



ELEMENTARY SCHOOL TEACHERS' ACCEPTANCE OF MERDEKA FLOW DIGITAL MEDIA: A UTAUT MODEL ANALYSIS

Aesti Meilandari
Universiyas Pendidikan Indonesia
Cibiru





INTRODUCTION

- 1. CONTEXT: OVERVIEW OF 21ST-CENTURY EDUCATIONAL DEMANDS ON STUDENTS' ENGAGEMENT AND ENDURANCE.**
 - 2. Problem Statement: Challenges faced by elementary school students (e.g., lack of engagement with traditional media, "strawberry generation" traits).**
 - 3. Objective: Investigate teachers' acceptance of MERDEKA flow-based media through UTAUT model factors.**
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LITERATURE REVIEW

Prior Studies:

- Gamification in learning (Smith et al., 2020) for increased student engagement.
- Augmented Reality in science education (Ahmed et al., 2022).
- AI in personalized learning (Wang & Lee, 2024).

Gap: Limited focus on teachers' acceptance, especially in Indonesian contexts.

MERDEKA FLOW MODEL

Self-Concept, Collaboration, Reflection, Contextual Demonstration, and Real Action.

RESEARCH MODEL - UTAUT FRAMEWORK

Core Factors: Attitude, Affective Need, ICT Usage Habits, Perceived Learning Opportunities, Self-Efficacy, Social Influence.

Hypotheses: Correlations between factors and teachers' behavioral intentions.



METHODOLOGY

Design:

Correlational Survey with
UTAUT Model.

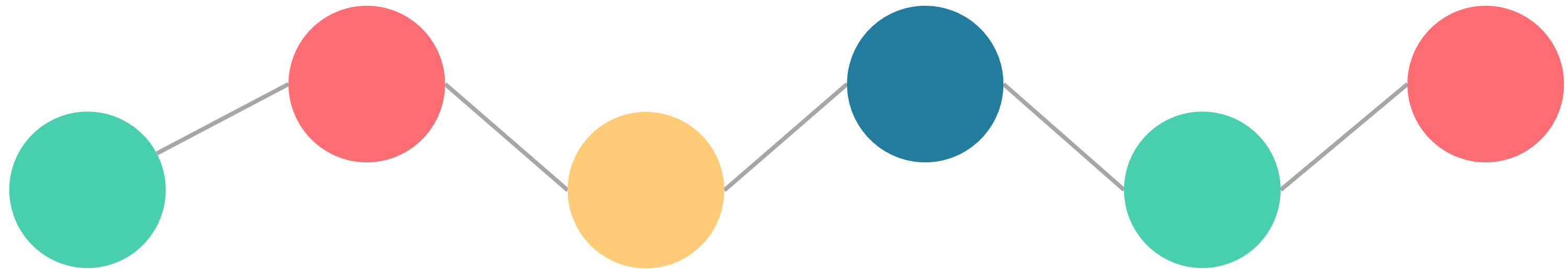
Sample:

100 elementary teachers in
Lampung Province.

Data

Collection:

Online questionnaire with a 5-
point Likert scale.



Analysis Tool:

SEM using SMART PLS software.





FINDINGS:



High acceptance of MERDEKA media among teachers.



Significant correlations in behavioral intention influenced by attitude, effort expectancy, and social influence.



DISCUSSION

Interpretation:

- Technology-based media enhances teacher readiness and student engagement.
- Emphasis on the importance of adaptation to current media trends in elementary education.

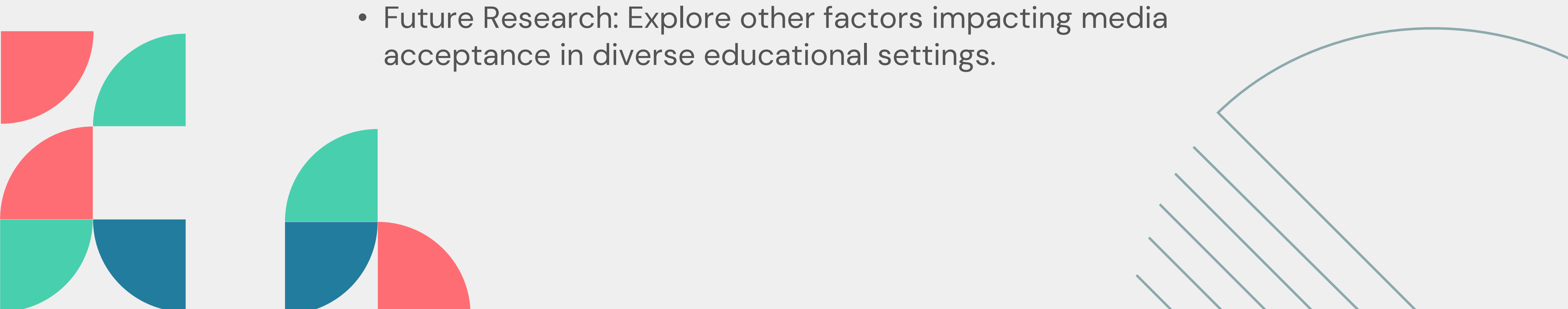
Implications:

Supports further digital media integration in Indonesian education.





CONCLUSION

- Summary: MERDEKA media is well-received and meets educational needs for the modern classroom.
 - Recommendations: Emphasize training for teachers on digital media adaptation.
 - Future Research: Explore other factors impacting media acceptance in diverse educational settings.
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The background features four decorative geometric patterns in the corners. The top-left corner has a series of parallel diagonal lines in a light blue-grey color. The top-right corner contains a cluster of overlapping semi-circles in yellow, red, teal, and dark blue. The bottom-left corner also features a cluster of overlapping semi-circles in red, teal, and dark blue. The bottom-right corner has a series of parallel diagonal lines in a light blue-grey color, mirroring the top-left pattern.

THANK YOU