



Enhancing Cultural Competence in ELT: The Integration of Google Sites and Case Based

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received</p> <p>Revised</p> <p>Accepted</p> <p>Keywords:</p> <p><i>Cultural Competence</i></p> <p><i>Digital Media</i></p> <p><i>Google Sites</i></p> <p><i>Case base</i></p>	<p>The study aims to measure the use of digital media on Google sites which is integrated with case method in English culture in ELT course. It is qualitative research which elaborates the use of digital media Google Sites integrated with case method in enhancing students' cultural competence. This research involved 28 students who joined in English Culture in ELT course. Data was collected with observation, questionnaires, and documentation. Data analysis was done with a descriptive analysis. Research results obtained from the students' perception regarding the media appearance, material and benefit. The data showed the score 83 for the appearance, 83 for the material presentation and 85 for the benefit of google sites cultural based. Based on this data, the research shows that digital media on google sites (case based) on the English culture in ELT is feasible to enhance students' cultural competence.</p>



INTRODUCTION

The purposes of learning depend on many facets, such as proper learning strategies, the learning media, and relevant teaching materials. The use of the teach media makes it easier for teachers to give explanations related to the lecture materials. The learning medium is the tool used by educators in the learning process. Media are not just tools or materials, but other things enable learners to acquire knowledge (sanjaya,2013). The learning media is every medium within which information can be communicated to others (Anita,2010). Specifically, the learning media have a function in the teaching process to increase the learner's stimulus in learning activities (surata, 2020). The learning media is created to sustain the learning process between teachers to learners. The process of introduction and constructive understanding of a material is easier for teachers to learners.

To adapt with the technology development in education, it is felt that studying the English culture in Elt's subjects would need to develop digital media. Digital media can present learning materials contextually, both audio and visual with interesting and interactive (muttering, 2013). The use of digital media can help to achieve the aim of English culture in Elt. The attainment of these university studies is that students are able to communicate effectively in English with other people of different cultures, thus minimize conflict, and bridge cultural differences.

To achieve the aim of studying the English culture in ELT, subject requires a method of learning that encourages learners to think critically about foreign cultures. Case method can be applied to the subject of English culture in ELT. Case is an authentic situation given to the protege to dig up and find the problems and solutions of the given case. Presenting cases relating to foreign cultures is expected that students will be able to meet the diversity that exists within the global sphere of individuals, groups, and communities.

Based on the observation on the learning media in English Culture in ELT that used in the class, the learning media that used by lecturer is limited by the power point. The lecturer presented teach materials using a talk method with a simple media power point. Use of the teach media does not involve students to use it so that in the learning process students seem passive. The presentation of material was not accompanied by the presentation of cases that stimulus the student to explore the topic of the study. This underscores students' ability to do well at the end of English culture in ELT.

The observation of English culture in ELT studies weaknesses, the researcher are interested to developed a digital teaching media based case method. The study conducted in response to the researchers' response to the obstacles facing the learning process as well as the application of the OBE (Outcome Based Education). OBE is an educational system that emphasizes what students can do well at the end of their learning experience (Arifin, 2020). Digital case-based media was developed to encourage students to be able to communicate effectively with foreigners who have cultural diversity. Hence, students need to embody their need for investigative and digital media to English Culture in ELT.

Digital media on Google sites is compiled according to case-based learning. As Azzahra (2017) the sequence in content presentation on Google sites based case is:

1. Exposure to topics
2. Case presentation
3. Search for information, data and literature
4. Completion of the case given
5. Presentation of completion and hypothetical results

Werdiningsih (2021) states that case method is participative learning method that use in discussing to solve the problem. The use of case method will sharpen and strengthen critical thinking ability, problem solving, communication, teamwork and creativity. The phases of case method are as following cases, analyzing cases, identifying the questions in the case, finding information, determining the steps to resolve the cases, making conclusions, presenting the results, evaluating and giving feedback.

According to Heinic (2020) the media is a mediational instrument in the study mechanism of books relating to the subject material, be it the pictures they predicted, photos, videos, audio, and radio. As one defines media as a tool for the design processes of scientific, material one study, strategy, and a review of learning. According to the Kempt (2020), media is needed in order to attract learners' interest and motivation in learning about them.

