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No - 198, Upper Hatia, Near Mahatma Gandhi  
Smarak High School, Ranchi - 834003, Jharkhand  
Ph : 919097302256 / Email : [info@eislearning.com](mailto:info@eislearning.com)

# **International Journal of Innovations in Engineering Research and Technology**

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## Contents

Sr. No.	Articles / Authors Name	Pg. No.
1	Modern Education In Revolution 4.0 <i>- Werti Tangahu, Abdul Rahmat, Rusmin Husain</i>	1 - 6
2	Review on Advances in Manufacturing " 4D Printing " <i>- Dnyaneshwar M. Chopade, Ashwin J.khatkale, Swapnil H. Hawale, Sagar S. Vhanamane, Ganesh R. Dhyagude</i>	7 - 12
3	Communicative Language Teaching to A2 Level Students <i>- Jurayeva Khurshida Alisherovna</i>	13 - 18
4	The Analysis of Marketing Strategies to Market Orientation to Increase Marketing Performance of Leather Crafter SME in Tanggulangin <i>- Tubagus Achmad Darodjat, Nur Laely, Djunaedi, Pamadya Vitasgoro, Dea Rosita, Abdul Rahmat</i>	19 - 28
5	The Philosophy of Online Learning in the Covid-19 Era <i>- Risnawati Yusuf, Abdul Rahmat, Rusmin Husain, Mohammad Zubaidi</i>	29 - 34
6	The Importance of Speaking Skills for EFL Learners <i>- Sadullayeva Nilufar Kadamovna</i>	35 - 38
7	The Role and Importance of Cultural and Historical Monuments in Educating Young People in the Spirit of Patriotism <i>- A. R. Mirzaev</i>	39 - 42
8	The Cultural Heritage of Developing A Sense of Patriotism <i>- F. A. Dosumxodjaev</i>	43 - 45



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# Modern Education in Revolution 4.0

**Werti Tangahu<sup>1</sup>, Abdul Rahmat<sup>2</sup>, Rusmin Husain<sup>3</sup>**

<sup>1</sup>Department of Basic Education, Postgraduate Program Gorontalo State University

<sup>2</sup>Department of Basic Education, Postgraduate Program Gorontalo State University  
abulrahmat@ung.ac.id

<sup>3</sup>Department of Basic Education, Postgraduate Program Gorontalo State University  
rusmin.husain@ung.ac.id

## ABSTRACT

*This study aims to describe modern education in the 4.0 revolution. This research was conducted through literature studies by collecting and examining a number of journals or literature that have a connection with modern education in the 4.0 revolution considering that during the current pandemic, education should lead to the use of various technologies to support the success of the learning process in schools. Then in data collection, the researcher reads and examines various literature to describe modern education in the 4.0 revolution. Based on the research results, education must be able to direct and shape students who are ready to face the industrial revolution era by emphasizing the fields of Science, Technology, Engineering and Mathematic or STEM. Then learning based on HOTS (High Order Thinking Skills) to meet these demands. HOTS-based learning allows students to apply their knowledge and abilities to make critical reasoning. Learning in the 21st century must also be adjusted so that the learning outcomes can provide 21st century skills to students, namely 4C which includes: 1) Communication, 2) Collaboration, 3) Critical Thinking and problem solving, and 4) Creative and Innovative.*

## INTRODUCTION

The industrial revolution 4.0 contributes as well as has a big influence in the world of life. Of course, this has a very significant impact on education, especially in Indonesia. This influence brings about changes in interactions that were previously face-to-face in class, which results in a metabolism with the internet (online). No exception is also the activity in learning evaluation, in the form of facilities that are able to support learning activities in the classroom which are connected to the internet network as a collaborator to integrate face-to-face activities with the internet network.

The revolutionary paradigm that continues to develop is periodically initiated by advances in science and technology as supporters of this reform. The world of education in the development of the revolutionary era continues to be required to improve the system. Liao, et al. Continued, there were three countries at the top in planning the development of the Industrial Revolution. The three countries, namely America, France and Italy, are investing in research and innovation, employment, education, training and infrastructure modernization. One of the investments that supports the advancement of human civilization is education. As Shahroom and Hussin said, education in the future will experience significant changes. The learning process no longer needs to be done in the classroom (Choliyi, 2019: 1).

The era of the Industrial Revolution 4.0 is now a widely discussed issue, including in Indonesia. The era of revolution in global flows according to Prasetyo and Trisyanti (2018) has started since the 18th century and was marked by the discovery of a steam engine that allowed the production process to be carried out in bulk. The Revolutionary Era at that time was called the Industrial Revolution 1.0. Entering the 19-20 century, the Industrial Revolution 2.0 began to enter with the presence of electricity, where the invention helped reduce production costs. Industrial Revolution 3.0 entered around the 1970s with the

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power of computerization. Science and technology which continues to develop brings civilization forward. In 2010, through intelligence engineering and the internet of things, globalization has entered the era of the Industrial Revolution 4.0 and made it easier for people to do activities with a more effective and efficient time (Choliyi, 2019: 1)

Theorists in education integrate various ways of integrating technology both physically and not into learning methods, so that it is known as the general term Education 4.0 or Education 4.0. Before education 4.0, we first knew about education 3.0 and according to Jeff Borden, education 3.0 was an education that included learning neuroscience, psychology and technology in education using web-based digital and mobile technology, applications, systems, devices and so on. This phenomenon in education 4.0 creates a new revolution in the fourth industry called (4IR) or (RI4) which aligns humans and machines to get solutions, solve problems and new innovations (Rahardja, 2020: 2).

In this era of disruption, the world of education is required to be able to equip students with 21st Century Skills. These skills are the skills of students who are able to think critically and solve problems, be creative and innovative as well as communication and collaboration skills. In addition, the skills to seek, manage and convey information are also skilled in using information and technology. Some of the abilities that must be possessed in the 21st century include: Leadership, Digital Literacy, Communication, Emotional Intelligence, Entrepreneurship, Global Citizenship, Problem Solving, Team-working (Risdiyanto, 2019: 3).

## **RESEARCH METHODS**

To collect information relevant to this study, researchers used the literature study method, namely by searching for literature in the form of journals. This is intended to describe the problems to be studied, namely about learning in the era of revolution 4.0. Then the data analysis uses critical analysis to examine some literature so that it can be described in this study.

## **RESULTS AND DISCUSSION**

### **EDUCATIONAL CURRICULUM 4.0**

#### **The following will describe the exposure contained in Piterlaser's research (2019: 35):**

The Industrial Revolution 4.0 which is full of super-fast technology will bring significant changes, one of which is the education system in Indonesia. Changes in the education system will certainly have an impact on curriculum reconstruction, the role of teachers as educators and the development of ICT-based educational technology. This is a new challenge to revitalize education, in order to produce smart, creative and innovative people who are able to compete globally. Many studies suggest that the implementation of the curriculum in the field has experienced degradation that is out of context and is no longer oriented to the achievement of students' abilities in understanding science in the context of life and daily practices, but only revolves around the target of achieving the competence of students which is described only in academic values.

Aligning learning at the practical level adjusted to the curriculum construct is the first focus of competing homework in the field of education. Curriculum policies must elaborate on students' abilities in the pedagogical dimensions, life skills, and the ability to live together (collaboration), and think critically and creatively. Prioritizing 'soft skills' and 'transversal skills', life skills, and skills that are not

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visibly related to a particular field of work and academics. However, it is widely useful in many work situations such as critical and innovative thinking skills, interpersonal skills, global citizenship, and media and information literacy.

Then in his research explained that the development of an educational curriculum must be able to direct and shape students who are ready to face the industrial revolution era by emphasizing the fields of Science, Technology, Engineering and Mathematics or STEM. The curriculum should refer to the teaching of information technology. Especially in the current pandemic situation, education should be more competent and able to undergo learning across time and space. This means being able to use technology to carry out the learning process.

The process of learning is not always face-to-face but can be done through the internet (online). Learning is set up in such a way as to foster desire and be able to achieve learning goals. If you look at the process of change caused by the industrial revolution, where almost all students can access technology in the form of android, then the pouring of the learning process through the use of technology (android) can spread and can educate students anywhere and anytime. Of course this can be the newest alternative in the learning process, so that learning is not always in the classroom.

#### **LEARNING IN THE REVOLUTIONARY ERA 4.0**

In terms of information and communication technology consists of two separate definitions, namely information technology and communication technology. Information technology includes all matters relating to the process, use as a tool, manipulation, and information management. Communication technology is everything related to the use of tools to process and transfer information from one device to another. The concept of the industrial revolution 4.0 is a concept that was first introduced by Professor Klaus Schwab. He is a well-known German economist and the initiator of the World Economic Forum (WEF), which through his book, *The Fourth Industrial Revolution*, states that the industrial revolution 4.0 can fundamentally change the way we live, work, and relate to one another (Piterlase, 2019: 31).

Sujana & Rachmatin explained that the digital era as another name for the development of the Industrial Revolution 4.0 is a driver of technological progress, including advances in education. This progress makes it easier for students to fulfill their knowledge needs by finding, evaluating, organizing, and communicating the information obtained to solve the problems at hand (Choliyi, 2019: 4). Then the existence of technology and information can facilitate the continuity of learning in schools. Meanwhile, according to Budiman, the existence of increasingly sophisticated technology also facilitates the learning process and the existence of technology makes education shift from conventional to flexible learning (Choliyi, 2019: 4).

Education 4.0 is a general term used by education theorists to describe various ways to integrate cyber technology both physically and indirectly into learning. This is a leap from education 3.0. Education 3.0 includes the confluence of neuroscience, cognitive psychology, and educational technology, using digital and mobile web-based, including applications, hardware and software. Education 4.0 is a phenomenon that arises in response to the needs of the 4.0 industrial revolution, where humans and machines are aligned to find solutions, solve various problems faced, and find new possibilities for innovations that can be utilized for the improvement of modern human life (Piterlase, 2019: 32).

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Dinni explained, this technological progress is expected to meet the demands of the 21st century, where education must be able to develop students' abilities and skills to solve problems in everyday life (Choliyi, 2019: 5). This demand indirectly also requires teachers to continue to upgrade their abilities in order to be able to produce students who are competitive and able to think at high levels. Hidayati Teachers can apply HOTS (High Order Thinking Skills) based learning to meet these demands. HOTS-based learning allows students to apply their knowledge and abilities to make critical reasoning (Choliyi, 2019: 5)

In learning, especially in the era of the technological revolution, there should also be the latest innovations in the world of education so that they are able to provide educational services that are more maximal and more effective and efficient. Pervical and Ellington stated that the learning innovations that were developed in digital technology were utilizing information technology facilities that developed rapidly in the era of the industrial revolution 4.0 (Syamsuar, 3). Furthermore, Reigeluth (2011) defines that educational innovation in learning methods includes formulations about organizing teaching materials, delivery strategies and management of activities by taking into account the objectives, obstacles, and characteristics of students so that results are effective, efficient, and cause learning attractiveness (Syamsuar, 3).

