# DIGITALIZATION OF ONLINE LANGUAGE PROGRAM PLANNING MANAGEMENT

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**ABSTRACT**

The Instagram platform is widely used in the digital age, especially for teaching and learning foreign languages. After the United States and Brazil, Indonesia ranks third in terms of Instagram usage activity. This study details the administration of Arabic language online courses on the Motivaarab Instagram account, including goals, objectives, and resources. Descriptive qualitative research is the research methodology employed, and data collection methods include documentation analysis, interviews, and observation. The study's findings indicate that the target audience for the online Arabic language program is beginner and intermediate speakers. The program's objective is to provide Reels for Maharah Kalam and Quizzes for Qawaid Lughah, and the target material has already been identified. The Motivationarab account on Instagram creates Reels, or quick movies, that often last no more than a minute. In this instance, Reels receives more attention than Quiz since the quiz consists of multiple choice questions about qawaid lughah.

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_Keywords: planning management, program, Arabic language, online_

## 1. INTRODUCTION

In the KBBI, "digitalization" refers to the use of digital systems. Information and communication technology (ICT) has advanced in many facets of society, including educational institutions, throughout the "Digital Era." I Wayan Sutama et al. argue that while ICT develops quickly, all facets of life are changing. (Anam, 2021) Technology has been a part of the teaching and learning process since the turn of the twenty-first century. In 2019, Ekwonwune and Edebatu

According to Republic Law Number 20 of 2003, Article 13 Paragraph 1, there are three types of education pathways in Indonesia: official, non-formal, and informal. Hasbullah (2017) Non-formal education is typically provided as a supplement, addition, or replacement. By placing an emphasis on knowledge mastery and development, non-formal education also serves to develop potential (Syaadah et al., 2022). The Ministry of Education switched from in-person instruction to online instruction over the Internet when COVID-19 spread to other nations (Alsmadi et al., 2021). Online learning is a subset of remote learning, and both share the same features of having teachers and students in different places at different times, using

diverse resources for instruction (Yahya et al., 2021). Mastering the four abilities of listening (maharatul kalam), speaking (maharah kalam), reading (maharah qiro'ah), and reading (maharah kitabah) is essential for success in Arabic as a scientific study. (Waizah, 2023)

George Terry defined management as a unique process that involves organizing, planning, carrying out, and overseeing the use of resources, including people, to decide and accomplish an organization's goals. Media (2017). According to Atmosudirdjo, on the other hand, management is the regulation and application of all elements and assets that, in accordance with a plan, are required to accomplish specific work objectives (Media, 2017).

In an organization with a group of people, management is the act of arranging and planning resources, including human resources, in order to implement a policy and achieve predetermined goals over a lengthy period of time through the division of labor. Arabic program management, on the other hand, is the process of planning, organizing, coordinating, and mobilizing resources in order to achieve the objectives of learning Arabic. This is done by making efficient and effective use of available resources (H et al., 2022). Effective management of Arabic language programs is essential for both formal and non-formal learning environments. It is intended that program management can function in accordance with the objectives to be met (H et al., 2022).

With over 53 million users, Indonesia is currently among the

countries with the highest usage of Instagram globally, suggesting that nearly all smartphone users in this nation utilize the platform. As a result, Indonesia ranks third in the globe for Instagram usage, behind the US and Brazil (Latif, 2022). The public adores Instagram, and it is impossible to separate their enthusiasm from the platform's expansion. One example of an innovation is Reels, an Instagram feature that allows users to create videos up to an hour long. This means that creating content on Instagram can easily involve both photos and videos. (Latif, 2022). Teens between the ages of 18 and 24 make up the majority of Instagram users, according to data from goodstats.id.

The aforementioned situation makes it necessary to investigate how online Arabic language programs are planned in the digital age as a kind of non-formal education, as well as how online Arabic program planning administration is being handled on the Instagram platform.

