

# A Comparative Study of the Effectiveness of Using Traditional and Digital Learning Media

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## Abstract

*This research discusses the comparison of the effectiveness of using traditional and digital learning media. The main purpose of this research is to provide an overview of the comparison of the effectiveness of the use of traditional and digital learning media. The research method used is a literature study. The research was conducted by reading journals, books, or other sources related to the use of traditional and digital learning media. The references used include six scientific articles published in the range of 2023 to 2024. This literature study was conducted to understand more deeply the effectiveness of using traditional and digital-based learning media. The results of the study can provide insights into the development of learning strategies that are more effective and adaptive to technological developments.*

**Keywords:** Learning Media, Traditional, Digital

## 1. INTRODUCTION

Learning is a process of change in a person's knowledge, skills, attitudes, or behavior as a result of experience or education. This process is an important part of every individual because it allows a person to develop and adapt to an ever-changing environment. The importance of learning is not only limited to the world of formal education but also to everyday life. A person learning not only from school but from various other learning sources such as the family environment and the environment where a person lives (Setiawan,2017). Every individual will continue to learn, either

consciously or unconsciously, through interaction with the environment, personal experience, and information received from various sources. According to (Yuniarti, dkk. 2023) the learning results achieved by a person usually last a long time, because the brain stores information repeatedly, so that the information is attached and difficult to forget. This indicates that learning is a process in which individuals are involved in the process of receiving information which will later provide changes in the mindset and actions of individuals.

The success of teaching and learning activities is influenced by several factors, such as learning methods, the role of teachers, student motivation, and the learning environment. The application of appropriate and effective learning strategies is very important in supporting the effectiveness of the learning process so that students can be more active, creative, and think critically. It cannot be denied that along with the times, the teaching methods and media used are increasingly varied and effective as well as the curriculum implemented by the government as a reference in the learning process.

Learning media is any form or tool used to convey information and facilitate the learning process. The goal is to increase understanding and retention of learning materials interestingly and effectively for students (Mazaimi & Sary, 2023). Learning media is very diverse including visuals such as pictures, diagrams, graphs, or models to visualize learning concepts. Audio media such as voice recordings, podcasts, or educational songs are used to explain and remind certain concepts. Audiovisual media such as videos, animations, or multimedia presentations combine visual and audio elements to provide more dynamic concepts of learning materials. Media used in learning is important for teachers and students to make it easier to gain new concepts, skills, and abilities (Hasan dkk, 2021).

Traditional media and digital media are commonly used media in Indonesia, this is utilized to support the learning process. Traditional media in its operation does not use applications or other digital programs. Traditional media is a learning media known as lecture learning, this method has been used since long ago as a medium for oral and written communication between educators and students in the teaching and

learning process. Learning with conventional methods is closely related to lectures accompanied by explanations, assignments, and exercises. Along with the times, conventional media continues to develop looking for innovations to keep up with technological advances and can continue to be used in the modern era (Kresma, 2014).

Digital media is inversely proportional to traditional media. Digital media is a learning method that utilizes technology to support learning, such as the internet and various devices (cell phones, laptops, computers, and others). Digital media in learning is combined with traditional media using programs such as applications that support learning, for example during the COVID-19 pandemic various applications support learning media such as Zoom, Edmodo, Google Classroom, Google Meet, Google Form, and other online applications. This digital learning media is supported by the role of educators who master and can distribute information to their students (Tasruddin, 2020).

Based on the above, the purpose of the research is to provide a deeper understanding of what traditional media and digital media are utilized in the learning process. Using several related sources to find information about learning using traditional media and digital media are outlined in this article.

## **2. RESEARCH METHOD**

The method used in this research is a literature study, according to Sugiyono (2018), a literature study is theoretical, references, and other scientific literature related to culture, values, and norms that develop in the social situation under study. This research was conducted by reading and understanding various sources related to the effectiveness of using traditional and digital learning media. The following is a list of some of the references used:

**Table 1. Previous Study List**

No	Title	Author	Year
1	Conventional and Digital Media in Learning	Anisyah Yuniarti, Titin, Fannisa Safarini, Ita Rahmadia, Sinta Putri	2023

2	Comparison of the Effectiveness of Traditional and Digital Learning Methods in Improving Koranic Competence in Schools of Koranic Competence Institutions	Mohamad Haditia, Muhammad Najmi Alwi Sinaga, Yerry Soepriyanto, Purnomo, Rachmad Arif Ma'ruf	2024
3	Effectiveness and constraints of using digital media in language teaching	Kusyana, Suci Muzfirah, Rofiq Noorman Haryadi	2024
4	Comparison of the Effectiveness of Traditional and Modern Islamic Religious Education Learning Methods in Langkat Regency	Muhammad Rianda	2024
5	Comparison of the Effectiveness of Traditional Learning and Video-Based Learning in High School	Zulfan Mazaimi, Irma Sary	2023
6	Analysis of the Use of Technology-Based Media in Increasing Student Interest in Learning	Vandan Wiliyanti, Lilik Swasta Angga Buana, Haryati, Ni Gusti Ayu Lia Rusmayani, Komang Ayu Krisna Dewi, Frinda Novita	2024

The literature study was conducted to understand in more detail and structure the effectiveness of traditional and digital learning media.