#### **HOTS LEARNING MODEL IN THE INDUSTRIAL REVOLUTION ERA 4.0**

Based on Bloom's Taxonomy which has been revised by Krathwoll and Anderson, the abilities that students need to achieve are not only LOTS (Lower Order Thinking Skills), namely C1 (knowing) and C-2 (understanding), MOTS (Middle Order Thinking Skills), namely C3 (applying) and C-4 (analyzing), but there must also be an increase to HOTS (Higher Order Thinking Skills), namely C-5 (evaluating), and C-6 (creating) Entering the development of information technology and the industrial revolution 4.0 in the 21st century, then learning in the 21st century must also be adjusted so that the learning outcomes can provide 21st century skills to students, namely 4C which includes: 1) Communication, 2) Collaboration, 3) Critical Thinking and problem solving, and 4) Creative and Innovative (Wena, 2020: 19).

The implementation of the 2013 Curriculum is one of the steps to create a generation in the 4.0 revolution era. Regarding the learning approach, the K-13 curriculum mandates the application of a scientific approach (5M) which includes observing, asking questions, gathering information, reasoning / associating, and communicating. Higher Order Thinking Skill (HOTS) is a program developed by the Ministry of Education and Culture through the development of learning oriented towards higher order thinking skills. The Directorate General of Teachers and Education Personnel (Ditjen GTK) is in an effort to improve the quality of learning and improve the quality of graduates (Wena, 2020: 19).

This HOTS-oriented learning program was developed following the policy direction of the Ministry of Education and Culture which in 2018 has integrated Strengthening Character Education and Higher Order Thinking Skill (HOTS) oriented learning. Through the application of HOTS or High Level Thinking Skills, the government expects students to achieve various competencies, namely critical thinking, creative and innovative thinking, communication skills, collaboration skills and self-confidence. (Confidence). The five things conveyed by the government that are the character targets of students are attached to the evaluation system in education in Indonesia and are the skills of the 21st century (Wena, 2020: 20).

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## **COMPETENCIES AND SKILLS IN THE 4.0 REVOLUTION ERA**

The following will describe an explanation of Piterlase (2019: 36); attitudes or skills that teachers need to have in the face of the Industrial 4.0 era include:

### **a. Friendly with Technology**

The world is always changing and developing to a higher level, one of the changes is marked by technological advances. Everyone will not be able to fight technological advances, therefore, in order not to be crushed by them, teachers must have the will to study continuously. Changes in the world by technological advances do not need to be a threat, but should be faced positively, learn and adapt, and are willing to share with colleagues or colleagues both success and failure.

### **b. Cooperation (Collaboration)**

Maximum results will be difficult to achieve if done individually without collaboration or collaborating with other people. Therefore, teachers must have a strong will to collaborate and learn with and or from others. This attitude is needed now and in the future. Doing it is not too difficult, because the world is interconnected, so there is no reason not to collaborate with others.

### **c. Creative and Taking Risks**

Creativity is one of the skills needed in the Top 10 Skills 2020, creativity will produce a structure, approach or method to solve problems and answer needs. Teachers need to model this creativity and try to be smarter how this creativity is integrated into their daily tasks. Educators also need not be too afraid of making mistakes, but are always ready to face the risks that arise. Mistakes are the first step in learning, and need not be a factor in keeping you going, mistakes are to be corrected.

### **d. Has a Good Taste of Humor**

The humorous teacher is usually the teacher most often remembered by students. Laughter and humor can be important skills to help build relationships and relax in life. This will reduce stress and frustration, as well as give other people the opportunity to see life from a different perspective.

### **e. Teaching Whole (Holistic)**

In various learning and learning theories we recognize individual and group learning. And, recently, learning and learning styles that are individual, are increasing. Therefore, today's teachers need to identify students individually, including their families and how they learn (to know them completely, including the obstacles they experience both personally and within their families).

## **CONCLUSION**

The development of technology and information is currently developing rapidly, which certainly has an impact on the world of education. Innovation and paradigm of thinking about education are very important. Given that change is real. Of course this is expected to be able to provide change and be able to educate the nation's life, to create a generation that is intellectual and able to compete internationally. In the development of technology and information, if it is able to support and maximize the learning process in schools.





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# Review on Advances in Manufacturing " 4D Printing "

**Dnyaneshwar M. Chopade<sup>1</sup>, Ashwin J. Khatkale<sup>2</sup>, Swapnil H. Hawale<sup>3</sup>,  
Sagar S. Vhanamane<sup>4</sup>, Ganesh R. Dhyagude<sup>5</sup>**

<sup>1</sup>Mechanical Engineering Dept., VVP Institute of Engineering and Technology Solapur

<sup>2</sup>Mechanical Engineering Dept., VVP Institute of Engineering and Technology Solapur

<sup>3</sup>Mechanical Engineering Dept., VVP Institute of Engineering and Technology Solapur

<sup>4</sup>Mechanical Engineering Dept., VVP Institute of Engineering and Technology Solapur

<sup>5</sup>Mechanical Engineering Dept., VVP Institute of Engineering and Technology Solapur

## ABSTRACT

*3D printing, is additionally mentioned as "Additive Manufacturing Process", move from digital blueprints to physical objects by crating them layer by layer. The 4D printing is predicated on this technology. along one major distinction: It utilizes exceptional materials and refined plans that are "customized" to incite your 3D print to shift its shape. In this way, essentially, 4D printing might be a headway of 3D printing wherein unique materials to print protests that change structure after creation. A trigger could even be water, warmth, wind and different sorts of energy.. 4D printing is also be an extra evolution of 3D printing and is nearly close to completely alter how we create and produce materials by adding the dimension of transformation over time into the creation process.*

**KEYWORDS:** 3D Printing, 4D printing ,Manufacturing

## INTRODUCTION

Additive manufacturing (3D printing) is itself an new emerging advanced technology and is infect over thirty years already! As SPI Lasers has continuously reported the technology is now becoming more mainstream, but remains very heavily underutilized considering its potential. The potential to economically and time efficiently 3D print anything is an irresistible proposition. 3D printed materials is not the top of the story though, there are techniques to form materials/objects which can be pre-programmed to figure during a particular way. during this article we explore the even newer concept of 4D printing. the utilization of a 3D printer within the creation of objects which change/alter their shape once they're away from the 3D printer. the target is that objects made self-assemble when being exposed to air, heat or water, this is often caused by a reaction thanks to the materials utilized within the manufacturing process.

## WHAT IS THE DIFFERENCE BETWEEN 3D AND 4D

### A. Manufacturing Process

The 3D printing technology involves new manufacturing techniques, like FDM (Fused Deposition Modelling) and SLA (Stereo lithography 4D printing innovation likewise utilizes the strategies of 3D printing, the articles so made with cutting edge materials and redid plans have the potential for primary change. Nonetheless, openness to outside upgrades, similar to water, warmth, momentum or light, is needed to begin the disfigurement stage

### B. Material

The such materials utilized for layer upon layer measure contrasts between the two kinds of printing.. In 3D printing, the highest product can either be rigid or flexible, that is, capable of regaining shape once

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the load is away from it. this is often very almost similar a rubber band which can be stretched, but include its original shape, when at rest In 4D printing, the smart material transforms itself under exposure to stimuli. The smart structure are often of two types – the rigid materials are often wholly made from expandable materials or could even be connected with expendable elements. Once these expendable elements get exposed to certain stimuli, they modify shape by moving or rotating, thereby transforming into a replacement shape. Such smart materials include hydro gel, which is capable of absorbing an outsized quantity of water and expand, and polymeric material which will return to its original shape from a deformed state.

### **C. Size of the object created**

Size of the object made The size of the thing made with the assistance of 3D printer relies on the size of the printer. Nonetheless, in 4D printing, the size of the thing can surpass the printer's dimensional impediments. to realize how this happens, envision level cardboard and a collapsed cardboard. In 3D printing, you'll need to straightforwardly print a collapsed cardboard, though, through 4D printing, you only need to create a level item that later changes itself into a folded cardboard.

## **MATERIAL SELECTION FOR 4D PRINTING**

### **A. Thermo-responsive**

The deformation of thermo-responsive materials is especially driven by one among two mechanisms: the form memory effect (SME) or the form change effect (SCE). Materials supported the SME are called shape memory materials (SMM) which can Page 1 be further divided into shape memory alloys (SMA), shape memory polymers (SMP), shape memory hybrids (SMH), shape memory ceramics (SMC) and shape memory gels (SMG). SMPs are the foremost favoured by researchers for their ease of printability. SMPs usually have glass transition temperatures that are higher than their operating temperatures. They are programmed under heat and mechanical treatments above their glass transition temperatures then cooled to be fixed at a short lived shape freed from external loading. The specimen then returns to its static shape after their temperature is increased. To use their particular properties, different SMP materials are remould by researchers to be printable. A SMP ball is manufacture by through SLA, where the fluid tars are polymerized under "UV light" to fix the static shape. The ball is range into a level plane and return back with high toughness printed a SMP blossom that could sprout after warming. This procedure is additionally used to make savvy grippers that required no gathering or electromechanical parts.

Recently finding out from revealed the possibility of pre-programming an SMP structure through a good utilization of the heating process in FDM printers SMPs, which obey the SME mechanism, usually have two or three discrete states where no intermediate stable shape are often maintained. by contrast, the SCE is proportional to the stimulus applied, i.e., it's continuously variable between its extreme states. For "thermo-responsive materials", the SCE usually occurs in bi-layer structures that have a sufficient difference in their CTE. Since the interface zone between the layers should remain a same, a pressure field is caused and accordingly the structure twists. Hu et al. shown a grapheme based bimorph structure that can grow to a level sheet when warmed and can fold once more into a chamber when cooled. To accomplish a particularly exceptional disfigurement by SCE, either a sharp normal cycle or blend of extraordinary materials is require. As appeared by , there is a distinction of two significant degrees between the CTE of the various layers in the film B.

