

## **The Use of the Melajari Website in Cultural Arts Education and Its Impact on the Learning Outcomes of Grade 11 Students at MA Hidayatullah Martapura**

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### **Abstract**

Along with the independent curriculum, the educational world in Indonesia has begun a transition to digital learning. However, the use of learning media is still minimal in several schools that support it, which can hinder the understanding of learning, especially visual learning, such as artistic learning. This study seeks to determine the strategy for utilizing the *Melajari* website and its influence on student learning outcomes in the area of artistic and cultural dance. The research method was qualitative descriptive, with 11 grade students at MA Hidayatullah Martapura, with a population of 130 students, and purposive sampling. In addition, data analysis techniques such as data reduction and presentation, and the drawing of conclusions or verification were employed. The results of the study show that the strategy of using the *Melajari* website leverages classroom media usage patterns, enables active student participation, and fits with the characteristics of arts and cultural learning in the context of visual dance. The influence of using the *Melajari* website shows that student learning outcomes in the experimental class are approximately 14.28% higher than those in the control class, which does not use the *Melajari* website. Based on these results, it was concluded that the strategy employed engaged students more actively and enthusiastically and had a positive impact on the learning outcomes of 11 grade students at MA Hidayatullah Martapura. Other researchers wishing to conduct similar research are encouraged to integrate it with other strategies.

**Keywords:** *Utilization, Melajari Website, Arts and Culture, Learning Outcomes*

### **ABSTRAK**

Bersamaan dengan kurikulum merdeka, dunia pendidikan di Indonesia mulai menjalani transisi pembelajaran yang melibatkan digital, namun nyatanya masih minim penggunaan media pembelajaran di beberapa sekolah yang sarana sekolahnya mendukung, sehingga dapat menyebabkan siswa kesulitan memahami pembelajaran terutama yang berbasis visual seperti pada pembelajaran seni budaya. Penelitian ini bertujuan untuk mengetahui bagaimana strategi pemanfaatan dan pengaruh pemanfaatan website Melajari terhadap hasil belajar siswa pada pembelajaran seni budaya materi seni tari. Metode penelitian menggunakan deskriptif kualitatif, pada siswa kelas 11 di MA Hidayatullah Martapura dengan populasi 130 siswa dan pengambilan sampel menggunakan purposive sampling, serta teknik analisis data menggunakan reduksi data, penyajian data, dan penarikan kesimpulan atau verifikasi. Hasil penelitian menunjukkan bahwa strategi pemanfaatan website Melajari menggunakan pola pemanfaatan media dalam situasi kelas, dapat melibatkan aktif siswa dan sesuai dengan karakteristik pembelajaran seni budaya pada materi seni tari yang berbasis visual, pada pengaruh pemanfaatan website Melajari menunjukkan bahwa hasil belajar siswa pada kelas eksperimen lebih tinggi sekitar 14,28% dibandingkan dengan pembelajaran pada kelas kontrol yang tidak menggunakan website Melajari. Berdasarkan hasil tersebut, disimpulkan bahwa strategi yang digunakan dapat melibatkan siswa lebih aktif dan antusias, serta memberikan pengaruh positif terhadap hasil belajar siswa kelas 11 MA Hidayatullah Martapura. Bagi peneliti lain yang ingin menggarap penelitian serupa, direkomendasikan untuk mengintegrasikan dengan strategi pemanfaatan lainnya.

**Kata kunci:** *Pemanfaatan, Website Melajari, Seni Budaya, Hasil Belajar*

## **INTRODUCTION**

In preparing students' competencies to be more responsive to changes in the times and ready to face rapid technological advances as well as social and cultural changes, universities are required to be able to create and implement innovative learning procedures so that students can achieve learning objectives that include attitudes, knowledge, and skills in the most efficient and relevant way. This demand is expected to be addressed through the Merdeka Belajar-Kampus Merdeka (MBKM) policy. In higher education, the "merdeka" campus represents an autonomous and flexible learning environment that fosters an innovative, unrestricted learning culture tailored to students' needs (Ministry of Education and Culture, 2020).

