

THE IMPORTANCE OF POWERPOINT PRESENTATIONS IN IMPROVING GENERATION Z COMMUNICATION SKILLS

Aljah Raini^{1*}, Rizki Aditia², Abu Yazid Raisal³

^{*1, 2, 3}Universitas Muhammadiyah Sumatera Utara

^{*1}email: alzahrain414@gmail.com

²email: aditiarizky804@gmail.com

³email: abuyazidraisal@umsuac.id

Abstract: This study highlights the importance of PowerPoint presentations in improving Generation Z's communication abilities. Utilizing a quantitative approach, this research demonstrates that interactive PowerPoint presentations can enhance student engagement and comprehension. Consequently, they develop unique interaction and communication skills. PowerPoint presentations, as visual aids, not only facilitate information delivery in an engaging manner but also enable users to cultivate effective communication skills. In educational contexts, PowerPoint usage fosters student engagement. By incorporating visual elements like images, graphs, and videos, students can better comprehend and retain information. Moreover, PowerPoint presentations promote storytelling skills essential in professional environments. The ability to convey ideas clearly and engagingly is crucial in modern workplaces, where effective communication is key to success. Research indicates that students utilizing PowerPoint in presentations exhibit increased confidence and superior communication skills compared to non-users. Therefore, integrating PowerPoint presentations into educational curricula is vital for preparing Generation Z to face future communication challenges. Consequently, developing communication skills through tools like PowerPoint enhances academic outcomes and equips Generation Z with relevant career skills.

Keywords: Generation Z, Powerpoint Presentation, Interactive Educational, Communication Skills

INTRODUCTION

Generation Z, born between 1997 and 2012, grew up immersed in digital technology. As "digital natives," they possess exceptional skills in operating technological devices and digital applications from a young age. This experience familiarizes them with modern communication tools like social media, instant messaging apps, and digital learning platforms. Key characteristics of Generation Z include high multitasking skills and rapid information processing. They seamlessly switch between tasks and platforms but have shorter attention spans. This demands innovative educational approaches to capture their attention. Consequently, utilizing

visual and interactive media like PowerPoint presentations becomes increasingly relevant.

PowerPoint serves as an effective learning tool, presenting information visually and engagingly. Through elements like graphics, images and animations, PowerPoint delivers material dynamically and interactively. This resonates with Generation Z, who prefer visual learning experiences over lengthy texts (Syah et al., 2023). Research indicates visual media enhances understanding and information retention. Interactive PowerPoint also fosters active student participation, encouraging discussion, immediate feedback and collaborative project work. Such interaction enhances communication skills and builds confidence in presenting ideas publicly.

This study aims to analyze the impact of interactive PowerPoint presentations on students' communication skills in the digital era. By understanding how this tool enhances engagement and comprehension, educators can develop more effective teaching methods tailored to Generation Z's needs.

LITERATURE REVIEW

The utilization of visual media in education has garnered significant research attention, particularly concerning enhanced student engagement and comprehension. Syah et al. (2023) demonstrated that visual media effectively captures students' attention, a crucial factor in the learning process. Visual media fosters deeper engagement with course materials, facilitating understanding of complex concepts that might be challenging when presented through text alone.

Interactive PowerPoint, a visual media form, enables dynamic and engaging material delivery, promoting active student participation (Febrian et al., 2023). Features like animations, graphics and videos make presentations captivating, addressing Generation Z's shorter attention span. This enhances their learning engagement.

Technology integration in education has proven to boost student motivation (Kamil, 2019). Students exposed to technology-based learning methods exhibit greater interest in course materials. Roseno and Wibowo (2019) emphasized that technology integration helps meet industrial needs and prepares students for future challenges.

In an increasingly digitized work environment, proficiency in technological tools is vital. Research indicates visual media not only captures attention but also reinforces abstract concept comprehension (Ananda, 2017). Students using visual media demonstrate significant understanding improvements compared to those relying solely on text.