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## **B. Moisture-responsive**

Dampness responsive Water-or dampness responsive materials are of high interest because of their pervasive improvement and along these lines the wide scope of uses. Hydro gels are exceptional dampness responsive materials on the grounds that their hydrophilic permits them to grow up to 200% of their unique volume. Furthermore, hydro gels as a class of polymer materials display high printability. The upside of utilizing hydro gels lies in their biocompatibility and simplicity of printing with direct ink composing. Be that as it may, their moderate converse reaction implies analysts should stand by hours until hydro gels are dried and contracted. To program the behaviour of hydro gels, one must endow anisotropy to the swelling. Combined hydro gel ink with cellulose fibrils which may be aligned through shear forces induced by the contact between the ink and therefore the print bed [60]. This alignment makes the transverse swelling strain fourfold that of the longitudinal strain; this enables for the programming of the 4D-printed structure. Printed a structure where the hydro gels are confined in one direction by stiff materials so that the swelling is anisotropic ally directed. Quick responses are reported by who designed thin hydrophobic films fabricated from cellulose sterol esters (CSEs) that can react faster and more precise. Hydro gels are normally immersed in an aqueous environment causing them to soak up water until their moisture saturation, which limits the intermediary controllability of hydro gels. However, the swelling of hydro gels can be controlled through the temperature of the aqueous environment. Berger et al. fabricated micro gripper joints from the soft-hydro gels that are gradient cross linked. By heating or cooling the water where the gripper is immersed, it's possible to realize reversible actuation by adjusting the saturation. Special hinge designs also are applied to avoid over-swelling. Demonstrated a self-folding bi layer structure fabricated from Poly Jet printers . Rigid plates are printed in the joints so that the folding stopped at a pre-programmed angle. When this angle is reached, the plate tips touch one another to supply a resistance to excessive bending

## **C. Photo-responsive**

In contrast to heat and moisture, light is an aberrant boost; an uncovered territory of a photograph responsive material retains light as heat demonstrated a successively controlled self-collapsing structure. Light force is consumed by joints as warmth where the rate is dictated by the shades of the joint and the light source. I. utilized light as a trigger for distortion during a totally different way. A specific measure of photograph responsive chromospheres are penetrated into certain areas of a polymer gel block all together that these parts just swell under openness to light . Besides, the flexibility of light as an upgrade is appeared in designing the print. By projecting powerless UV light on fluid sap, an inclination crosslink careful are regularly arrived at where the anisotropy assists with bowing the 4D-printed structure

## **D. Electro responsive**

Like light, current are often used as an indirect stimulus in 4D-printing. Miriyev et al. shown a printed delicate counterfeit muscle comprised of a blend of silicone elastomer and ethanol. At the point when a current is applied, heat is produced through resistive warming making the ethanol dissipate. This stage move from fluid to gas extraordinarily builds the ethanol's volume and hence grows the entire lattice. A momentum is likewise applied to polypyrrole (PPy) movies to control the water assimilation or desorption. Applied PPy movies to an origami miniature robot whose feet had extraordinary calculations all together that it met less opposition when pushing ahead. When placed during a humid environment, a voltage drives the top forward thanks to absorption of moisture, and therefore the tail follows up when desorption was caused by voltage absence

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## CURRENT APPLICATION

### A. Cell Traction Force

Cell Traction Force (CTF) might be a procedure wherein living cells overlap and move microstructures into their planned shape. This is conceivable through the withdrawal that happens from actins polymerization and act myosin cooperation inside the cell. In normal cycles, CTF manages wound recuperating, angiogenesis, metastasis, and irritation. Takeuchi et al. cultivated cells across two miniature plates, and when the glass structure was eliminated the cells would overcome any barrier across the miniature plate and in this manner start self-collapsing. The group was prepared to make vessel-like calculations and even high throughput dodecahedrons with this strategy.

### B. Electrical and Magnetic Smart Material

The electrical responsive materials that exist today change their size and shape counting on the intensity and/or direction of an external field. Polyaniline and polypyrrole (PPy) are, especially, good conducting materials and may be doped with tetra fluoroborate to contract and expand under an electrical stimulus. A robot made from these materials was made to maneuver using an electrical pulse of 3V for five seconds, causing one leg to increase, then removing the stimulus for 10 seconds, causing the opposite leg to manoeuvre forward. Research on carbon nanotubes, which are biocompatible and profoundly conductive, shows that a composite made of carbon nano tube and a shape memory example has a higher electrical conductivity, speed of electro-dynamic reaction than either example alone. Attractively responsive ferrogels acknowledge the presence of a powerful attractive motion and in this way have applications in medication and cell conveyance. The blend of carbon nano tubes and attractively responsive particles has been bio printed for use in advancing cell development and grip, while as yet keeping a solid conductivity

### C. Commerce and Transportation

Skylar Tibbits introduce on future applications of 4D printed materials as programmable products which will be tailored to specific environments and that's factors like the temperature, humidity, pressure, and sound of one's body or environment. Tibbits also notify the main advantage of 4D-printing in shipping applications - it'll allow products to be packaged flat to later have their designed shape activated on site by a simple stimulus. There is also the possibility of 4D-printed shipping containers that react to forces in transit to uniformly distribute loads. It is very likely that 4D-printed materials are going to be ready to repair themselves after failure. These materials are going to be ready to self disassemble, making their constituent parts easy to recycle.

## CONCLUSIONS

4D-printing has progressed in the past few years and holds promise to impact many fields. In this review, highlighting the different material of 4D-printing and its applications, we discuss its multiple use cases. Specifically, we examine case studies in three domains: self-construction structures, soft robotics and mechanical gadgets where inventive gadgets were 4Dprinted to serve works that would be inconceivable or amazingly expensive to create with conventional assembling techniques. 4D-printed gadgets are utilized for applications in conditions. 4D-printed gadgets include colossal potential inside the clinical field, where tolerant explicit plans of clinical gadgets are significant. Careful medicines including 4D-printing have just been performed and have been fruitful exhibiting the degree to which 4D-printing has filled in its impact.

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Headways in printable savvy materials, numerical models, and printing innovations will leave 4D printing to additional improve careful medicines, directed medication conveyance, delicate advanced mechanics, and other unthought-of fields in designing..

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# Communicative Language Teaching to A2 Level Students

**Jurayeva Khurshida Alisherovna**

2nd year Master Student, Uzbekistan State World Languages University,  
Foreign Language and Literature, Tashkent, Uzbekistan

## ABSTRACT

*The current examination centers around instructors discernments and works on with respect to Communicative Language Teaching (CLT) and its effect on open competency of the understudies. A survey was utilized to gather the quantitative information from educators. The outcomes show that the EFL instructors know about the CLT attributes, its execution and effect on the informative ability of the understudies. The outcomes recommend that regardless of demonstrating distinct fascination for change and being anxious to actualize CLT, they are not idealistic about the total reception of CLT because of the issues and difficulties they face in the homeroom, as stuffed classes, non-accessibility of AV aids, understudies' low degree of capability, time limitations, and so forth. They accept that just by defeating the challenges, and by setting up more good conditions for the usage of CLT, they can genuinely profit by CLT in their classrooms.*

**KEYWORDS:** *communicative approach, AV aids, eccentricism, CLT, learning circumstances, intentional association, and informative capability.*

## INTRODUCTION

Because of sentence structure interpretation strategy and sound lingual technique, the British etymologists presented Communicative language instructing (CLT) in 1960s which turned into a prevailing language showing approach in 1970s. At first intended for ESL setting, CLT was applied in English talking nations where English instructors upheld an ability based, disclosure arranged, communitarian way to deal with training (Holliday, 1994). Various CLT based language courses and reading material were presented in second language learning (L2) with an accentuation to improve informative capability of the students. The motivation behind CLT was to give the students chances to learn and utilize the objective language in L2 setting. Accordingly, the concentration in language educating moved from drill-based language exercises to open based exercises to give a characteristic development of language capacity. CLT alludes to the two cycles and objectives in study hall learning. Recognizable proof of students' open needs gave a base to educational program plan (Van Ek, 1975). As per Mey (1998), the essential standards of CLT incorporate student situated study hall, chances to build up a wide archive of exercises, different function of the instructors, and utilization of valid materials. Understanding the significance of English as a most widely used language and a language of science and innovation throughout the previous not many years, the situation of English language instructing and learning has been changing at a worldwide level. In the Uzbek setting, English has been held onto as one of the key dialects of the instructive arranging and now English has been made as a mandatory subject from rudimentary level to college level. The foundation of English language places (ELCs) in the colleges has assumed a basic function in starting a positive scholastic move towards student focused instructional method rather than the conventional instructor focused educating approach. It's no uncertainty that the Uzbek understudies comprehend the essentialness of English in the cutting-edge time.

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Language is seen as a vehicle for correspondence and passing on information. It includes two sections, e.g., a speaker and an audience, and an author and a peruser. It recommends three directors in language picking up, as indicated by Richards and Rodgers (2001), 'correspondence standard, task-based guideline, and weightiness rule' (p.161). At the point when these directors are applied in a language learning condition, practical exercises and social association exercises happen (Littlewood, 1981). Therefore, it is identified with how well understudies are occupied with learning and utilizes language. As indicated by Nunan (1991, p. 280) open methodology describes five highlights which are stressing on figuring out how to impart; presenting real messages in learning condition, giving chances to zero in on language and learning measure, upgrading student's own encounters in language learning, and connecting study hall language learning involvement in exercises outside the study hall. Nunan's clarification of CLT proposes that any instructing practice that assists understudies with building up their informative fitness in a genuine setting is viewed as a compelling instructional methodology in ESL/EFL circumstance. Regardless of how real the settings are, the learning or instructing happens in a study hall which is a long way from being real. Instructors should make 'genuine settings' to give the understudies opportunities to perform genuine acts. Because of the eccentricism of correspondence, 'genuine articles' are capricious and consequently can't be made either. Furthermore, informative methodology requires an instructor of excellent capacities. He should comprehend what the genuine settings are and how to act in these settings himself. He should be actually talented in order to ask sensible inquiries (Medgyes, 1990).

As indicated by Breen and Candlin (2001), in socio-psychological angle, information and learning are social develops and they depend on correspondence and it leases us to student focused and experience-based learning. In CLT, learning has become more student focused and less fundamentally determined" (Kern and Warschauer, 2000, p. 5). Hence, in CLT a student is seen as a functioning member in the development of information, instead of uninvolved beneficiaries of data gave by the instructor or the course book. Then again, a language instructor is no longer seen as the authority of the information, however as a facilitator, member, and gathering administrator (Richards and Rodgers, 2001, p. 167) who could make a profitable learning condition for the students. CLT weights on both 'what to educate' and 'how to instruct' and it centers around the criticalness of language works instead of relying entirely upon syntax and jargon. As indicated by Richards (2006), language guidance and learning in the early many years of CLT zeroed in on familiarity and the incorporation of language abilities, remunerating students' endeavors to talk or compose regardless of whether mistakes came about. Numerous sorts of instructional exercises were suggested, from mechanical language work on including the whole class or people, to substantially more open-finished open practice, some of it requiring possibly single direction or two-path trade of data through exercises in which accomplices need to share and combine data to do the undertaking. Nonetheless, presently different sorts of exercises, for example, inductive, revelation arranged realizing where understudies attempt to discover designs in language messages and datasets (e.g., normal collocations of words, and speculation their implications or utilization) are too supported. The educator's job is to make a sustaining, shared learning network and advantageous exercises for understudies. Richards' own English language course books encapsulate CLT standards also (e.g., *New Interchange*, Richards, 1998; and *Passages*, Richards and Sandy, 2008). The presence of an adaptable educational program over which the educator and understudies have a decent lot of control and info, little class sizes, and moderately minimal conventional appraisal is accepted in much CLT teaching method.

In CLT, contextualization, which means making, and the helpfulness of the language being found out and the exercises being occupied with ought to be apparent in educational program and guidance,



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remembering that correspondence happens in various ways, utilizing various methods. Students are urged to do informative exercises which will clean their talking, tuning, recorded as a hard copy, perusing or in any event, thinking in a characteristic way.