The course of English culture in ELT was the subject that presented cross-cultural theories and practices to USA social and cultural systems. The material presented will be cultural concepts, family life, friendship relationships, educational systems, the work/professional world, and cultural conflicts. The attainment of this course of study is that students are able to communicate effectively using English with other people in different cultures, minimizing conflict, and bridging cultural differences

METHOD

This research used qualitative method which focused on exploring and understanding students' experiences, behaviors, and processes in using digital media Google Sites. The participants of this research are students who took English Culture in ELT at English Education Program. There were two tests in obtaining the data, namely small group test and field test. The instruments in collecting the data were questionnaires and interview.

Data gathering instruments on prototyping using Google site-based media assessment instruments on a case scale on a likert scale, with a score range of 1-5. The assessment component of a small stage group is conducted on the use of Google sites that include reading, easy to use, easy to understand, supporting student learning, encouraging and interested learning.

FINDINGS

The use of media Google Sites in learning English Culture in ELT received possitive responses from the students.

Table 4. Students' response on media Google Sites Cultural Based

Input from	Score		
	Appearance Aspect	Material Presentation Aspect	Benefit Aspect
Student low ability	84	85	85
Student medium ability	84	83	84
Student high ability	83	83	83
Average	83	83	85

From the table, the students gave score 83 for the appearance, 83 for the material presentation and 85 for the benefit of google sites cultural based. It shows that the students have possitive feedback on the use of Google Sites in learning English Culture in ELT course.

Regarding the case-based learning method, 30.6% of students stated that this method really helped them in improving their understanding of English Culture in ELT material, while another 67% felt this method was helpful. Only 2% of students felt this method was less helpful, and none felt it was not helped at all. Overall, this data shows that students have a positive perception on the use of digital media and case-based learning in improving their understanding of English Culture in ELT. Table 4.2 below explains student needs regarding learning methods in the English Culture in ELT course.

Tabel 4.2 Students' Perception on Case Method

Questions	Opinions	(%)
What is the obstacle in learning English Culture in ELT?	a. Comprehending the concept of culture	22,4%
	b. Resolving cross over conflict culture	34,7%
	c. Lack of examples of cultural shock	20,4%
	d. Difficult in inserting the cultural content in learning English	22.4%
Do you think case method can improve critical thinking?	a. Helpful	100%
	b. Not helpful	0

According to you, what is the strength of case method?	a. Improving critical thinking skills	55,1%
	b. Improving teamwork skills	2%
	c. Improving communication skills	6,1%
	d. Improving problem solving skills	36,7%
I hope the learning material in English Culture in ELT by implementing case method may improve my skill in....	a. Improving cross cultural interaction	65,3%
	b. Recognizing English culture	18,4%
	c. Resolving cultural shock	0
	d. Arranging learning material of multicultural	16,3%

First, as many as 22.4% of students faced difficulties in understanding foreign cultural concepts, dealing with cross-cultural conflicts (34.7%), and felt they did not get enough examples of cultural shock cases in cross-cultural interactions (20.4%). Apart from that, 22.4% of students found it difficult to insert foreign cultural content in English learning. Next, all over respondents (100%) agreed that case-based learning is very helpful in improving critical thinking skills. Students identified several advantages of this method, including increasing critical thinking skills (55.1%), problem solving skills (36.7%), communication skills (6.1%), and the ability to work together in teams (2%). Finally, the majority of students (65.3%) hope that case-based applications in lectures can improve their ability to interact across cultures. Meanwhile, 18.4% of students hope to get to know foreign cultures better through this method. Overall, this table shows that case-based learning is recognized as having a positive impact on developing critical thinking and problem-solving skills, as well as increasing cross-cultural understanding among students.

CONCLUSION

The conclusion of the study is a digital media product on Google sites (case based) on eight chapters of English culture in ELT. 1) the result of the expert validation was scored 83.5 in very feasible classification.; 2) tests in small group obtained an 84.0 score meaning classified is very feasible; And 3) results from the field test acquired 83.1 score which means

included in very feasible classification. Based on this, the teaching product developed by Google sites (case based) digital media on the English culture in ELT is feasible for use.

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