One of the MBKM programs, whose learning is conducted by selected partner companies, is Independent Study. The Indonesia Cyber Education Institute (ICE Institute) is one of the partners that has conducted independent studies with a microcredential program, offering various materials from universities both domestically and internationally. One of these programs focuses on Information Technology or Higher Education, exploring the use of information technology to enhance the quality of learning and educational delivery, utilizing software such as websites to support the learning process.

With the implementation of the Merdeka Curriculum, the education sector in Indonesia is undergoing a transition toward digital learning. This transformation will be a transition based on our understanding of how important it is to build broad skills and competencies, especially in elementary and secondary schools (Sufyadi, 2022). Thus, how important information technology is as a support to create more effective and efficient learning, including through the use of media such as the Melajari website in learning.

During the implementation of the Student Creativity Program (PKM), the Melajari team developed a website called the Melajari website. The Melajari website is an interactive learning platform designed for young people to preserve the culture of South Kalimantan. Additionally, there was an opportunity to conduct a socialization session on the use of the Melajari website, which took place on August 13, 2024, at MA Hidayatullah Martapura. During the socialization, the students' response was enthusiastic and received positive feedback from teachers, encouraging them to utilize the Melajari website, particularly in cultural arts education.

Based on observations in cultural arts education, it was found that teaching methods still relied heavily on lectures and direct practice, despite school facilities supporting the use of interactive media. However, the utilization of interactive media in education remains minimal, and students struggle to understand concepts, especially those based on visuals. This is because teachers feel more comfortable with the methods they are using. Lectures are seen by teachers as a quick way to cover accumulated lesson material (Abduhrohman et al., 2025). However, this approach may result in reduced student engagement during lessons.

Therefore, interactive learning media that encourage active student participation and visual representation are needed in cultural arts education. Innovations in interactive learning media, especially those based on visuals, can help students understand concepts more effectively (Rini et al., 2024). The use of interactive learning media based on culture, such as the Melajari website, can help students become more actively involved and provide visual representations. Additionally, research by Samo et al. (2023) on the use of websites in learning has proven to improve student learning outcomes.

The author focuses on the utilization of the Melajari website at MA Hidayatullah Martapura with the title "The Utilization of the Melajari Website in Cultural Arts Learning on the Learning Outcomes of Grade 11 Students at MA Hidayatullah Martapura." The purpose of this study is to determine the strategies for utilizing the Melajari website and the impact of its utilization on learning outcomes. Additionally, it reviews various theories, findings from the study, and expert opinions regarding the strategies for utilizing media on student learning

outcomes. Furthermore, this research analyzes the strategies for using interactive media in learning and their impact on student learning outcomes in terms of conceptual knowledge and their connection to the learning environment, which involves technological development.

## **METHODS**

The research method used in this study is descriptive qualitative. Descriptive research is research that describes and evaluates an issue in a situation, developing perspectives, and analyzing the results. Qualitative research, according to Sugiyono (2023), is a research method based on philosophy, used to study natural conditions with the researcher as an important instrument, employing triangulation techniques for data collection, and prioritizing meaning over generalization in data processing.

This research was conducted at MA Hidayatullah Martapura, located at Jl. P. Hidayatullah No. 1A, Keraton Village, Martapura District, Banjar Regency, South Kalimantan. The study on the utilization of the Melajari website in cultural arts education and its impact on the learning outcomes of 11th-grade students at MA Hidayatullah Martapura was conducted during the second semester of the 2024/2025 academic year, from March to May 2025.