Visual media provides concrete contexts for learning materials, enabling students to connect taught concepts with real-life experiences. Its usage also enhances social interaction among students. PowerPoint presentations encourage collaboration, discussion and idea-sharing, fostering communication skills and confidence (Budiman, 2016).

This literature review underscores the potential of visual media, particularly interactive PowerPoint, in enhancing student engagement, comprehension and

motivation. Further research is necessary to explore innovative classroom applications and long-term learning outcomes.

RESEARCH METHODOLOGY

This study utilizes an experimental design with a quantitative approach to examine the impact of interactive PowerPoint presentations on students' communication skills. The experimental design enables researchers to control variables influencing the outcome and assess the causal relationship between the treatment and student learning results (Sugiyono, 2012).

1) Sample Selection

The sample comprises 60 twelfth-grade students from SMKN 5 Surabaya, selected through purposive sampling. Students were chosen based on specific criteria relevant to the research objectives, ensuring similar academic backgrounds and prior learning experiences.

2) Data Collection

Data was collected through written tests consisting of pre-test and post-test sections. The pre-test measured students' initial communication skills before PowerPoint intervention. Following the intervention, a post-test assessed communication skills improvement. Using pre-test and post-test enables evaluation of the intervention's effectiveness (Akbar et al., 2023).

3) Data Analysis

Data analysis involved normality tests to ensure data distribution. Paired-sample t-tests measured learning outcome differences before and after the intervention. This test was chosen as it involves two measurements from the same group (pre-test and post-test scores) (Hastjarjo, 2019).

4) Research Objectives

This study aims to provide insights into how presentation media affects student learning outcomes, contributing to the development of effective teaching methods in the digital era. The research seeks to inform educators on designing engaging and interactive learning strategies for gen Z.

RESULTS AND DISCUSSION

This study's results demonstrate a significant improvement in students' communication skills following the use of interactive PowerPoint presentations. The pre-test average score before intervention was 65, while the post-test average score after PowerPoint usage increased to 80, showing a 15-point improvement. Statistical analysis using paired-sample t-tests yielded a significant p-value ($p < 0.05$), indicating a statistically significant difference between pre-test and post-test scores. Therefore, the null hypothesis (H_0) stating no significant difference between pre-test and post-test was rejected, while the alternative hypothesis (H_a) stating a significant difference was accepted.

These findings align with previous research indicating visual media enhances student learning outcomes (Syah et al., 2023). The improvement can be attributed to:

1. Interactive PowerPoint creating engaging and dynamic learning environments. Visual information (graphs, images, videos) increases student involvement.
2. Active participation during presentations fosters material comprehension. Students become engaged discussants, providing immediate feedback, enhancing confidence and information internalization (Febrian et al., 2023).
3. Structured and systematic instruction through organized slides facilitates learning.

Overall, this study highlights interactive PowerPoint presentations enhance student learning outcomes and create enjoyable, effective learning experiences. These findings emphasize educators' consideration of technology integration to boost student engagement and comprehension in the digital era.

CONCLUSION

The utilization of interactive PowerPoint presentations effectively enhances Generation Z's communication skills. This study demonstrates that this medium fosters active student engagement and reinforces understanding of taught materials. By integrating visual and interactive elements, PowerPoint facilitates comprehension of complex concepts and makes learning more engaging.

Analysis reveals significant improvements in pre-test and post-test scores, indicating substantial advancements in communication skills among students exposed to interactive PowerPoint-based learning. Active participation during presentations, such as group discussions and immediate feedback, creates a dynamic learning environment, motivating students to engage.

Therefore, educators are encouraged to integrate presentation media into their instructional strategies. Interactive PowerPoint can effectively enhance student learning outcomes, particularly in vocational education contexts. Moreover, educators should continuously explore and leverage cutting-edge technologies to create relevant, engaging learning experiences tailored to Generation Z's needs.

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