## 2. METHODOLOGY

This research is descriptive qualitative research. In this research, the researcher will describe the Instagram platform on the Motivaarab account which is related to the management of planning online Arabic programs, so that the discussion is related to the planning stages of online Arabic programs

The data collection techniques used by the researcher were observation, interviews, and documentation analysis. The data collected by the researcher was the initial upload of Reels, namely from July 15 2021 to December 7, 2023. The

observation carried out by the researcher was non-participant observation, where the researcher was only an observer and collected data. regarding Quiz and Reels via the Instagram platform on the Motivaarab account. Meanwhile, the interview conducted by the researcher was an interview using the chat feature on the Instagram platform, namely Direct Message (DM) by asking questions to the founder of the Motivaarab account regarding the planning of the Arabic language program on the Motivaarab account. Then the documentation used by researchers is in the form of journals related to research on planning online Arabic language programs.

| | Expressions | 9 Reels |
|---|---|---|
| | Funny adn trendy | 6 Reels |
| **Total** | | **37 Reels** 19.17 % |

B.  Intermediate (*Mutawassith*)

| Level | Category | Amount |
|---|---|---|
| Intermediate (*Mutawassith*) | Nahwu | 14 Reel |
| | Sharaf | 3 Reels |
| | Expressions | 42 Reels |
| | Hiwar | 4 Reels |
| | Tounge twister | 2 Reels |
| | Song | 5 Reels |
| | Funny and trendy | 33 Reels |
| | Cartoon | 15 Reels |
| | Advice | 27 Reels |
| | Qishah | 9 Reels |
| | Mahfudzat | 2 Reels |
| **Total** | | **156 Reels** 80,82 % |

## 3.  RESULTS AND DISCUSSION

Below is the management of the Arabic Bshasa program on the Instagram platform on the Motivaarab account which will be discussed based on the planning which consists of targets/segments, objectives, and then material.

### Target Arabic Language Program On the Motivaarab Account.

Referring to Reels or short videos that have been uploaded by Motivaarab, it shows that Reels or short videos have targets or segments at two levels, namely beginner *(mubtadi')* and intermediate *(mutawassith)*. The following table below shows the targets or segments of the Reels program, which are as follows:

A.  Beginner *(Mubtadi')*

| Level | Category | Amount |
|---|---|---|
| Beginner (*Mubtadi'*) | Vocabolary | 12 Reels |
| | Hiwar | 4 Reels |
| | Comparison of two or more languages | 6 Reels |

The table below is the target or segment of the Quiz program, which is as follows:

A.  Beginner (*Mubtadi'*)

| Level | Category | Amount |
|---|---|---|
| Beginner (*Mubtadi'*) | Vocabolary | 10 Quiz |
| | Nahwu | 1 Quiz |
| **Total** | | **11 Quiz** 14.66 % |

B.  Intermediate (*Mutawassith*)

| Level | Category | Amount |
|---|---|---|
| Intermediate (*Mutawassith*) | Nahwu | 47 Quiz |
| | Sharaf | 15 Quiz |
| | Sinonym | 1 Quiz |
| | Antonym | 1 Quiz |
| **Total** | | **64 Quiz** 85.33 % |

### The aim of the Arabic language program on the Motivaarab account

According to the transcript of the interview with M, the Motivaarab account's founder, and one of the

respondents, the Motivaarab account on Instagram consists of two primary programs: Reels, which are Arabic-language short videos, and Quiz, which are multiple-choice questions uploaded to Instagram and featured as highlights in the Motivation Arab account feed.
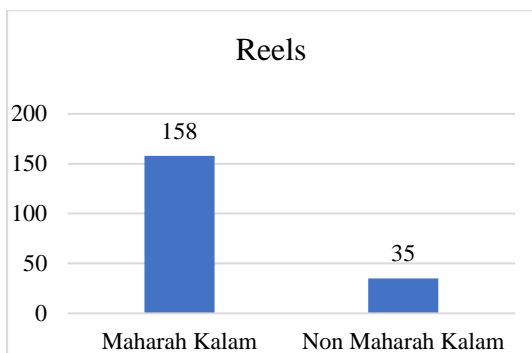
The goal of Motivaarab's Arabic language program, which takes the shape of Reels, is to incite followers' or followers' ire. Maharah kalam is a crucial Arabic language ability that needs to be grasped (Taubah et al., 2023). Maharah kalam is described as speaking nonstop and repeating the same mufrodat while utilizing audible phrases. The ability to communicate and comprehend what is being said by the other person is the ultimate objective of language, and it is demonstrated when a learner masters maharah kalam (Hula et al., 2022). Four requirements must be satisfied in order to pass maharah kalam: speaking fluently, correctly selecting the mufrodat to be utilized, having good grammar, and being able to communicate (Efektif & Amin, 2023)