## **METHOD**

The current examination is enlightening in nature however blended technique approach was received. Creswell, Plano-Clark, Gutmann and Hanson (2003, p. 212) talk about blended methodology as an assortment of subjective and quantitative information in an exploration. It additionally encourages the specialist to draw on different prospects of gathering and investigating information (Tashakkori and Teddlie, 1998) in an expansive point of view (Creswell, 2003). Triangulation is another part of blended technique which approves and ensures believability of the discoveries. Information was gathered through subjective and quantitative apparatuses which were spoken to in an educator survey and study hall perception. Concerning the poll, instructors were asked about their recognitions with respect to CLT, execution and issues they face in the study hall while utilizing CLT. Homeroom perception was likewise made to get a genuine picture whether instructors themselves are keen on making CLT condition. Understudies' inclusion was likewise seen during the homeroom perception in CLT errands planned keeping in see the course depiction/diagram and exercise plans. The example of study included 50 male and 50 female educators at random schools for survey, though 10 classes (male instructors) were chosen haphazardly and were watched for gathering the information.

## **RESULTS AND DISCUSSION**

The current examination centers on educators' recognition with respect to making a CLT domain for improving understudies' open ability at schools. The goals of the examination were to discover the instructors' discernments with respect to CLT in their study hall, to see whether CLT improves understudies' open capability and EFL learning in Uzbek schools, and to recommend measures in regards to making a CLT situation in the homeroom. An instructor may limit himself to a particular strategy/approach or he may embrace an assortment of showing techniques/approaches as per the circumstance. In Uzbek setting, English language is a necessary subject at school and college levels and action-based schedules have been acquainted with make the understudies capable in English language aptitudes.

The survey shows that most of the instructors supported (consistently and frequently) informative methodology (89%), direct strategy (76%), and sound lingual technique (70%) altogether. Be that as it may, taking a gander at 'consistently' just, dominant part of the female educator picked informative methodology (48%) while male instructors were supportive of direct technique (34%) in their classes. Curiously, 12% male instructors chose syntax interpretation, though none of the female educators decided on it. The current information investigation mirrored that female educators were more mindful of the CLT approach as 48% of them generally utilized CLT in their study hall when contrasted with 26% of male partners. To propel the understudies, as the information gathered through an educators' survey reflected, they picked an assortment of procedures/approaches in their homerooms including open methodology at the top. With regards to current instructing, calculated systems are constantly expected to manage the everyday educating/learning circumstances in which the students face troubles, and without certain techniques they maybe can't accomplish the objective. To make their showing more successful, they apply different procedures also which incorporate direct strategy, sound lingual technique and complete physical reaction keeping in see their instructing circumstance. The prospectus is action-based presenting four abilities and syntax in setting. Notwithstanding, the educators from

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various nations lack CLT preparing so they applied their own proficient aptitudes to abuse the exercises. They utilized the investigation materials accessible in the book and no other instructing movement was watched. Having fixed understudy seats, gathering of the understudies was unrealistic. Notwithstanding, in one live with moveable seats, the instructor didn't endeavor to lead any gathering work with an explanation that he needs more an ideal opportunity for bunch work. Another explanation given for not endeavoring bunch exercises was that understudies typically begin talking in Uzbek rather than English.

Furthermore, restricted pair work was seen in certain classes with a similar explanation that understudy when requested to examine a point in pair, they begin talking in their local language. Maybe the understudies did not have the necessary certainty or might feel restrained to communicate in English to one another so they switch over to Uzbek. This likewise mirrored their low capability in English which was considered as a significant test by the instructors in the poll. It was likewise seen that a few educators having a similar local language utilized Uzbek to clarify implications of troublesome work or ideas. As needs be, such circumstances prevented the way toward making an important and intentional association in the class, advancing student independence and empowering understudies for self-or companion revision. Then again, perceptions uncovered that the instructors endeavored to empower inventiveness among understudies through addressing strategies and the utilization of AV aids.

## **CONCLUSION**

CLT has got ubiquity over the most recent forty years or thereabouts and in spite of the contradicting sees on the propriety, its achievability of execution has been examined in EFL setting over the world. In Uzbek schools, regardless of specific imperatives, there is an impressive number of English language educators who know about the CLT and are executing it in their homeroom and generally female instructors are more intrigued by CLT to improve open fitness of their understudies. Another viewpoint to improve informative ability of the understudy is educational plan. As of late, the vast majority of the colleges in Uzbekistan have embraced informative schedule zeroing in on the utilization of language as a method for correspondence as opposed to the standards of sentence structure. Nonetheless, CLT can't be successfully actualized because of specific requirements like huge classes, absence of AV aids, issues in directing pair and gathering work, and low degree of students' capability in English language. The current exploration attempted to discover the recognition, practices and challenges of actualizing CLT in the study hall regardless of its viability. As the significant correspondence furnishes the understudies with a superior chance to upgrade their open ability, it is suggested that: Teachers may get ready CLT exercises, plan exercises, and make CLT condition to create informative capability of the understudies; By receiving CLT, instructors may make genuine correspondence the focal point of language learning; Teachers may give chances to students to create both precision and familiarity with a CLT situation; Teachers may interface the various aptitudes, for example, talking, perusing, and listening together, since they generally happen so in reality; In a CLT domain, understudies may incite or find sentence structure rules; Administration may mastermind proficient improvement courses for educators to create CLT condition; Administration may give instructors admittance to assets and AV helps for successful usage of CLT; CLT condition may persuade the understudies as they have to convey, all things considered, setting; Class size might be decreased/balanced for compelling execution of CLT; For powerful CLT condition, appraisal instruments might be created to survey informative capability of the understudies; Syllabus planner may re planned language educational program to help educators in creating open skill of the understudies.

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# The Analysis of Marketing Strategies to Market Orientation to Increase Marketing Performance of Leather Crafter SME in Tanggulangin

**Tubagus Achmad Darodjat<sup>1</sup>, Nur Laely<sup>2</sup>, Djunaedi<sup>3</sup>, Pamadya Vitasromo<sup>4</sup>,  
Dea Rosita<sup>5</sup>, Abdul Rahmat<sup>6</sup>**

<sup>1</sup>Rajamangala University of Technology Krungthep, Thailand

<sup>2</sup>Kadiri University, Indonesia

<sup>3</sup>Kadiri University, Indonesia

<sup>4</sup>Kadiri University, Indonesia

<sup>5</sup>Kadiri University, Indonesia

<sup>6</sup>Gorontalo State University, Indonesia Corr. [abdulrahmat@ung.ac.id](mailto:abdulrahmat@ung.ac.id)

## ABSTRACT

*Tanggulangin, Sidoarjo has been known before with the great leather crafter both in Indonesia and overseas. However, since the case of Lapindo mudflow and China's massive importing goods decreasing this leather crafter's credibility. Therefore, this small-medium enterprise (SME) focusing on leather craft in Tanggulangin needs a marketing strategy to meet its market-oriented to improve marketing performance. Thus this study aims to analyze the marketing strategy to the market orientation. This study uses multiple linear regression tests with the population raised from the Lemeshow formula. The total population is 96 respondents. There is five marketing strategy as independent variables and market orientation as the dependent variable. From the multiple linear regression test, the best method that the leather crafter SME in Tanggulangin can implement is to consider innovations to develop a national leather product with B value 0,398 and develop the leathercraft product in general with B value 0,38.*

**KEYWORDS:** *leather crafter SME, marketing strategy, market-oriented, marketing performance.*

## INTRODUCTION

Tanggulangin is a district in Sidoarjo, East Java, Indonesia, known as a crafter city. Most of the citizens there live as a leather crafter. In 2017, more than 400 small-medium enterprises (SME) were incorporating as Tanggulangin's bag and suitcase industry or INTAKO (Industri Tas dan Koper). Many leather products are produced here, such as a bag, wallet, belt, clothes, suitcase, etc. The making of the leather product is not only for Indonesian buyers but also for exported overseas.

In early 2000, Intako became a huge leather industry with many customers from local and foreigner. By the time the sales of intako were decreasing because of some factors. The most significant factor is the case of "Lumpur Lapindo" that made several areas in Sidoarjo covered by mudflow, making 70% of leather crafter SME in Tanggulangin shutting their business down (Ardiansyah et al., 2017). The other factors are the massive importing of goods from China, trade competition with others crafter from different cities in Indonesia, branding capabilities, etc. Therefore, the leather crafter in Tanggulangin needs some marketing strategies to rebrand its business and develop its market orientation.

The strategy taken by a company is a form of company marketing performance. This is very important to achieve because marketing is an achievement that must be performing to distribute products that have been producing to be known and bought by the customer. Marketing performance can be stated as good if

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it covers three things: sales value, sales growth, and a portion of the (Purwaningsih & Kusuma, 2015). If it has already been implemented, these three things will lead to the company's increasing profits. While the company expands its profit, it leads to company prosperity. The way to achieve long-term prosperity, the company needs to be able to determine its market orientation (Hartini, 2012). Developing marketing orientation is necessary, especially for the leather crafter in Tanggulangin, to reach good sales.

In market orientation, it is necessary to know about the market's types and characteristics that will target the marketing strategy. Market orientation is also significant for the sustainability business of the company (Acar et al., 2011). It is needed by the company to compete with others and to engage with customer needs (Indrasari et al., 2014). However, the market condition is always changing from several factors, such as pricing, customer needs, customer satisfaction, and others. These changes make a company innovate and plan the strategy to fit the market orientation and increase company profit (Pradana & Reventiary, 2016)

By understanding its market orientation to increase the profit, the leather crafter SME in Tanggulangin needs some marketing strategies. This research uses five methods to check whether it will affect market orientation or not. The first strategy is making modifications to leathercraft products to reach foreign customers. This strategy is considering to make leather crafter in Tanggulangin to compete in the ASEAN free market area. The second strategy is selling the product through websites and e-commerce to increase sales and explore suggestions to develop new concepts. Since 2018, the Indonesian government encourages small-medium enterprises (SME) in Indonesia to utilize the marketplace online. The third strategy is creating a leathercraft product. The fourth strategy is researching to determine customer product needs. The last method or the fifth is considering innovations to develop national leather.

This research aims to analyze the affection of leather crafter SME's five marketing strategies in Tanggulangin, Sidoarjo, to its market orientation. The study also rates from five marketing strategies, which one that influences market orientation the most. Therefore, the leather crafter can implement the best method to fit in the market orientation, leading to increasing the profit.

