave in expressing themselves and improve speaking skills.

Wulandari’s (2019) her analysis investigated whether or not Instagram Vlog contributed to the development of EFL talking means. It additionally examined learners’ perceptions of the combination of Instagram Vlogs in a speaking class. There have been 28 individuals concerned about this analysis. To find out the impression of the Instagram Vlog on EFL learners’ talking means, pre-and post-tests had been administered to measure the development. The outcomes indicated that the implementation of Instagram Vlog right into a basic-level talking class improved the learners’ talking proficiency when it comes to pronunciation, fluency, vocabulary, syntax, and normal use of the goal language. The evaluation of the questionnaire demonstrated that the utilization of Instagram vlogs contributed to EFL learners’ talking ability to enhancing fluency, buying vocabulary objects, and boosting confidence and motivation.

Based on the findings of relevant studies above, the researchers concluded that the online platform students used to understand lessons and improve their learning outcomes proved effective. From previous research on the effectiveness of learning through
platforms, this study has several differences between previous research, one of the differences in the focus of researchers on findings the effectiveness of using the learn social online platform, researchers analyzed the effectiveness of the platform toward speaking skills in English Literature 2018 at University of Sumatera Utara students. And the differences between previous researchers, this research using a descriptive qualitative method.

METHOD
Research Design
This research uses the descriptive qualitative approach. It is a survey that employed questionnaires to collect the data.

Data and Data Source
In this research, the data is the questionnaires taken from students of English Literature 2018 at the University of Sumatera Utara. And the data source is English Literature 2018 students which consist of 92 students. This data source is taken from 75% of total students in English Literature 2018 and taken from those who responded to the questionnaires. For the efficiency and practicality of the research, the sample takes around 75% of the 132 English Literature 2018 students. It is around 92 students because some students are no longer active and some don’t respond to anything.

Data Collection
This research collected the data by distributed questionnaires through google forms. A questionnaire is a procedure for collecting information, the instrument is by the name of the method. The form of a questionnaire sheet can be in the form of several written problems, the goal is to get data from the respondent about what he or she knows about and experiences. The Questionnaires were adopted from Lucia Vita (2019) and then the researcher elaborated this questionnaire using the indicators or parameters used in this research. The questionnaires using self-efficacy theory to know the effectiveness of the learn social online platforms based on the students who already using it. In measuring the self-efficacy of students, using a questionnaire adapted from the G.S.E.S General Self-Efficacy Scale, the theory proposed by Bandura (1997) is the self-efficacy theory, which was later modified by the author.

The technique of Data Analysis
In analyzing the data, the writer using three techniques proposed by Miles, Huberman and Saldana (2014). The techniques are data reduction, data display, and conclusion drawing or verification.

First, the data reduction is the data obtained by the researcher by way of distributing questionnaires and then summarizing, choosing, and focusing information on issues that can be following the analysis targets. At this stage, the researcher performs information discount by sorting, categorizing, and make a summary of the outcomes of the questionnaire.

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Second, data display is presented of data carried out after the info has been diminished or summarized. The data obtained from the outcomes of the questionnaires are analyzed after which offered in the table. Data that has been offered in the table so that researchers can analyze it shortly and simply.

Third, conclusion drawing/verifying is the ultimate step in qualitative data evaluation is concluding verification. Primarily based on the information that has been decreased and introduced, the researcher makes conclusions that are supported by sturdy proof on the knowledge assortment stage. Conclusions are the solutions to the issue formulations and questions that the researcher has expressed.

The technique of data analysis proposed by Saldana is an analytical technique that is neatly arranged and systematic. Which begins with distributing questionnaires and also sorting out the data obtained, after that the researcher makes a table for the data obtained and draws conclusions from the results of the data.

FINDINGS AND DISCUSSION

Instruction of Learn Social Online Platform

Instruction is an indicator of which info or abilities are offered so that students can simply be taught them.

Table 1. Instruction of Learn Social Online Platform

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Questionnaires</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instruction</td>
<td>The Learn Social online platform’s instruction is effective to improve my knowledge.</td>
<td>5.4%</td>
<td>41.3%</td>
<td>53.3%</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>The Learn Social online platform’s instructions can help my speaking fluency.</td>
<td>5.4%</td>
<td>47.8%</td>
<td>42.4%</td>
<td>4.3%</td>
</tr>
<tr>
<td></td>
<td>The information presented on the Learn Social online platform easy to accept and understand.</td>
<td>5.4%</td>
<td>48.9%</td>
<td>43.5%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

Table 1 discloses that around 53.3% of the respondents agreed that Learn Social online platform’s instruction is effective to improve their knowledge. It means that the instruction is using simple sentences and easy to understand. So that, the respondents understand the meaning of the instructions given by the lecturer through the platform and can increase their knowledge.