The goal of the Quiz program is to improve followers' or followers' qawaidul lughah (language rules). Here, nahwu and sharaf are the qawaidul lughah (language rules) (Wahyono, 2019). Nahwu is a science that teaches pupils how to properly speak and write while also straightening and shielding their tongue from errors (Mualif, 2019). According to Ahmad Madkour, the goal of teaching beginners Arabic language rules is to: a) enable them to identify sentence patterns in Arabic well based on their proficiency level; b) provide them with correct Arabic language experience through maharah istima'; c) instill in them

the habit of expressing themselves correctly in Arabic; and d) enable them to become accustomed to using good basic Arabic language patterns (Sa'adah, 2019). In the meantime, Thu'aimah and Manna, the goals of studying qawaidul lughah are as follows: a) the student can reason logically and be able to discern between words, sentences, structures (tarakib), and expressions (ibarat); b) the student is attentive when observing, comparing, analyzing, and drawing conclusions about the Arabic language; c) the student can accurately mimic sentences, uslub, and linguistic expressions; d) learners can comprehend what is written and spoken; e) can assist learners in speaking, listening, reading, and writing (Nasiruddin, 2020).
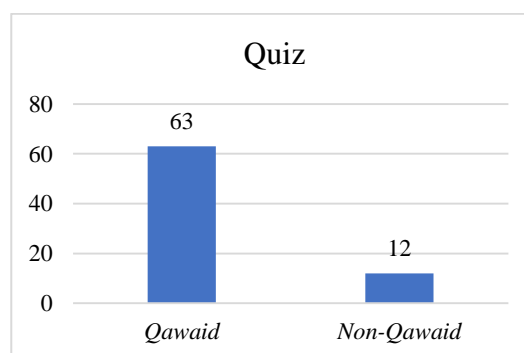


Referring to the maharah kalam indicator, this Reel is in line with the aim of maharah kalam on the Motivationarab account. The purpose of the Quiz on the Arabic motivational account that has been uploaded is in line with that stated by Ahmad Madkour, Thu'aimah and Manna, so

**DIGITALIZATION OF ONLINE LANGUAGE PROGRAM PLANNING MANAGEMENT**

Reels — Maharah Kalam: 158, Non Maharah Kalam: 35

***Arabic program material on the Motivaarab account***

The material in the Arabic Reels and Quiz program on the Motivaarab account has two different focuses, namely maharotul kalam for Reels and qowaidul lughah for Quiz. The material in the two programs is categorized as follows:

| Beginner (*Mubtadi'*) | |
|---|---|
| **Category** | **Material** |
| Vocabolary | 1. Names of fruit, namely in the form of موز، فراولة، عنب، عنقود عنب، بطيخ احمر، جبس، شمام، بطيخ أصفر، توت، كرز، أناناس ليمون، تفاح، برتقال <br> 2. Profession, namely in the form of مدرس، ممرض، مهندس، طبيب، سائق، صيدلي |
| Hiwar | In hiwar there is a conversation between two people <br> أ: السلام عليكم <br> ب: وعليكم السلا <br> أ: من أجمل المرأة في العالم <br> ب: أنا |
| Comparison of two or more languages | Three language comparisons include Japanese, Arabic and Javanese |
| Expressions | Everyday expressions like لا تقلق، تحذر |
| Funny dan trendy | The word 'joking' is in the form of a video clip that has high traffic by one of the female students, namely مزح |