## **LITERATURE REVIEW**

### **Market Orientation**

The environment is an atmosphere or situation where inter One of the company's essential things is knowing its market orientation. The company needs to approach its market because it is getting intense, and the customer needs that are always changing. The market orientation also represents a company's business culture, whether it makes innovation to meet its customer needs. In the previous research (Susanto et al., 2018), market orientation is a set of processes and activities aiming to create customer satisfaction by continuously assessing the market's needs and desires. Companies must have the ability to analyze the market environment to know their opportunities as producers to meet market needs (Cooper, 2011). (Ghauri et al., 2016) stated that market orientation has three behavioral components. They are customer orientation, competitor orientation, and inter-functional function. Customer orientation and competitor orientation include all activities implemented to obtain information about market needs and competitor products. Functional coordination is coordination based on data from customers and competitors. It consists of collaborative business ventures (Hartono et al., 2014). Customer orientation is how the company understands its targeted market to build a sustainability

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customer's retention. The targeted market is including both current and future buyers. Therefore, from the company's information, the company can understand which segment can become its customers. To understanding market-oriented, the company can achieve it by:

1. Research and analyze what the customer want.
2. Create a business model that contains the customer's wants.
3. Control and monitor the current competitive situation.
4. Implement value that leads to the changing of market conditions(De Luca et al., 2010).

The achievement of market-oriented welfare has four dimensions. Market-based assets can create value for a company through:

1. Make a prevent plan if the competitor chooses to make a higher or lower cost as their effective strategy.
2. (Bertha & Sutejo, 2016) explained that the marketing concept is a business philosophy or statement policy that can be implemented differently in each organization. It is reflecting through organization activity or organizational behavior. Market-oriented is used for a parameter to evaluate the organization's marketing concept. The oriented-market organization will have plans and actions that are related to its marketing concept.

## **B. Marketing Strategy**

The strategy is the key to success in dealing with changes in the market environment. The plan provides strength to unite all members of the company. If the strategy's concept is not clear, then the decision taken will be subjective or only based on uncalculated estimation while ignoring other important decisions. Marketing strategies make a company decide several aspects of variables, such as market segmentation, identification of target markets, positioning, marketing mix elements, and marketing mix costs. Marketing strategies is a business strategy that gives direction to all function in managing an organization.

**(Kotler, 2011) stated that there is six-position of a company in industry competition:**

### **1. Dominant**

Companies in this position can control the behavior and strategies carried out by competitors and have alternative methods without being influenced by competitors' actions.

### **2. Strong**

Companies in this position can take action freely without worrying about their work compared with its competitor.

### **3. Favorable**

Companies in this position have the power to utilize specific strategies. If industry conditions improve and give the advantage to take opportunities, the company can improve its function.

### **4. Tenable**

Companies in this position have the strength and good performance in running its business. However, the company often loses in competition when the dominant company implements an action. In this position, the company also has a lower opportunity to compete with companies in the higher place.

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## 5. Weak

Companies in this position have unpleasant performance but still have an opportunity and a chance for improvement. The company should make changes to survive in the industry.

## 6. Non-viable

Companies in this position have a terrible performance and very unsatisfactory. This position makes the company have no chance of improvement.

## C. Marketing Performance

(Hatta, 2015) mentioned that marketing performance is a tool to measure the impact of strategies that have been implemented by companies. Marketing performance is measuring a company marketing activity process. Marketing performance also measures the target market's quality based on how the company delivers and distributes its product (Komari, 2016). The company's strategy always leads to marketing performance results. The value of sales by the company will indicate the nominal and unit of work that has been successfully sold by the company to customers. The higher the cost of sales means the company successfully sells more products. (Dewinta & Setiawan, 2016) explains that sales growth will depend on how many customers have a fixed average consumption level Figure 1. Framework of thinking.

## METHOD

### A. Research's Type

This research is quantitative since it has dependent and independent variables. Market orientation of leather crafter SME is a dependent variable, while the five marketing strategies are independent variables. This research shows how big the method impacts the market orientation and which strategy has the highest impact on its market orientation. The five categories are; making modifications to leathercraft products to reach foreign customers, selling the product through websites and e-commerce to increase sales and explore suggestions as a step to develop new concepts, setting the leathercraft product, doing research to determine customer product needs, and considering innovations to create a national leather product.

### B. Research's Place

The location taken for this research is in Tanggulangin, Sidoarjo, Indonesia. The samples are taken from the leather crafter SME noted as an industry in this area.

### C. Populations and Samples

Populations and samples are raised with Lameshow formula since the amount of population is (Safi'i, 2018). The formula of Lameshow is shown in formula 1 below:

$$n = \frac{S^2 \times A(1-A)}{b^2} \quad (1)$$

with,

n : sample amount

S : confidence level 95% = 1,96

A : maximum estimation = 0,5

b : error rate 10%.



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#### **D. Method of Collecting Data**

After determining the amount of sample, this study collects the data by interviewing the respondents. The respondent that have been interviewed is in a specific group of age. The interview's results are used to give society insight into the impact of marketing strategy on market orientation, study case in leather crafter SME in Tanggulangin, and Sidoarjo. This study also uses a questionnaire to the respondents.

#### **E. Analytical Methods**

This study uses quantitative analytic to calculate the dependent and independent variables. The method used to analyze is multiple linear regression. First, the research needs to check the validity test and reliability test from questionnaire data. Invalidity test, that data claims as valid if the  $\alpha < 0.05$ , while in the reliability test, the data claims valid if the Cronbach alpha  $< 0.6$ . In the next step, this study generates the formula of multiple linear regression from the general procedure shown in formula 2.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e \quad (2)$$

with,

Y: The value that represents the market orientation

$\alpha$ : Constant

$\beta_1, 2, 3, 4, 5$ : Regression coefficient which indicates the number of increasing or decreasing in the dependent variable based on the independent variable

X1: The first strategy - making modifications to leathercraft products to reach foreign customers.

X2: The second strategy - selling the product through websites and e-commerce to increase sales and explore suggestions to develop new concepts.

X3: The third strategy - developing the leathercraft product.

X4: The fourth strategy - researching to determine customer product needs.

X5: The fifth strategy – considering innovations to develop the national leather product.

e: Error rate.

#### **This study also has a hypothesis as listed below:**

- a. H0 = There is no effect of marketing strategy to market orientation in improving marketing performance in leather crafter SME in Tanggulangin, Sidoarjo
- b. Ha = There is an effect of marketing strategy to market orientation in improving marketing performance in leather crafter SME in Tanggulangin, Sidoarjo

#### **RESULT AND DISCUSSION**

According to a questionnaire that has been distributed to Indonesian migrant workers in retiring, an initial sample of 40 people belonging to the retired group of migrant workers has been obtained "Guyup Rukun Ayam Tentrem." 40 people were selected as research samples, consisting of 20 men and 20 women who had regular meetings every month.

#### **Validity Test**

This study uses a validity test to prove that the items in this study are valid.

**Tabel I. Validity Test**

Number	Variable	R <sub>tabel</sub>	R <sub>hitung</sub>	Validity
1	X1	0,1986	0,469	Valid
2	X2	0,1986	0,462	Valid
3	X3	0,1986	0,423	Valid
4	X4	0,1986	0,377	Valid
5	X5	0,1986	0,482	Valid

In the validity, the test is used to test whether the attributes filled by respondents have valid results or not. The validity test results obtained validity values with  $R_{tabel} 0,1986 < R_{hitung}$ . There are 5 attributes in this study, and all of them pass the validity test. The highest  $R_{hitung}$  is X5 representing the strategy to consider innovations to develop national leather products.

**Tabel II. Reliable Test**

Cronbach's Alpha	N of Items	Reliability
0,902	5	Reliable

A reliability test is used to determine the level of reliability of these five attributes. In reliability, the test uses the Cronbach Alpha value of 0.6 to reach a dedicated group. The result in Table 2 shows that the cost is 0,902, which is higher than 0,6. It means that these attributes are all worthy of using in this study. B. Multiple Regression Analysis

**Multiple Linear Regression Test**

Model	Variabel	Variabel Removed	Method
1	X1, X2, X3, X4, X5		Enter

Based on Table 3, it can be concluding that the independent attributes used in this analysis are variables X1, X2, X3, X4, and X5. Regression analysis using the enter method is intending to check whether the attribute feasible to do multiple linear regression tests or not. There are no variables removed, which means all of the five points are being used in this

**Table III. Model Summary**

Model	R	R Square	Adjusted Square	RStd. An error of the Estimate	Durbin-Watson
1	0,528	0,279	0,239	0,657	2,320

Table 4 shows the determination coefficient. From the result in Table 4 can be concluded that all variable X1, X2, X3, X4, and X5 simultaneity take effect to market orientation with the value is 0,279. It means these five independent variables have an impact on market orientation of about 27,9%. The other 72,1% indicate that market orientation is influenced by other variables not included in this study. The adjusted R Square is the determination coefficient in which the value is lower than the R square. The error rate is 65,7%.

**Table IV. ANOVA test**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15,030	5	3,006	6,972	0,000
	Residual	38,803	90	0,431		
	Total	53,833	95			

Table 5 gives information if all of the variables from X1, X2, X3, X4, and X5 simultaneity affect market orientation. The alpha value that uses in this test is 0,05. The cost of Sig is 0,000, which means the Sig value is lower than the alpha value. It indicates that the hypothesis is accepted that there is an effect of marketing strategy to market orientation in improving marketing performance in leather crafter SME in Tanggulangin, Sidoarjo.

**Table 6. Coefficient of multiple linear regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.519	.153		3.394	.001
	Making modifications to leathercraft products to reach foreign customers.	.199	.144	.213	1.383	.170
	Selling a product through websites and e-commerce to increase sales and explore suggestions as a step to develop new concepts	-.130	.426	-.133	-.305	.761
	We are developing a leathercraft product.	.038	.174	.036	.216	.829
	Doing research to determine customer product needs.	.069	.098	.082	.705	.483
	We are considering innovations to develop a national leather product.	.398	.423	.404	.940	.350

Table 6 gives information about the regression formula changing. It also shows an effect between variable X1, X2, X3, X4, and X5, partially to the market-oriented. Based on the result shown in Table 6, the regression formula becomes written in formula 3.

$$Y = 0,519 + 0,199X1 - 0,130X2 + 0,38X3 + 0,069X4 + 0,398X5 + 0,657 \quad (3)$$

In multiple linear regression, Table 6's constant value of marketing strategy 0,519 without any influence from other variables. Otherways, the effect of every marketing strategy to market orientation is determined by the B value in Table 6. The first strategy, which is making modifications to leathercraft products to reach foreign customers, has B value 0,199. The second strategy, which sells the product through websites and e-commerce to increase sales and explore suggestions to develop new concepts, has B value -0,13. The minus value is caused by the range between the dependent value to the independent value. The third strategy, which is developing the leathercraft product, has a B value of 0,38. The fourth strategy, which is researching to determine customer product needs, has B value 0,069. The last method, or the fifth strategy, considering innovations to develop a national leather product, has a B value of 0,398.

