

11. The Relation between Lecturer Role and Software Academic to Elevate Writing Literacy Case on Business Students

by Kapin Proceeding

Submission date: 14-Jul-2021 11:44PM (UTC+0900)

Submission ID: 1619559425

File name: 11._Robetmi_Jumpakita_Pinem_dkk.pdf (381.64K)

Word count: 2315

Character count: 12787

The Relation between Lecturer Role and Software Academic to Elevate Writing Literacy Case on Business Students

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Abstract. The impact of technology also includes an impact on the educational environment, with the development of increasingly advanced technology able to facilitate activities in educational activities. This technological development certainly has a very good impact and accelerates human activities. Students are the highest stage in the world of education. There is many software nowadays that can be used by students to improve their writing skills. For example, google translate to make it easier for students to understand foreign language writing to increase references in writing. Students can understand various writings from various foreign languages. The role of lecturers to increase interaction with students is able to increase student activity to better understand and be more creative to improve their writing skills. Students are also greatly helped by the facilities such as Mendeley, endnote, Turnitin and other free journal facilities so that they can improve student skills to think more creatively. Students can look for references and document written files that are able to support student writing. Students feel helped by facilities that can be used to support writing.

Keyword: lecturer role, software academic, elevate, writing literacy

1 Introduction

The development of information technology, especially in the last two decades, has made human life easier and more complex. There are many new activities or activities that can be carried out to facilitate human activities with increasingly advanced technological developments. The impact of technology also includes an impact on the educational environment, with the development of increasingly advanced technology able to facilitate activities in educational activities. This technological development certainly has a very good impact and accelerates human activities.

Students are the highest stage in the world of education. Students with the highest level of intelligence and maturity in general. Students who are highly educated are expected to be able to generate ideas by expressing them through writing. Students who enter the final stage will reach the compulsory stage of writing their final assignments and at this stage students are considered mature in starting to write, especially scientific writing in the field of science that they contain. The essence of literacy is reading-thinking-writing activities [1]. Literacy refers to the ability to read and write at an appropriate communication stage in a well-educated society [2].

Kern (2000) states that, literacy involves communication, communicate with one another using ICT. The ability in writing for each person will certainly be different, but at the stage of entering the final semester students should have started to become proficient in writing. Writing ability cannot be equated for every student because of many factors that influence it. Several factors influence students' ability to write, such as the role of lecturers in class to direct students. Through learning in the classroom, students must also have different understandings of the material provided by the lecturers in class. According to Garcia, M. C. and Antonio, J. M. (2013), various ICT tools have become part of life in society and has become an important part of education. one of them is the use of software to support writing skills.

Another factor is the existence of supporting facilities for students to make it easier to learn and understand many things, especially in adding writing references and making it easier to understand. One of the facilities that can support students in improving their writing skills is the software facility. The ability and intelligence of humans that continue to develop are able to produce several software that can help facilitate human activities, especially in the field of education. Software is able to simplify human work and make it easier to learn something in an era where more and more software can be used. Skills needed to create multilingual learning are high reading comprehension, good writing skills, language skills and various digital media skills [5].

There is many software nowadays that can be used by students to improve their writing skills. For example, google translate to make it easier for students to understand foreign language writing to increase references in writing. Students can understand various writings from various foreign languages. Mendeley or Endnote is a software for a reference list that is able to store files in the form of books and journals so that it will make it easier for students to document all their scientific files and can make it easier to organize references used to improve their personal abilities and the quality of their writing.

Turnitin is a software to check plagiarism or the level of similarity of writing to another people's work. One way to avoid plagiarism from another people's work. This software is also able to improve student abilities. The existence of software that is able to detect similarities in writing and even be able to show sources with the same writing, students will definitely try to think more creatively in writing, especially in finding ideas. Students will definitely prefer to think of ideas rather than being detected copying another people's work.