Moreover, the instruction of Learn Social online platform cannot help the students to improve their speaking fluency. It shows from table 1, around 53.25% of the respondents disagreed with the Learn Social online platform’s instructions can help the speaking fluency. It is not effective, because half of the respondents said disagree. Speaking fluency should be practice as oral, it cannot from the instruction.
Also, the information through the Learn Social online platform difficult to accept and understand. It shows that there are 54.3% of the respondents disagreed about this. The respondents are still confused about the information. It means that the information from this platform still difficult to understand and the instruction should be more using the easy sentence because the instruction here is the first one of the effectiveness of learning. Overall, the instruction of Learn Social online platform not yet effective. It means not yet effective because in reality instruction that given through online platform is quite difficult to understand than in directly. Based on the indicator of effectiveness in learning, instruction is one of indicator that must effective in learning, that’s why this indicator is the first point. Because the first thing that must be clear in begin learning is instruction.

**The Appropriate Level of Instruction of Learn Social Online Platform**

The appropriate level of instruction is an indicator of learning, that is to say, the level whereby the teacher assures that students are prepared to learn new things.

**Table 2. Appropriate Level of Instruction of Learn Social Online Platform**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Questionnaires</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appropriate Level of Instruction</td>
<td>New material is provided via the Learn Social online platform easily and effectively to access.</td>
<td>2.2%</td>
<td>23.9%</td>
<td>68.5%</td>
<td>5.4%</td>
</tr>
<tr>
<td></td>
<td>The Learn Social online platforms improve my level of knowledge on new material.</td>
<td>3.3%</td>
<td>51.1%</td>
<td>44.6%</td>
<td>1.1%</td>
</tr>
<tr>
<td></td>
<td>I am always ready with the new speaking material given on the Learn Social online platform.</td>
<td>2.2%</td>
<td>35.9%</td>
<td>56.5%</td>
<td>5.4%</td>
</tr>
<tr>
<td></td>
<td>Every new material is given through the Learn Social online platforms effective to improve my vocabulary.</td>
<td>1.1%</td>
<td>22.8%</td>
<td>69.6%</td>
<td>6.5%</td>
</tr>
</tbody>
</table>

Table 2 shows that the result of the question new material on the Learn Social online platform is effective. Because 73.9% of respondents said to agree that new material is easily and effectively to access. These things can assure the lecturer about the next level of material. From the 92 respondents, just 26.1% of respondents said disagree. The difference from the result of agreeing is far. So, the first question is effective.

Furthermore, it can be known based on the result of a questionnaire shared with English Literature 2018 students. In the analysis section, that the appropriate level of
instruction on Learn Social online platform is not effective to improve students’ level of knowledge on new material. It shows that 54.4% of respondents said disagree about it. Although, new material on Learn Social online platform easily and effectively to access but to improve students’ knowledge not yet effective. It is because the new material almost the same as the previous material, it is just a different topic.

Even though new material not yet effective to improve students’ new knowledge, around 61.9% of respondents said always ready with the new speaking material on Learn Social online platform. They have high enthusiasm to accept the new material given. It means that this platform effective in making a sense of enthusiasm for students to learn. More interestingly, every new material given on Learn Social online platform is effective in improving the vocabulary of the students. This is because, with each new material, the vocabulary used changes. Although it has the same meaning as the previous material, the choice of words is different. That is what made students’ vocabulary increase.

The incentive of Learn Social Online Platform

The incentive indicator is an indicator that how much effort the teacher has made to motivate students to do assignments and learn the material they have provided. The greater the encouragement is given, the greater the student activity.

Table 3. Incentive of Learn Social Online Platform

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Questionnaires</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentive</td>
<td>Criticism or suggestions from lecturers on any material provided through the Learn Social online platforms are very motivating.</td>
<td>2,2%</td>
<td>31,5%</td>
<td>59,8%</td>
<td>6,5%</td>
</tr>
<tr>
<td></td>
<td>Motivation and suggestions from the lecturers through the Learn Social online platform effective to improve my speaking fluency.</td>
<td>3,3%</td>
<td>45,7%</td>
<td>47,8%</td>
<td>3,3%</td>
</tr>
<tr>
<td></td>
<td>Motivation and suggestions from the lecturers through the Learn Social online platform effective to develop my vocabulary.</td>
<td>1,1%</td>
<td>29,3%</td>
<td>65,2%</td>
<td>4,3%</td>
</tr>
</tbody>
</table>