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From all of the result in Table 6, strategy 3 (X3) and strategy 5 (X5) has higher B value than other variables. Therefore, these two strategies are the best strategies to help the leather crafter SME in Tanggulangin. Sidoarjo defines it's market-oriented. The methods are developing a leather product and considering innovation to establish a national leather product. It means that the leather crafter SME needs to focus on developing its product and making innovation to sell it in Indonesia before considering other strategies. The developing product by making innovation to sell it around the country is the best strategy to improve, remembering that leather crafter SME in Tanggulangin in Sidoarjo has a good reputation already in Indonesia, so the target market is transparent. After that, the leather crafter SME also needs to develop its product since the competition with other competitors is tight.

## CONCLUSION

From five strategies included in this study, the plan affects market orientation with the value is 27,9% while the rest 72,1% are the other variables that are not included in this study. All of the variables partially affect market orientation. The best strategy to implement by the leather crafter SME in Tanggulangin Sidoarjo is to consider innovations to develop the national leather product with B value 0,398 and develop the leathercraft product with B value 0, 38. Besides, all five strategies simultaneously also have an impact on market orientation.

From the research that has been carried out, it is evident from the value that occurs in the dependent prediction variable of 0.657 (65.7%), of which indeed the research for the future pays more attention to the error value data on the attributes used so that errors can be found with the maximum error sought 50% so that it can be declared valid against the data used. The linear regression model that has been carried out these attributes can be modeled with an increase of 1 point with a fixed model. The regression model's highest value based on the Innovation attribute given as a development step to produce a national product will increase by 1 point by 0.398. It requires a product to make a larger national product and create foreign countries. In this case, R Square's value can explain the successful percentage of innovation products by 0.279 (27.9%), then having ownership of 0.721 (72.1%) can be used by other variables that are not used in the research model. .

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# The Philosophy of Online Learning in the Covid-19 Era

**Risnawati Yusuf<sup>1</sup>, Abdul Rahmat<sup>2</sup>, Rusmin Husain<sup>3</sup>, Mohammad Zubaidi<sup>4</sup>**

<sup>1</sup>Department of Basic Education, Postgraduate Program, Gorontalo State University  
risnawatiyusuf@ung.ac.id

<sup>2</sup>Department of Basic Education, Postgraduate Program, Gorontalo State University  
abdulrahmat@ung.ac.id

<sup>3</sup>Department of Basic Education, Postgraduate Program, Gorontalo State University  
rusmin.husain@ung.ac.id

<sup>4</sup>Department of Basic Education, Postgraduate Program, Gorontalo State University

## ABSTRACT

*The Covid-19 pandemic has disrupted the conventional learning process. So a solution is needed to answer these problems. Online learning is an alternative that can solve this problem. The research objective was to obtain an overview of the implementation of online learning in the Gorontalo State University Basic Education Study Program as an effort to suppress the spread of covid-19 in tertiary institutions. The research subjects were students of the Basic Education Study Program. Data were collected by interview via zoom cloud meeting. Data analysis was performed using the interactive analysis technique of Miles & Huberman. The results showed that: (1) students already have the basic facilities needed to take part in online learning; (2) online learning has flexibility in its implementation and is able to encourage independent learning and motivation to be more active in learning; and (3) distance learning encourages the emergence of social distancing behavior and minimizes the appearance of student crowds so that it is considered to reduce the potential for the spread of Covid-19 in tertiary institutions. Weak supervision of students, lack of strong signals in remote areas, and high quota fees are challenges in online learning. Increasing independent learning, interest and motivation, courage to present ideas and questions are other advantages of online learning.*

## INTRODUCTION

The 2019 corona virus disease (Covid-19) outbreak which has hit 215 countries in the world, presents its own challenges for educational institutions, especially universities. To fight Covid-19, the Government has prohibited crowding, social distancing and physical distancing, wearing masks and always washing hands. Through the Ministry of Education and Culture, the Government has prohibited tertiary institutions from carrying out face-to-face (conventional) lectures and ordered to hold lectures or learning online (Kemendikbud Dikti Circular Letter No.1 of 2020). Universities are guided to be able to hold online or online learning (Firman, F., & Rahayu, S., 2020). Not a few universities have quickly responded to government instructions, including the Gorontalo State University (UNG) by issuing a letter of instruction on preventing the spread of the corona virus disease (Covid-19) in Gorontalo State University. In the circular, there are 10 points and one of them is a recommendation to implement online learning (Yandwiputra, 2020). There are around 65 universities in Indonesia that have implemented online learning in anticipation of the spread of Covid-19 (CNNIndonesia, 2020).

Jamaluddin, D., Ratnasih, T., Gunawan, H., & Paujiah, E. (2020) stated that online learning has its own strengths, challenges and obstacles. To prevent the spread of Covid-19, WHO has appealed to stop events that can cause crowds to gather. Therefore, face-to-face learning that gathers a large number of students in the class is reviewed for implementation. Lectures must be held in a scenario that can prevent physical contact between students and lecturers and students and students (Firman, F., & Rahayu, S.,

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2020). According to Milman (2015) the use of digital technology can allow students and lecturers to carry out the learning process even though they are in different places. The form of lectures that can be used as a solution during the Covid-19 pandemic is online learning. Online learning is learning that uses internet networks with accessibility, connectivity, flexibility, and the ability to generate various types of learning interactions. Research conducted by Zhang et al., (2004) shows that the use of the internet and multimedia technology is able to change the way of conveying knowledge and can be an alternative to learning carried out in traditional classrooms. Online learning is learning that is able to bring together students and lecturers to carry out learning interactions with the help of the internet (Kuntarto, E. (2017).

At the implementation level, online learning requires the support of mobile devices such as smartphones or android phones, laptops, computers, tablets, and iphone which can be used to access information anytime and anywhere (Gikas & Grant, 2013). Higher education during the WFH period needed to carry out strengthening of online learning (Darmalaksana, 2020). Online learning has become a demand for education since the last few years. Online learning is needed in learning in the era of industrial revolution 4.0 (Pangondian, RA, Santosa, PI, & Nugroho, E., 2019). The use of mobile technology has a big contribution in educational institutions, including the achievement of distance learning goals (Korucu & Alkan, 2011). Various media can also be used un to support the implementation of online learning. For example, virtual classes use Google Classroom, Edmodo, and Schoology services (Enriquez, 2014; Sicat, 2015; Iftakhar, 2016), and instant messaging applications such as WhatsApp (So, 2016). Online learning can even be done through social media such as Facebook and Instagram. Online learning connects students with learning resources (databases, experts / instructors, libraries) that are physically separated or even far apart but can communicate, interact or collaborate (directly / synchronously and indirectly / asynchronously). Online learning is a form of distance learning that utilizes telecommunications and information technology, for example the internet, CD-ROOM (Molinda, 2005). The purpose of this study was to obtain an overview of online learning in the Gorontalo State University Elementary Education Study Program during the Covid-19 pandemic.

## **RESEARCH METHODS**

This type of research is qualitative research. The purpose of this study is to describe online learning held in the Gorontalo State University Primary Education Study Program as an effort to suppress the chain of Covid-19 spread in the tertiary environment. Online learning referred to in this research is learning that uses learning media that can be accessed using internet services. The research was conducted by first conducting a survey to students regarding the application of online learning. The survey was distributed using a google form given to students via WhatsApp messages. There are 16 subjects who have responded to the distributed survey. The survey results were then grouped into three categories of student responses: (1) Agree with the application of online learning; (2) Disagree with the application of online learning; (3) Doubt about the implementation of online learning.

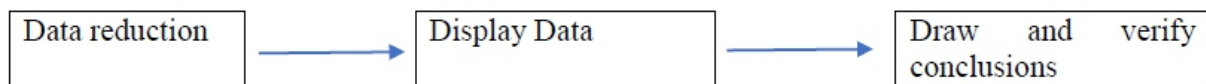
The research subjects were students of the Elementary Education Study Program, Gorontalo State University, who had implemented online learning, and were grouped based on the response of the research subject. 12 research subjects were obtained, 4 students from class 2017, 4 students from class 2018, and 4 students from class 2019, 8 students were male and 4 students were female. The data was collected through telephone interviews and / or zoom cloud meetings. The aspects that are asked in the interview are: (1) the facilities and infrastructure owned by students to carry out online learning; (2) Student responses regarding the effectiveness of online learning; (3) Implementation of online learning in breaking the chain of Covid-19 spread in tertiary institutions. Analysis of research data was carried out



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using the analysis model of Miles & Huberman (1994) which consists of three stages, namely data reduction, data display, and conclusion drawing and verification.



**Figure 1: Stages of research data analysis**

Analysis of research data, the data reduction stage is the stage of collecting all the information needed from the interview results and then grouping the data. The data display stage is the exposure of data that is needed in research and that does not need to be discarded. The withdrawal and conclusion verification stage is the stage of interpreting research data to draw conclusions based on the phenomena obtained (Miles, M. B., & Huberman, M., 1994).

## **RESULTS AND DISCUSSION**

### **1. Students have adequate facilities to carry out online learning**

The increase in internet use in Indonesia is influenced by developments in information and communication technology (Rahadian, D., 2017). In 2018, 62.41% of Indonesia's population owned a cell phone and 20.05% of households had a computer at their home (BPS, 2019). This data is relevant to the research results which show that although there are students who do not have laptops, almost all students already have smartphones. A survey that has been conducted reports that 16 people have smartphones and laptops. The use of smartphones and laptops in online learning can improve student learning outcomes (Anggrawan, A., 2019).

Pangondian, R. A., Santosa, P. I., & Nugroho, E. (2019) stated that there are many advantages to the use of information and communication technology in the implementation of online learning, including that it is not bound by space and time. Many studies have been conducted that examine the use of devices such as smartphones and laptops in learning. The ability of smartphones and laptops to access the internet helps students to take part in online learning. The use of online learning using zoom cloud meetings has the advantage of being able to interact directly between students and lecturers as well as teaching materials but has the disadvantage of wasteful quotas and less effective if more than 20 students (Naserly, M. K., 2020). Furthermore, the challenge of online learning is the availability of internet services. Some students access the internet using cellular services, and a small proportion use WiFi services. When the online learning policy is implemented at Gorontalo State University, students return to their hometowns. They experience cellular signal difficulties when in their respective areas, even if there is a signal they get is very weak. This is a challenge in itself in the application of online learning at the University.

Online learning has weaknesses when internet services are weak, and lecturer instructions are poorly understood by students (Astuti, P., & Febrian, F., 2019). Another challenge faced is the constraint in financing online learning. Students revealed that to take part in online learning, they had to pay quite a fortune to buy internet data quota. According to them, learning in the form of video conferencing has consumed a lot of data quota, while online discussions via instant messaging applications do not require much quota. On average, students spend Rp. 100,000 to Rp. 200,000 per week, depending on the cellular provider used. The use of online learning using video conferencing is quite expensive (Naserly, M. K., 2020). Although the use of devices can support online learning, there are negative impacts that need

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attention and anticipated, namely excessive use of devices. They admit that in addition to learning, students also use devices for social media and watching YouTube. Social media has entered the realm of early adult life (Lau, 2017). Students access social media for self-expression, build networks of friendship and opinion. Unfortunately, many people are addicted to devices due to overuse. It is necessary to worry about the inclusion of misleading and inattentive information during learning due to playing social media (Siddiqui & Singh, 2016). In addition, students who are addicted to devices have academic and social problems. Students who have gadget addiction have emotional and behavioral problems (Asif, A. R., & Rahmadi, F. A., 2017).

