

## POWTOON-BASED AUDIOVISUAL INSTRUCTIONAL MATERIAL FOR KINDERGARTEN STUDENTS

by:  
**Dianalyn M. Dizon**  
*Teacher III, Panilao Elementary School*

In the contemporary education, internet is one of the most evident source of information which also helps streamline communication for teachers and learners to cope up with modern learning system. It can be considered as a significant and integral element of education, especially in this present age, when the crisis brought by the Covid19 pandemic marked a turning point to the academe, that is now unequivocally online. As per Selwyn (2014), the worldwide educational significance of internet will continue to be extensive throughout this decade. Regarding this, it is a major challenge for kindergarten teachers to provide instructional materials and a stockpile of online learning resources for young learners to access. In 2012, Ilya Spitalnik and his colleagues found the PowToon Visual Communication Platform, which allows the users to create animated presentations by manipulating pre-created cartoon stickers and objects with a provided music that stimulates learning. It gives way for the researchers to develop a PowToon-based audiovisual instructional material which can suffice the learning of preschoolers.

Audiovisual instructional materials (Daryanto, n.d as cited by Puspitarini et al., 2018) open new opportunities for teachers to improve their instruction because of the characteristics of video technology like moving images and sounds of media that will automatically catch the interest of kindergarten students. Not only does it motivate the learners to learn, but it is also proven to enhance the retention of the learners about the topic when the subject matter is delivered or presented through a video (Puspitarini et al., 2018). Audio-visual materials can also be accessed at home and would be of great help to students for review and revision (Semaan & Ismail., 2018).

PowToon is a web-based tool designed to make exciting and interesting animations that can help the teachers to increase the engagement of the class during instruction (Edwards, 2022). It is best and applicable for kindergarten students which can be easily bored during the class. As seen in the main site of PowToon, their mission is to empower individuals to create and add a drizzle of creativity to their subject and transform it into engaging instructional materials that will inspire the audience to care, connect, and act. Hence, it will also inspire kindergarten students to enjoy studying, communicating with the class virtually, and participating in online classes.

This educational article is based on the study conducted by Puspitarini (2018) that shows that PowToon-based audiovisual media is feasible and recommended to be used as an instructional material owing to the fact that it promotes the learners' motivation and better retention of concepts.

Karami (2019) carry out a study on the benefits of audiovisual instructional materials like PowToon and concluded that it helps expand the vocabulary of students as it claimed to enhance the said matter through watching videos with comprehensible input and hearing words of meaningful contexts proving only that PowToon is qualified to be introduced in the instruction. There is also another study conducted by Seeman et al (2018) which showed results that the instruction went smoothly with little to no unnecessary interruptions as the students were highly immersed and fully concentrated on the audiovisual material developed using PowToon. Seeman et al. (2018) also mentioned in their study that PowToon does not only benefit the students as it also shows positive impacts on kindergarten teachers, especially those who struggle due to lack of interest of kindergarten students in virtual learning.

Based on the result of the questionnaire of the research conducted by Adnyani, Mahayanti, & Suprianti (2019), it is necessary for teachers to have media that utilizes technology which

material based on the syllabus and suits the distinct learning capabilities of kindergarten students. One characteristic of PowToon is the immense video animation that provides moving images and sounds which help increase the retention rate on the subject matter. According to Adnyani, et. al (2019), video animation encompasses the use of five senses of the learners. It keeps them close to real and authentic situations in learning, attracts their attention and keeps them involved for a longer period. Concomitantly it involves listening, watching, reflecting, doing and participating. In this case, the teacher can no longer teach based only on the textbook that least captivates the attention of the learners, as she may discuss the lesson using an animated video through PowToon.

By incorporating the video material with several strategies and techniques, the teacher can create innovative learning materials for effective learning process. Hari (2019) said that a video made with PowToon attracts the students' attention easily and maintain their concentration during the teaching and learning process. Moreover, it was concluded that this media was also able to motivate the students to learn a language. Therefore, the writer of this study suggests that kindergarten teachers should use PowToon-based audiovisual material as an additional media in teaching kindergarten students.

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