Table 3 includes three questions concerning incentive. We can see in the first question, criticism or suggestion from the lecturer on any material on Learn Social online platform very motivating. Around 76.1% of respondents said to agree that the criticism and suggestion are motivating. Because the motivating can add to new knowledge and enlightenment or the difficulties we face while studying. Thus, the motivation and suggestions from the lecturers are very useful.
Then, motivation, and suggestions from the lecturer on Learn Social online platform to improve students’ speaking fluency. Based on the result of this questionnaire, the result there are 51,1% of respondents said agree. It means that the motivation and suggestion from the lecturer on Learn Social online platform to improve students’ speaking fluency can be said effective. As Ur (1996) said, “Motivation is high. Students are willing to speak: because they are interested in the topic or have something new to say about any of it, or because they want to contribute to the target of the activity”. It means that motivation is one of the characteristics of speaking. So, based on the result 51,1% of respondents said agree, they have high motivation and they can improve their speaking fluency from the suggestion or motivation and understand that.

And also the motivation and suggestion from the lecturer on Learn Social online platform seem effective to improve the speaking fluency of students, this is also effective to develop the vocabulary of students. Around 69,5% of respondents said agree about the development of vocabulary from the motivation and suggestion of the lecturer.

It is because, motivation and suggestion from the lecturer, there is a new vocabulary that can increase the students’ knowledge for speaking skills. Because the suggestions given must use new words even though it has the same meaning. The suggestion is given by the lecturer in the comments column of their voice recordings on the Learn Social online platform. So, students can look at it and find out the meaning of words they don't understand.

Use of Time on the Learn Social Online Platform

The learning process will be effective if students can finish the lesson by the time. Time is an indicator that the length of time that students have been given to learn the content. The study is successful when students can complete their work following the schedule given or can improve their skill or level of knowledge in a limited time.

Table 4 indicates that there are 51,1% of respondents said to agree that the use of time in learning speaking through the Learn Social online platform. It means that the use of time on this platform is effective. The students felt effective in using their time to learn to speak because learning to use the time platform used was also efficient. Because learning to use the platform is also according to its use by learning face-to-face.

And then, the time for the speaking course once a week through Learn Social online platform is 50% respondents said agree and also 50% respondents said disagree to improve speaking fluency of the students. Because speaking fluency is one of the aspects of speaking skills, so 50% of respondents disagree that once a week learning of speaking is still not enough. Speaking fluency must be practiced every day. It should be the first thing to improve speaking fluency, students must develop their vocabulary. It is can not be said effective and can not be said not effective. In general, it is not enough to learn speaking once a week to improve speaking skills.

Although to improve speaking fluency not enough once a week through Learn Social online platform, it can be to improve students vocabulary. Around 64,1% of respondents said to agree that once a week for learning a speaking course through this platform can improve their vocabulary. It means that the vocabulary is the basic one for speaking skills so that the speaking fluency is good because have many vocabularies to speak something. So, why the result of speaking fluency is not enough to be said effective once a week to learn it, because the first thing that respondents felt based their self-
efficacy, it must have many vocabularies. They should improve their vocabulary. It is because vocabulary and speaking fluency are the aspects of speaking skills.

Table 4. Time of Learn Social Online Platform

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Questionnaires</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time</td>
<td>The use of time in learning speaking through the Learn Social online platform is very effective.</td>
<td>6,5%</td>
<td>42,4%</td>
<td>47,8%</td>
<td>3,3%</td>
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<td></td>
<td>The time for the speaking course once a week through the Learn Social online platform can improve my speaking fluency.</td>
<td>2,2%</td>
<td>47,8%</td>
<td>47,8%</td>
<td>2,2%</td>
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</tr>
<tr>
<td></td>
<td>The time for the speaking course once a week through the Learn Social online platform can improve my speaking vocabulary.</td>
<td>2,2%</td>
<td>33,7%</td>
<td>63%</td>
<td>1,1%</td>
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<td></td>
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<tr>
<td></td>
<td>The deadline for doing the assignments given through the Learn Social online platform is very effective.</td>
<td>10,9%</td>
<td>32,6%</td>
<td>50%</td>
<td>6,5%</td>
</tr>
</tbody>
</table>

Further, the deadline for doing the assignment on Learn Social online platform can be said effective. It shows that 56.5% of respondents said agree about it. Because on Learn Social online platform has the setting of time. So, the lecturer can set the deadline for students’ assignments. The duration that given by the lecturer on the platform has been appropriate with the schedule. For that, the students can submit their assignments appropriately with the schedule. They must submit the assignment on time, if they submitted late, they can’t get the score and includes the category of submitted it late. But, here the respondents said the time for doing the assignment on this platform is effective although there are 43.5% of respondents still said disagree or not effective.