## **2. EFFECTIVENESS OF ONLINE LEARNING**

Online learning carried out at the Gorontalo State University Basic Education Study Program in an effort to break the chain of the spread of Covid-19 using learning applications that can be accessed on the 219 internet network. Overall, students are satisfied with flexible learning. With online learning, students are not constrained by time and place where they can attend lectures from their own homes or from anywhere. With online learning, lecturers provide lectures through virtual classes that can be accessed anywhere and anytime, regardless of time and space. This condition allows students to freely choose which courses to take and which assignments to do first.

Research by Sun et al., (2008) informs that the flexibility of time, learning methods, and place in online learning has an effect on student satisfaction with learning. It was found that the unique research results from this study were that students felt more comfortable in putting forward ideas and questions in online learning. Taking part in learning from home made them less likely to feel the psychological pressure from the peers that they usually experience when taking face-to-face learning. The absence of the lecturer in person or physically also causes students to feel comfortable in expressing ideas. The absence of physical barriers as well as space and time limitations cause students to be more comfortable in communicating (Sun et al., 2008). Furthermore, online learning eliminates feeling awkward, which in turn makes students dare to express questions and express ideas freely. Online learning also has the advantage of being able to foster self-regulated learning. The use of online applications can increase learning independence (Oknisi, N., & Suyoto, S., 2019). Kuo et al., (2014) stated that online learning is more student-centered which causes them to be able to bring up responsibility and autonomy in learning (learning autonomy). Learning online requires students to prepare their own learning, evaluate, organize and simultaneously maintain motivation in learning (Sun, 2014; Aina, M., 2016). Sobron, A. N., & Bayu, R. (2019) stated that online learning can increase students' interest. Online learning has special challenges, the location of separate students and lecturers when implementing it causes lecturers to not be able to directly supervise student activities during the learning process. There is no guarantee that students really listen to lecturers' reviews.

Szpunar, Moulton, & Schacter, (2013) reported in their research that students fantasized more frequently in online lectures than in face-to-face lectures. Therefore it is suggested that online learning should be held in a short time, considering that students find it difficult to maintain their concentration if online lectures are held for more than one hour (Khan., 2012). The results of the study also reported that not a few students had difficulty understanding the lecture material provided online. Teaching materials are usually delivered in the form of reading that is not easily understood by students (Sadikin, A., & Hakim, N., 2019). They assumed that the material and assignments were not sufficient because they needed direct explanations by the lecturers. Garrison & Cleveland-Innes (2005) and Swan (2002) reported that classes where the lecturers often attend and provide explanations provide better learning than classes where the lecturers rarely attend and provide explanations.

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### 3. ONLINE LEARNING BREAKS THE CHAIN OF COVID-19 SPREAD IN HIGHER EDUCATION

The Covid-19 outbreak is a type of outbreak that has a very high and rapid spread. This epidemic attacks the human immune and respiratory systems (Rothan & Byrareddy, 2020). Prevention of this outbreak is carried out by avoiding direct interaction of infected people with people who are at risk of being exposed to this corona virus (Caley, Philp, & McCracken, 2008). Regulating distance and physical contact that has the opportunity to spread the virus is called social distancing. With various efforts to suppress the chain of Covid-19 spread in the campus environment, Gorontalo State University applies online learning rules. Lectures are conducted using the internet, making it easier for lecturers and students to interact online. Lecturers can make teaching materials that can be accessed by students anywhere and anytime.

According to Bell et al., (2017) online learning allows interaction via the web even though they are in far and different places. The existence of lecturers and students who are in different places during learning eliminates physical contact and is able to encourage social distancing behavior. According to Stein (2020) doing social distancing as a good solution to prevent the spread of Covid-19. Implementation of online learning allows students and lecturers to carry out lectures from their respective homes. Students can access lecture materials and send assignments given by the lecturer without having to meet physically on campus. This action can reduce the emergence of crowds on campus as happened in face-to-face lectures. WHO (2020) recommends that maintaining distance can prevent transmission of Covid-19. Unfortunately, in areas that are remote and do not have good internet access, the implementation of online learning shows a different trend. In dealing with this condition, students who live in areas with weak internet signals will look for certain areas such as hills and sub-districts to be reached by internet access.

### CONCLUSION

In order to break the chain of spreading Covid-19 in higher education, the Gorontalo State University Primary Education Study Program implements online learning as a solution for implementing learning. The results showed that students had the facilities and infrastructure to carry out online learning. Online learning is effective in addressing learning that allows lecturers and students to interact in virtual classes that can be accessed anywhere and anytime. Online learning can enable students to study independently and increase motivation. However, there are weaknesses that student online learning is not well supervised during the online learning process. Weak internet signal and high cost of quota are challenges in online learning. However, online learning can reduce the spread of Covid-19 in universities.

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# The Importance of Speaking Skills for EFL Learners

**Sadullayeva Nilufar Kadamovna**

Teacher of English, English Faculty 1,

The Department of Integrated English Course 1, Uzbekistan State World Languages University

## ABSTRACT

*This article brings to light, the importance of speaking skills. The article gives information about some of interesting activities that can be used to develop your speaking abilities. And also speaking helps the EFL learners in fluency of language and to improve skills of learners need to confidence in their ability speaking for more attention speaking skill receive less consideration in classroom and to improve pronunciation to promote listening skill.*

**KEYWORDS:** *lingua franca, communicate, smooth, proficient, authentic materials.*

## INTRODUCTION

The English language has become an international language. Among nations it serves as a lingua franca. It is spoken, learnt and understood even in those countries where it is not a native's language. English is playing a major role in many sectors including medicine, engineering, education, advanced studies, business, technology, banking, computing, tourism etc.

All our software development today, the communication facilities available to us through internet, our access to a variety of websites, are all being carried out in English.

As a result, English is being taught and learned around the world as a second language today. Language is a tool for communication. We communicate with others, to express our ideas, and to know others' ideas as well. Communication takes place, where there is speech. The importance of speaking skills hence is enormous for the learners of any language. For a smooth running of any system, the speakers of a language need to be especially and purposefully trained in the skill of speaking. In-order to become a well rounded communicator one needs to be proficient in each of the four language skills: listening, speaking, reading and writing, but the ability to speak skillfully, provides the speaker with several distinct advantages. The joy of sharing one's ideas with others is immense.

When we speak to others we come to have a better understanding of our own selves, as Robert Frost once said: "I am a writer of books in retrospect, I talk in order to understand, I teach in order to learn." Undoubtedly, the clarity in speech reflects clear thinking. An effective speaker can gain the attention of the audience and hold it till the completion of his message. Speaking skills are important for career success, but certainly not limited to one's professional aspirations. Speaking skills can also enhance one's personal life. The researcher conducts such activities in the class which aims to develop communicative competence in her students. The instructions, related to these activities, are passed to the students in English.

Language is a tool for communication. We communicate with others, to express our ideas, and to know others' ideas as well. Communication takes place, where there is speech. Without speech we cannot communicate with one another. The importance of speaking skills, hence is enormous for the learners of any language. Without speech, a language is reduced to a mere script. The use of language is an activity which takes place within the confines of our community. We use language in a variety of

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situations. People at their work places, i.e. researchers working either in a medical laboratory or in a language laboratory, are supposed to speak correctly and effectively in-order to communicate well with one another. Any gap in communication results in misunderstandings and problems.

The use of authentic materials. The researcher provides authentic materials to the learners. A newspaper can be one of the best form of this kind of material. It contains write-ups which are based on reality. Reading a newspaper, 'provides them with an opportunity to study language, as it is used in a real context. In this way the students can apply to the outside world whatever they have learnt in the classroom. This also provides an opportunity to 'expose students to natural language in a variety of situations.

The students are asked by the researcher to reproduce in their own words, what they read in the first paragraph. The researcher then asks them to make predictions on the team's performance in the final match. They also speculate on what will be the team strategy in the final match. The whole activity encourages students to put their own thoughts into words. They share ideas amongst each other. They constantly receive a feedback from their listeners.

The learners act, both as speakers and listeners simultaneously. The teacher acts as a co-communicator during the activity. A real communication takes place in this activity, as there is an information gap, which the interactants cover. The communicative intent is provided by the urge to know. Sharing of ideas provides an opportunity to make a real use of language as each person is unaware of what the other will say.

The scrambled sentences. The researcher gives the students a short story with scrambled sentences. The language games. The researcher uses the technique of language games. The language games that are truly communicative according to Morrow (Johnson and Morrow, 1981) have the three features of communication: information gap, choice and feedback. The researcher divides the class into two groups: A & B.

The students of group A teach the students of group B topics, already assigned to them. The topics may be tasks like preparing reports on weather, living conditions in rural areas, current problems faced by citizens in urban areas etc. The students of group B later on give feedback. This game allows the students to use vocabulary which is of wide range. They learn how to mould their ideas into words.

The picture strip story. In this technique one of students holds the picture-strip and shows the first picture to the rest of the students and asked them to predict what the second picture will be like. The students are then shown the second picture, they compare it with their own prediction and on the basis of the second picture they develop the story further.

The English language has become an international language. Among nations it serves as a lingua franca. It is spoken, learnt and understood even in those countries where it is not a native's language. English is playing a major role in many sectors including medicine, engineering, education, advanced studies, business, technology, banking, computing, tourism etc.

All our software development today, the communication facilities available to us through internet, our access to a variety of websites, are all being carried out in English. Most of the research works are conducted and compiled in English. Anything written and recorded in this language is read and listened

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to, in wider circles. As a result, English is being taught and learned around the world as a second language today.

They are then asked about how the third picture will be like, so on and so forth. This game allows the students to have a choice of words as well as of ideas, as they make prediction from their own minds. They also receive a constant feedback. As the strip unfolds, they proceed towards the end of story.

Role play. In this technique the role of the researcher is that of a co-communicator. The researcher divides the students into different groups. In each group two students are selected for two different roles. Rest of the students watch their performance and listen to their dialogues. Later on the spectator students give them their feedback. This helps improve not only their inter personal relations, but also they learn to work together. When the learners are given feedback by their co-learners, they do not lose confidence rather they feel motivated to do better and learn more.

## CONCLUSION

The researcher provides the learners with as many opportunities as possible to learn different linguistic forms, their meanings and their functions in different social contexts. He also tries to bring them as close to reality as possible. The different activities suggested by the researcher serve the purpose of providing the learners, opportunities where he can directly apply, what he has learnt in the class. The enhancement of speaking skills gives confidence to 10/10 the learners. They also come to have a better understanding of the functional aspect of the target language.