The population of this study consists of 130 Grade 11 students at MA Hidayatullah Martapura, while the sampling technique used in this study is purposive sampling, which falls under non-probability sampling. Purposive sampling is a sampling technique based on specific considerations (Sugiyono, 2023). Purposive sampling was used because Grade 11 students at MA Hidayatullah Martapura had already been introduced to the Melajari website during a school orientation activity, making them relevant as samples and expected to provide data aligned with the research focus. According to Arikunto (2013), if the population is larger than 100 people, then 10-15% or 20-25% of the current population can be sampled. Thus, the population included in this study consists of 26 students and 1 teacher, or 20% of the 130 students. The following are various methods of data collection in this study:

1. Observations were conducted during the socialization of the Melajari website, then during arts and culture lessons by observing classroom activities, and during the implementation of strategies for utilizing the Melajari website to see student involvement.
2. Interviews were conducted using semi-structured interviews to identify the initial issues in the study and explore strategies for utilizing the Melajari website.
3. Documentation was used as supplementary evidence for observation and interview techniques, serving as physical evidence or archives to strengthen the data collection results.

According to Miles & Huberman, as cited in (H. H. Mansur et al., 2019), there are three qualitative data analysis techniques: data reduction, data presentation, and drawing conclusions and verification. These techniques were used by the author in this study.

## **RESULT AND DISCUSSION**

The strategy for utilizing the Melajari website in this study uses a pattern of media utilization in a classroom setting where its use is tailored to the teaching and learning process in arts and culture education, with the learning objective of helping students understand the function of criticism in dance works, including the ability to explain the elements of beauty, meaning, and symbolism in traditional dance works, by presenting learning in a conceptual, visual, and interactive manner. The stages of the Melajari website utilization strategy during learning are as follows:

1. It begins with interaction with students to create a conducive learning atmosphere and convey the learning objectives.

2. Next is the core activity, which involves showing students images of dance performances as a stimulus and asking for their responses to the images.
3. Direct students to the dance critique material, explained conceptually through the content available on the Melajari website, and presented visually through videos of traditional dance performances so that students can directly recognize dance movements, costumes, and listen to the accompanying music while understanding the meaning and symbols within the dance performance.
4. The learning process is complemented by formative assessment through discussions and presentations.
5. Summative assessment consists of a dance critique writing assignment, which includes opinions on the strengths and weaknesses of the dance performance, aesthetic elements, and cultural symbolism.
6. The activity concludes with a group reflection to assess students' understanding and learning experiences.

Active involvement and enthusiasm from students during the learning process will create a more memorable experience, as evidenced by interviews with teachers, who stated that the use of the Melajari website can increase active involvement and enthusiasm among students during the learning process, making it more interactive. Additionally, teachers also noted that the material presented through the visually-based Melajari website is appropriate, as it facilitates authentic and contextual learning.

Thus, it can be stated that the use of the Melajari website can create an active learning environment while supporting the visual presentation of material, demonstrating that the strategy used is relevant to the characteristics of the arts and culture subject in the 11th grade at MA Hidayatullah Martapura, which emphasizes visual experiences and appreciation of beauty in supporting student learning outcomes.

The impact of utilizing the Melajari website in this study relates to student learning outcomes, particularly in arts and culture education on the topic of dance criticism. The research findings were obtained from students' summative assessments of the Melajari website's utilization and compared with a control class that did not use the Melajari website in their learning. The learning objective was to assess students' understanding of the function of dance criticism, including their ability to explain the elements of beauty, meaning, and symbols in traditional dance works.

In the assessment of learning outcomes with a maximum score of 16 points, and to facilitate data analysis, it was aligned with the categories of student learning outcomes according to the Ministry of National Education cited in the study (Basam, 2022), as follows:

Table 1. Category Learning Outcome

Value Interval	Category
86-100	Very Good
71-85	Good
56-70	Fairly Good
41-55	Poor
≤ 40	Very Poor

Based on these categories, the scores were converted to a scale of 100. Thus, the assessment of 26 students found that the average score in the control class was 75.72, indicating the "Good" category, and the average score in the experimental class was 86.53, indicating the "Very Good" category. There was a difference of approximately 14.28% in the learning outcomes using the Melajari website as a learning medium.