| Intermediate (*Mutawassith*) |
|---|

| Category | Material |
|---|---|
| Nahwu | In the form of an explanation of *i'rob* sentences <br> أنا احب فلسطين |
| Sharaf | Tashrif uses the word الحمد |
| Expressions | Everyday expressions like <br> من الألف إلى الياء |
| Hiwar | In hiwar there is a conversation between two people <br> أ: انتهي يا قلبي كي لا تجرحي يدك بالسين <br> ب: ولماذا اجرح يدي هل دخل على يوسف عليه السلام؟ |
| Tounge twister | There are four levels of tongue twister in Reels, one of which is <br> مَنْ مَنَّ مِنْ مَنْ مُنَّ مِنَ المَنَّان |
| Song | The song used is *kalau kau suka hati* <br> إذاكنت سعيدا صفق بيديك x2 <br> إذا كنت سعيدا وتعام ذلك وتعلم ذلك صفق بيديك <br> إذاكنت سعيدا اضرب برجليك x2 <br> إذا كنت سعيدا وتعام ذلك وتعلم ذلك اضرب برجليكx2 |
| Funny and trendy | Aldi Taher's statement is in the form of a video clip that says about the confusion of having high traffic when interviewed, namely <br> كل الناس علر وجه الأرض متحييرون ولا يتحيرون مرة أخرى عندما يكونون في الجنة |
| Cartoon | Cartoon reels are taking cartoon videos then the sentences spoken are replaced and translated into Arabic, like the SpongeBob cartoon <br> ليس كل ما يقال بحقك يستحق الرد لا تعطي قيمة لمن لا قيمة لهم عود نفسك على التجاهل وكما قيل علاج الجاهل التجاهل |
| Advice | One piece of advice on Reels is <br> ومن اعتمد على الناس "ذلّ" ومن اعتمد على المال "قلّ" ومن اعتمد على |

| | علمه "ضلّ" ومن اعتمد على نفسه "ملّ" ومن اعتمد على الله فما ذلّ ولا قلّ ولاضلّ ولاملّ |
|---|---|
| Qishah | The qishah told includes a monkey and a donkey, which is as follows<br>اختلف قرد مع حمار على لون عشب فالقرد يقول إنه اخضر فيما يصرالحمار على أنه ازرق وبعد شجار بالأقدام لجأ إلى الأسد الذي حكمبراءة الحمار وعاقب القرد بنفيه من الغابة سنة كاملة وقال له قبل رحيلة كلنا نعلم أيها القرد العنيد أن لون العشب أخضر لكننيأعاقبك لأنك تناقش الحمار |
| Mahfudzat | Short Mahfudzat, like<br>من جد وجد |

Then the Quiz on the moitvasiarab account is categorized as follows:

| Beginner (*Mubtadi'*) | |
|---|---|
| **Category** | **Material** |
| Vocabolary | In the Mufrodat Quiz there are questions about fruit, names of countries and animals |
| Nahwu | Quiz on beginner nahwu materials, namely questions about the word طريق as *mudzakkar* or *muannats* |

| Intermediate (*Mutawassith*) | |
|---|---|
| **Category** | **Material** |
| Nahwu | Quiz on nahwu material includes *I'rob* material |
| Sharaf | Sharaf's question is what is the plural of the word دلو |
| Synonym | Synonym questions in the form of words مثير |
| Antonym | Antonym questions in the form of words مجتهد |

The research results show that the Arabic language program on the Instagram platform on the Motivationarab account has planning management that is appropriate to the object and media, also with Reels or Quiz on this *instatory* generating high traffic with followers or followers who use the Instagram platform as a place to learn and explore a lot. especially regarding Arabic using a digital system. This shows that Reels or short videos can be received, enjoyed, and understood well by followers and non-followers

It is hoped that with this research, Indonesia, as the third-ranked country using the Instagram platform, can use Instagram as a medium to improve Arabic language skills well.

## 4. CONCLUSION

This research suggests the management function of planning Arabic language programs on the Instagram platform in Arabic motivation accounts, namely setting targets, objectives, and material on Reels or short videos and Quiz. Reels and short videos to make followers interested in learning Arabic. Meanwhile, the Quiz is in the form of multiple choice questions which are uploaded to Instagram stories so that followers or followers can recall the material they have studied previously. In this case, Reels has higher traffic than Quiz, this shows that Reels or short videos can be received, enjoyed, and understood well by followers and non followers. This research provides a new perspective on online Arabic program management research from the planning aspect.

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**DIGITALIZATION OF ONLINE LANGUAGE PROGRAM PLANNING MANAGEMENT**

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**DIGITALIZATION OF ONLINE LANGUAGE PROGRAM PLANNING MANAGEMENT**

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## DIGITALIZATION OF ONLINE LANGUAGE PROGRAM PLANNING MANAGEMENT