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# The Role and Importance of Cultural and Historical Monuments in Educating Young People in the Spirit of Patriotism

**A. R. Mirzaev**

Tashkent State Law University, Specialized branch teacher  
mirzayev.agzam@bk.ru, +998998555275

## ABSTRACT

*In this article, the courage and perseverance of our ancestors, who risked their lives for the well-being of future generations, through patriotic and cultural monuments to educate the younger generation in the spirit of patriotism, love and devotion to the Fatherland, moral and spiritual values and patriotism. Orientation to values, religious tolerance, respect for individual rights and freedoms, upbringing of young people in the spirit of patriotism were considered and analyzed as a common task.*

**KEYWORDS:** *patriotism, culture, patriotic education, popular culture, exposition, archival documents.*

## INTRODUCTION

Cultural and historical monuments are necessary and important for educating all layers of the country's development in the spirit of patriotism. At a time when the ancient and unique cultural and historical monuments of our country have amazed the world for centuries, some local lore materials of the motherland have been unjustifiably forgotten and lost for the young men and women of our country, although they have a sense of homeland. Despite the fact that there are great opportunities to cultivate and develop devotion to the motherland. Therefore, special attention is paid to their study, protection and transmission to the next generation.

In this regard, the President of the Republic of Uzbekistan has repeatedly stated: every citizen, regardless of age and social status, whether he is an adult or a young person, by whom and where he works - farmers, teachers, doctors, servicemen, law enforcement agencies and others, first and foremost, everyone should be patriots of their Homeland and people and love them wholeheartedly.

As any country strives for state development, it first of all looks at history and tries to study and preserve the existing experience, customs and traditions, as well as ancient monuments. In this regard, the role of museums is invaluable. Because they are an integrated system of spirituality, culture, enlightenment, natural monuments from the past, which are preserved and displayed in accordance with current legislation.

In this regard, the President of the Republic of Uzbekistan Shavkat Mirmonovich In this regard, on the initiative of the President of the Republic of Uzbekistan Shavkat Mirmonovich Mirziyoyev on the occasion of the 75th anniversary of the Victory in Tashkent to cover on a large scale the worthy contribution of the people to the great victory over fascism; In order to immortalize the names of the participants of the Second World War and our compatriots who worked selflessly behind the front lines, to engrave their incomparable courage and fortitude in the pages of history, to educate the younger generation in the spirit of love and devotion to the Motherland. , a memorial complex "Victory Garden"

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was built, which includes historical and artistic expositions, which emphasizes that the independence of the people and the state, knowing their history, will last forever.

Educating our youth in the spirit of patriotism is one of the important components or mechanisms in this regard, including the greatest services of our ancestors in various historical periods and events, their contribution to the independence of our country and the common work for security in the world. As the first President IA Karimov said in his book High Spirituality and Invincible Power, "There is no future for a nation that does not know its history and forgets its past." This fact has been proven many times in the history of mankind.

**In educating young people in the spirit of patriotism in the Museum of Glory:**

- The worthy contribution of the multinational people of Uzbekistan to the great victory over fascism, who showed courage and bravery in the battles of World War II, perseverance and humanity behind the front;
- immortalization of the names of the participants of the Second World War and our compatriots who worked selflessly behind the front lines;
- Representatives of various nationalities evacuated and deported to our country by the people of Uzbekistan, in particular, children, will witness the historical events, such as tolerance and comprehensive practical assistance.

In addition, on the right side of the Victory Park complex will be placed military equipment, weapons used during the Second World War in 1941-1945, wartime installations (dugouts, trenches, field medical center, field kitchen, guerrilla town, etc.). across, built as a holistic composition.

It should be noted that the exhibits evoke a great sense of pride and respect for the ancestors of the Museum of Glory, veterans of war and labor, which is an important part of the garden, reflecting the contribution of the people of Uzbekistan.

It is through visiting such memorable places that people return to historical memory, a sense of gratitude and pride for their homeland. Despite the fact that almost 75 years have passed, which separates us from the period of the Great Patriotic War. We will never forget those tragic events and the huge losses. People can't get used to death, starvation, losing loved ones. Because of these feelings, we still remember the great work of our ancestors and thank them for the right to live. The problem of patriotic upbringing and the formation of a respectful attitude to the culture of their country and people must be solved every day and step by step, where cultural and historical monuments play an important educational and humanitarian role.

We hope that these memorial complexes, dedicated to the victory in World War II, to some extent, in our opinion, will influence the patriotic upbringing of the younger generation in the honorable task of faithfully protecting the peace of our beloved homeland and people. Patriotic upbringing of our youth will continue to develop their spiritual and moral qualities.

In conclusion, I consider it expedient to introduce the following measures among the younger generation to renew patriotic education and develop motivation among young people:

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1. Organizing all kinds of excursions to cultural and historical monuments;
  2. Preparation of projects and presentations by young men and women on important historical events of our country and their protection;
  3. Launch of special youth TV and radio channels dedicated to the historical chronicle of events, the participation of the younger generation in certain historical events;
  4. Activation of scientific and creative activities (conferences, seminars, etc.) among young people dedicated to the cultural and historical sites and monuments of Uzbekistan;
  5. Development of public interest in the problems of cultural and historical sites and monuments;
  6. Strengthening the reputation of national culture and history.

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# The Cultural Heritage of Developing A Sense of Patriotism

**F. A. Dosumxodjaev**

<sup>1</sup>Tashkent State Law University  
Specialized Branch, Teacher

## ABSTRACT

*The article reflects the role of cultural heritage in the development of patriotism, unique cultural archetypes, images and systems of values, as well as feelings, ideas, intentions, preferences and active actions, polished during centuries of historical development, characterizing their identity, mentality and spiritual-moral relations.*

**KEYWORDS:** *patriotism, cultural heritage, spiritual-moral, historical sources, socio-cultural sources, psychological sources, education, upbringing, tolerance, spiritual maturity, conscious, conscientious, loyal and courageous.*

## INTRODUCTION

At a time when the recent socio-political processes are gaining importance for the education and implementation of patriotism, the problems affecting our country are growing. In such problems, I would like to emphasize the following:

- aggravating balance, information and ideological conflict in the system of international relations due to pandemic conditions;
- The entry of Uzbekistan into the era of innovative technologies requires not only the staff of its high tech park, but also all its citizens to strive for high patriotism in their daily official activities.

Patriotism is a moral and political principle, a social feeling and world view, the essence of which is love for the Motherland, its people, pride in its past and present, readiness to submit to its own interests and active efforts to make the interests of the homeland and its people a reality.

### So patriotism is:

- a sense of love for a multi-ethnic country and people;
- proud of the past and present of their people and the prospects for their worthy development in the near and distant future;
- readiness to subordinate their interests to the interests of the homeland and the people;
- active work to realize the interests of the homeland and its people in their profession, politics, culture, interpersonal relations and international affairs.

### There are several socio-political sources from which patriotism draws its strength and creative power:

1. Historical sources - for centuries and millennia the existence of relatively distant states, where one of the main directions of domestic policy, as well as education and upbringing is the formation of a patriotic worldview and the formation of appropriate socio-political aspirations of its citizens, especially youth.
2. Socio-cultural resources, a clear expression of their effectiveness is the cultural and civilizational heritage of the people. The heroism and legacy left by our great ancestors has been such a motivating factor for the patriotic feelings and purposefulness of the people.

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The great enlightener Mahmudhoja Behbudi made a great contribution to the formation of a sense of belonging to his state, he promoted the formation of a sense of patriotism in the implementation of educational work in the country and in the human dimension.

The cultural heritage of a people is a unique system of cultural archetypes, images and values that characterizes the identity, mentality and spiritual-moral relations of the people, polished over the centuries of historical development. It is precisely the cultural heritage formed by people's core values that defines the uniqueness of national psychology that is embodied in people's actions and activities, their life positions and behavioral strategies.

It manifests itself as a historically formed and evolving system of socio-cultural communications that combines spiritual-moral, family and domestic, natural-geographical, economic, geopolitical, vital meanings into a dynamically evolving whole, regardless of ethnicity are accepted as generally accepted norms of identification, and education and upbringing have been passed down from generation to generation through the preservation and reproduction of the historical memory of the people. Cultural heritage is characterized by a set of quality universal features that shape and strengthen man in shaping the behavioral stereotypes, life positions, social expectations, ideological and vital preferences and hopes of individuals and their social groups within the boundaries of culture and civilization specific to a particular nation.

An integral part of the national cultural heritage is the worldview and ideological attitude that operates in the life of the Uzbek people and is embodied in the ideological doctrine of the state of Uzbekistan. Ideology plays an important role in society, as it helps individuals and social groups to determine the purpose and meaning of human and social development, strategies in various areas of activity, and to find the most optimal ways to achieve goals. The multifaceted and multifaceted spiritual, moral and value synthesis of the cultural identity, national idea and high civic consciousness of the people of Uzbekistan is vividly reflected in the constructive cultural code of the nation, embodies ideas about the necessary future and requires active efforts to implement it.

The most important structural event of the cultural heritage of our country is the basic values of our people, which are the most important factor of interethnic harmony in the independent and sovereign Republic of Uzbekistan.

The main theoretical foundations of the typology of basic values in the Uzbek cultural heritage are the national, ie the basic values of the majority of the population: love for the motherland, freedom, justice, tolerance, tolerance, security, diligence, Islamic principles, loyalty to traditions, responsibility, purposefulness, independence, family, children, respect for parents, love, friendship, kindness, knowledge, confidence in the future.

This heritage is an unbreakable chain that connects many generations of our people with strong ties. In this sense, his feelings, ideas, intentions, preferences, and active actions are firmly embedded in it, so we can firmly say that patriotism is in the genes of our people, in our desires and actions.

Therefore, we can say with certainty that the brightest manifestation of patriotism is the struggle of the Uzbek people for centuries for national and social liberation, which is reflected in the state and political system of our country, in the activities of its Armed Forces, including in everyday life. Психологик

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манбалар - шахслараро ва гурухлараро ижтимоий муносабатлар жараёнида вужудга келадиган, маълум бир ижтимоий ҳамжамиятга, ўз мамлакатининг сиёсий тизимига мансублик ҳисси.

These sources play a particularly important role during the years of the Great Patriotic War, when the people of this country, especially the Uzbek people, suffered the most. Moral resources, which play the most important role as one of the main foundations of their success in achieving the great goal facing their people.

A vivid example is the courage and love of the 101 Uzbek boys who were among the first to fight and be taken prisoner in World War II, and who bravely endured all the atrocities committed by the Nazi army.

In the process of military-patriotic education, especially in young people, it is a feeling, aspiration, readiness and skill aimed at making a person conscious, conscientious, loyal and courageous. In this regard, Vissarion Grigorievich Belinsky made a wonderful remark that a man is, first of all, a son of his country, a citizen of his homeland, who warmly embraces his interests.

In conclusion, there is every young boy and girl in our republic, who, first of all, must always be committed to the service of the motherland in order to protect our homeland. All the so-called and described sources of patriotism are not in isolation from each other, but in the unity which is formed not by the addition of the moving forces, but by their mutual multiplication.

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