### **3. RESULTS AND DISCUSSION**

The use of media as a learning tool involves the exploration of various elements around students as a tool to support learning. The selection of learning media is based on achieving maximum potential in supporting the teaching and learning process and it cannot be denied that it is also expected to support maximum student learning outcomes. The main purpose of this approach is to create a special attraction for students by stimulating their curiosity so that they become more active in following the learning process (Yuniarti, dkk. 2023).

In general, learning media can be interpreted as a tool or channel to convey messages or information from the teacher (teacher) to students, which is used to

support the learning process. This media can be in the form of any physical or digital form that facilitates communication in an educational context. Learning media can be divided into several types based on its form and function, including:

- A. Visual Media: This media uses only vision to convey information. Examples: pictures, diagrams, whiteboards, flipcharts, posters, infographics, and videos.
- B. Audio Media: Audio media only uses the sense of hearing to convey information. Examples: voice recordings, radio, and podcasts.
- C. Audio-Visual Media: This media combines visual and audio elements to facilitate understanding. Examples: educational films, learning videos, and animations.
- D. Print Media: These are materials that can be read, such as textbooks, modules, magazines, and scientific articles.
- E. Interactive Media: Media that allows direct interaction between students and learning materials, such as educational applications, learning software, and computer simulations.

The connection between traditional and digital learning media occurs in the research of Yuniarti, et al. In 2023 the title “Conventional Media and Digital Media in Learning” used the literature study method to prove that conventional and digital learning media both influence the learning process. Both have different characteristics so they have their respective advantages and disadvantages. At first glance, digital learning media is more effective in its implementation because it is influenced by various types of technology and advantages compared to traditional media.

Research from Haditia, et al. 2024 with the title “Comparison of the Effectiveness of Traditional and Digital Learning Methods in Improving Koranic Competence at the Koranic Competence Institute School” which uses a quasi-experimental design method with a pre-test and post-test model, shows a significant value of 0.035, smaller than 0.05, indicating a significant difference between the two learning methods. Digital learning methods integrated with smart pedagogy and smart technology proved to be more effective in improving students' recitation skills than traditional methods. This study provides empirical evidence that the integration of smart technology and adaptive pedagogy can improve Koran learning outcomes.

Kusyana, et al. In 2024, a research with the title “Effectiveness and Constraints of Using Digital Media in Language Teaching” uses mixed methods, which combines qualitative and quantitative approaches. The results show that the use of digital media in language teaching at MTs Riyadhul Huda Cikalong is quite effective in increasing student learning motivation and facilitating understanding of the material. However, there are some significant obstacles, such as limited internet access, lack of training for teachers, and lack of adequate technology facilities. Although digital media has great potential to improve the quality of language teaching, its implementation still faces various challenges that need to be overcome. Recommendations for the future include improving technological infrastructure, providing more intensive training for teachers, and developing more comprehensive strategies to overcome the existing obstacles.

Research from Muhammad Rianda in 2024 with the title “Comparison of the Effectiveness of Traditional and Modern Islamic Religious Education Learning Methods in Langkat Regency” using a quantitative approach with an experimental design shows the results that modern learning methods have a more significant impact on student understanding and their active involvement in the learning process compared to traditional methods. Although traditional methods are still effective in certain aspects, such as the reinforcement of memorization, modern methods are superior in the development of critical thinking skills and the application of concepts in the context of everyday life.

Mazaimi & Sary 2023 conducted a study entitled “Comparison of the Effectiveness of Traditional Learning and Video-Based Learning in High School” using qualitative methods, namely collecting data and analyzing the learning process of students by utilizing video media provided by the school with the results showing that the use of video media for learning does help students understand the material provided by the teacher and makes it easier for them to master the material presented. This activity is carried out by preparing the material, ensuring the place and supporting facilities, explaining the theory of the material by learning through videos, and making student learning media, and also this activity is also carried out in the form of lectures, discussions, and questions and answers in the classroom.

Wiliyanti, dkk. Year 2024 with the title “Analysis of the Use of Technology-Based Media in Increasing Student Learning Interest” using the literature study method shows the results that technology-based media can increase student motivation and involvement in the learning process through its various advantages. However, the implementation of technology in learning also faces challenges such as limited infrastructure, lack of digital skills, and resistance to changes in traditional learning methods. Therefore, a comprehensive strategy and policy support are needed to maximize the benefits of using technology in education.

Several studies above shows that digital-based learning media has better effectiveness than traditional media. This is shown through the results of all the research sources above which state that the role of technology in learning is effective to support the learning process.

#### **4. CONCLUSION**

Based on the results of the analysis, it can be concluded that the use of technology-based learning media has a more significant level of learning effectiveness than traditional learning media. It is proven through several relevant studies related to the effectiveness of traditional and digital learning. However, there are some things to consider considering the use of technology in its application still faces various challenges such as inadequate infrastructure, lack of teaching skills or teachers in the use of learning technology, internet network stability, and resistance to changes in learning methods. Good learning media is media that can provide the purpose of delivering learning in a simple and easy-to-understand manner.

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