CONCLUSION AND SUGGESTIONS

Based on the findings and discussion above, the writer found that Learn Social online platform is quite effective for English Literature 2018 students such as the instruction, appropriate level of instruction, incentive, and time. Instruction as the indicator of the effectiveness of learning is effective to improve the speaking skills of students such as students’ knowledge. But in students’ speaking fluency the instruction through Learn Social online platform not yet effective, and the information on this platform also not yet effective and still difficult to understand. Overall, the instruction of
Learn Social online platform not yet effective to English Literature 2018 students at the University of Sumatera Utara.

The appropriate level of instruction also the indicator of the effectiveness of learning. The new material provided on this platform is effective and easy to access. But, this platform not effective to improve students’ level knowledge of new material. Even though, the students always ready with the new speaking material given through this platform. And then, the best one is this platform effectively to improve students’ vocabulary in every new material on this platform. Overall, the appropriate level of instruction of Learn Social online platform is effective.

Incentive as the indicator of the effectiveness of learning. Criticism or the suggestion from the lecturer on this platform is effective to motivate the students. And then, motivation and suggestions from the lecturer on Learn Social platform are effective to improve students’ speaking fluency. Also, the motivation and suggestions of the lecturer are effective to develop their vocabulary. Overall, the incentive of Learn Social online platform is effective.

Time is also one of the indicators of the effectiveness of learning. The use of time on the Learn Social online platform is effective. But, the time for the speaking course once a week, can not be said to be effective, and also can not be said to be ineffective. This is because the experience or self-efficacy experienced by each student is different. So, this result is neutral. Although, for improving the vocabulary, the time for once a week through Learn Social online platform is effective. And then, the deadline for doing assignments through Learn Social online platform also effective for English Literature 2018 students at the University of Sumatera Utara. Overall, the time on Learn Social online platform is effective.

After known the result of the analysis, the writer would like to give some suggestions such as:
1. Learn Social online platform as an online media learning is recommended for teaching-learning activities, especially in speaking course. Learn Social online platforms should be easier to access the information. In addition, this platform accessible to all students and teachers from elementary until college students. And then, this platform also should be more effective to improve speaking fluency not only the vocabulary.
2. In this thesis, the writer used Slavin’s (2000) indicators which consist of four indicators in analyzing the problems. For the next researchers who are interested in researching the effectiveness of learning, especially the effectiveness of using Learn Social online platform, it is recommended to explore another indicator such as quality of learning, conformance of learning, intensive, and others.

REFERENCES


Appendix

Put this sign (✔) in the column below that suitable according to you

Note:
Strongly Disagree = 1
Disagree = 2
Agree = 3
Strongly Agree = 4

<table>
<thead>
<tr>
<th>No.</th>
<th>Indicators</th>
<th>Questionnaires</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1. The Learn Social online platform’s instruction is effective to improve my knowledge.</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. The Learn Social online platform’s instructions can help my speaking fluency.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>3. The information presented on the Learn Social online platform easy to accept and understand.</td>
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<tr>
<td></td>
<td>Instruction</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Appropriate Level of Instruction</td>
<td>1. New material is provided via the Learn Social online platform easily and effectively to access.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>2. The Learn Social online platforms improve my level of knowledge on new material.</td>
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</tr>
<tr>
<td></td>
<td></td>
<td>3. I am always ready with the new speaking material given on the Learn Social online platform.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Every new material is given through the Learn Social online platforms effective to improve my vocabulary.</td>
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<tr>
<td></td>
<td>Incentive</td>
<td>1. Criticism or suggestions from lecturers on any material provided through the Learn Social online platforms are very motivating.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Motivation and suggestions from the lecturers through the Learn Social online platform effective to improve my speaking fluency.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. Motivation and suggestions from lecturers through the Learn Social online platform effective to develop my vocabulary.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Time</td>
<td>1. The use of time in learning speaking through the Learn Social online platform is very effective.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. The time for the speaking course once a week through the Learn Social online platform can improve my speaking fluency.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>3. The time for the speaking course once a week through the Learn Social online platform can improve my speaking vocabulary.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. The deadline for doing the assignments given through the Learn Social online platform is very effective</td>
<td></td>
</tr>
</tbody>
</table>