This shows that students find it easier to understand the elements of beauty and symbolism in dance works visually and interactively through the Melajari website. For

example, dance performance videos on the Melajari website help students understand the elements of beauty and symbolism in dance, which would be difficult to convey through text or images alone, as well as presenting conceptual material in a concise and easy-to-understand manner. This is reinforced by interviews with students who said that the Melajari website greatly supports students in becoming more focused and enthusiastic about learning dance. Although the results are positive and higher at around 14.28%, there is still room to achieve a higher percentage, as some students may need more time to adapt to the Melajari website, and the duration of media use is limited.

Rapidly developing technology has had a profound impact on the world of education, as the current learning process involves students exploring various learning resources other than just teachers and textbooks (Hasby et al., 2021). Flexible and easy-to-use website-based learning media such as the Melajari website are highly relevant and effective in arts and culture learning, especially in traditional dance performance materials that emphasize visual experiences (Wahyuni et al., 2022). This is in line with research (Azahra & Aryani, 2024) which found that interactive learning media can enhance the dance learning experience by presenting more lively and interesting material. The learning process can run well, and requires support from all components of education, including effective learning media (H. Mansur & Rafiudin, 2020). Thus, the use of the Melajari website in cultural arts learning in grade 11 at MA Hidayatullah Martapura is a real implementation of technology-based learning that provides space for more effective student learning engagement.

The utilization strategy refers to the pattern of media utilization in classroom situations according to Arif Sadiman, where media utilization is adjusted to the teaching and learning process. In this case, the material is delivered conceptually and visually through the Melajari website, including videos of traditional dance performances that allow students to recognize dance movements, costumes, and accompanying music, as well as understand the meanings and symbols involved, thereby accelerating the achievement of learning objectives by helping students learn and retain information or messages represented by images or symbols (Utama & Salim, 2021). Based on the results of interviews with teachers, they stated that the Melajari website is creative, easy to understand, and increases student engagement, making the learning process more meaningful and effective.

The summative assessment results using the Melajari website showed a positive effect on student learning outcomes, with a comparison of the average score in the control class of 75.72 and the average score in the experimental class being higher at 86.53, proving that the support of the Melajari website had a positive effect. These results are in line with research (Nengsih & Dilfa, 2025) which proves that digital learning media such as websites have a significant positive effect on learning outcomes in dance. Based on the interview results, it was also shown that the delivery of material became more effective, especially in the context of dance learning, which is visual and contextual in nature.

Fendi et al., (2025) emphasize the importance of selecting learning strategies and media that are appropriate to student characteristics in order to achieve maximum learning outcomes. This is reinforced by (Hidayatullah et al., 2023), who also state that learning media will enhance the learning process and facilitate interaction between teachers and students. Thus, the use of the Melajari website with active and structured strategies will have a significant positive impact on student learning outcomes in dance education.

Website-based learning media can serve as an intermediary to facilitate the delivery of teaching materials to students, resulting in effective and efficient learning (Saidah, 2023). This can be seen from the cultural arts learning outcomes of dance performance and dance critique in class 11 at MA Hidayatullah Martapura, which were around 14.28% higher, proving that the utilization strategy and the Melajari website used can support the material needs for in-depth exploration, meaning, and appreciation by students.

## CONCLUSION

Based on this study, it can be concluded that the use of the Melajari website in arts and culture learning, with a pattern of use in classroom situations, has been proven to encourage active student participation in the teaching and learning process and has a positive influence on the learning outcomes of 11th grade students at MA Hidayatullah Martapura in arts and culture learning in dance, thereby achieving learning objectives. Based on these results, it is recommended that other researchers who wish to conduct similar research integrate other utilization strategies, as this may influence different results.

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