Lecturers who teach in the class play a big role in directing students both how to write, look for ideas, put ideas into writing. Lecturers who already have experience will definitely lead students to understand better about. It is generally believed that good teaching requires good communication between teachers and students and between students. Through effective cooperation between teachers and students, you can get the best productivity in the classroom. Therefore, the role of the teacher is essential for effective teaching. Teachers should provide support. An understanding teacher can effectively create a positive classroom atmosphere and encourage students to perform well and be motivated in the classroom. Supportive teachers are also teachers who pay attention to the learning process and provide all students with opportunities to improve learning and participate in the learning process [6].

2 **Methods**

The research method used in this research is qualitative research. Qualitative research is a research method in which the collected data and analysis are of high quality. Qualitative research is also called a naturalistic research method because the research is conducted in a natural environment (natural environment), as described by Sugiyono (2011). The qualitative research

of Moleong (2013) is an exploratory process, which provides descriptive data based on the spoken language or observed behavior of the respondent.

The information assortment technique is finished with primary data and secondary data. Primary data by conducting in-depth interviews with key respondents. Secondary data is done by finding out literature and numerous data via the internet. The analysis was meted out from the results of interviews with students and lecturers of business students to seek out the connection between Lecturer Role and package educational to elevate writing literacy. will the role of lecturers and software support their writing literacy. the primary stage is conducting interviews and analyzing the issues sweet-faced and final the results of the interview. And the end the result show the relation between Lecturer Role and package educational to elevate writing literacy.

3 Results

Writing is an activity that looks easy but is not easy. The ability to translate ideas and ideas into writing that has good value or content is not easy to do. Students find it very helpful to improve their writing skills with the many directions or roles of lecturers. Steps for finding ideas and presenting supporting data when you want to write a topic. The relation between lecturer role to elevate writing literacy case on business students. Students agree that the role of lecturers is very large in increasing students' understanding of writing and developing their writing.

Lecturers have a role to play in improving the environment that supports students to write. The lecturer's experience in writing with various cases really helps students to develop ideas when writing. The lecturers 'concern to improve students' understanding of writing greatly improves student understanding, especially writing practice so that it will facilitate student understanding. The role of lecturers to increase interaction with students is able to increase student activity to better understand and be more creative to improve their writing skills.

Lecturers also always try to improve the role of students to actively participate in asking questions when they don't understand and come up with ideas to improve the quality of writing. The role of lecturers is very important to direct students to write by building good communication so that students can come up with their ideas. Interaction and exercises in class will improve students' ability to write [9].

Students are also greatly helped by the facilities such as Mendeley, endnote, Turnitin and other free journal facilities so that they can improve student skills to think more creatively. Students can look for references and document written files that are able to support student writing. Students feel helped by facilities that can be used to support writing. The role of existing academic software is to make writing more effective and able to produce better writing. Lecturers as facilitators on campus have a role to direct students to better understand and be able to write better [10]. There is any impact lecturer role and software academic to elevate writing literacy case on business students.

4 Conclusion

Students are the highest stage in the world of education. Students with the highest level of intelligence and maturity in general. Students who are highly educated are expected to be able to generate ideas by expressing them through writing. Students who enter the final stage will reach the compulsory stage of writing their final assignments and at this stage students are considered mature in starting to write, especially scientific writing in the field of science that

they contain. Another factor is the existence of supporting facilities for students to make it easier to learn and understand many things, especially in adding writing references and making it easier to understand. One of the facilities that can support students in improving their writing skills is the software facility.

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5 Suggestions

Suggestions from the results of this study are:

- a. Lecturers must be active in establishing two-way communication in the classroom to support the implementation of teaching and learning activities in class, especially in improving students' writing literacy.
- b. The campus must facilitate academic software to support students in improving their writing skills and creativity.
- c. The campus must be able to increase activities that encourage activities that can improve students' writing literacy.
- d. Students must practice frequently in addition to receiving directions from lecturers and other facilities to improve their writing skills.

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