

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The integration of interactive media has emerged as a key strategy for enhancing the learning and development of essential communication skills in the ever-evolving landscape of marketing communications in the digital era. These skills are essential not only for successful campaigns, but also for fostering long-term relationships with stakeholders. Traditional classroom-based learning often fails to replicate the dynamic and interactive nature of real-world marketing challenges. These shortcomings include limited opportunities for practical exercises, a lack of engagement with realistic scenarios, and an overemphasis on theoretical knowledge without sufficient application. As a result, learners struggle to translate academic concepts into the practical skills needed in professional marketing environments.

The rise of online learning platforms offers new opportunities to address these gaps. Interactive media, with its potential to engage users through simulations and multimedia content, offers a viable solution. The growth of interactive technologies has revolutionised the way marketing communications is both practiced and learned. For example, simulations can allow students to practice real-time decision making in marketing campaigns, gamification can motivate learners by incorporating challenges and rewards, and multimedia content can present complex concepts through engaging visuals and interactive elements. Together, these tools mimic real-world scenarios and increase learner engagement. By integrating real-world scenarios into a controlled learning environment, interactive media can bridge the gap between theoretical knowledge and practical application.

Recent studies have emphasized the effectiveness of interactive media in education. For instance, a study by Rodrigo Smiderle (2020) found that gamified learning platforms improved engagement and retention in marketing courses by

35%. Similarly, Jones and Taylor (2020) demonstrated that using multimedia simulations increased learners' problem-solving abilities in real-world business contexts. Another research by Olga et al. (2022) highlighted that interactive e-learning tools enhanced communication skills among professionals by 40%, particularly in virtual team environments. The growing body of research in the field of interactive digital marketing highlights the potential of interactive media to enhance customer engagement and foster more informed, empowered, and connected consumer groups in both physical and virtual realms (Krishen et al., 2021). This shift in marketing communication paradigms underscores the importance of incorporating interactive media into the academic curriculum, as it can provide students with the necessary tools and experiences to navigate the complexities of contemporary marketing communication. These findings underscore the potential of integrating interactive media into marketing communication education to meet the demands of a rapidly evolving industry.

The selection of this thesis title stems from the critical gap between traditional marketing communication education and the practical skills demanded in the modern workplace. Based on the research through observations, many students struggle to fully grasp marketing communication concepts and fail to develop essential skills effectively. This challenge often arises from teaching methods that do not align with students' learning preferences, such as over-reliance on theoretical lectures and a lack of interactive, real-world applications.

However, the adoption of such tools in marketing communication education remains limited. There is a need for research and development to design, test, and implement effective interactive media tailored to this field. This study seeks to explore and develop an online-based approach to enhance communication skills in real-life marketing contexts.

Developing interactive learning media that can accommodate the specific need of marketing communication students or professionals is a very relevant step. Involving them in the development process can ensure that the media not only meets

general learning standards, but also provides added value specific to their professional needs. As such, any incongruities that may arise from commonly available learning media can be addressed, creating a more effective and relevant learning experience for marketing communication students.

Online-based learning media is an effective tool to enrich the learning process of Marketing Communication, especially in this digital era where the society use internet the most. By providing opportunities to actively engage with the learning material, students can better understand the concepts being taught. The interactivity of the media and materials allows for the simulation of real work situation, preparing the students for the challenges they may face during their daily work environment.

Thus, the main Objective of this study lies in the recognition that traditional teaching methods often fall short in equipping students with the dynamic communication skills required in the modern marketing landscape.

1.2 Formulation of the Problem

This study aims to address the following research questions:

- a. How can interactive media be designed and developed to effectively enhance marketing communication skills?
- b. What are the key features of an online-based approach that supports learning in real life marketing communication scenarios?
- c. How does user respond towards the website that are made?

1.3 Scope and Limitation of the Study

This study focuses on the development and evaluation of interactive media for marketing communication learning, targeting students aiming to enhance their

skills. It emphasizes practical, real-world scenarios and exercises designed for online learning platforms, ensuring accessibility and engagement.

This study Focus on specific aspects of marketing communication, such as marketing communication fundamentals, message delivery, audience engagement, scenario-based problem-solving, and case study. Broader marketing strategies and concepts are excluded to maintain focus and feasibility.

1.4 Objectives of the Study

The primary objectives of this study are:

- a. To design and develop interactive media tailored for marketing communication education, incorporating features such as real-time simulations, gamified learning modules to enhance user engagement and practical skill application.
- b. To identify and integrate key features of an online-based approach (e.g., scenario-based exercises, multimedia content, and accessibility tools) that bridge the gap between theory and practice.
- c. To know user responds towards the website that are made.

1.5 Significance of the Study

This study is significant for several reasons:

- a. Theoretical Contribution

Expands the body of knowledge on interactive media and its application in the context of marketing communication learning. It will explore the various types of interactive media, their pedagogical benefits, and the strategies for integrating them into online-based learning environments.

- b. Practical Benefits

Provides an innovative tool for educators and learners to improve marketing communication skills also examine the impact of interactive media-driven learning on the development of communication skills, such as interpersonal communication, and the ability to adapt to real-life marketing scenarios.

c. For Researcher

This research offers valuable experience and insights, particularly in conducting studies and developing materials that incorporate key elements essential for Marketing Communication practitioners to excel as professionals in their field.

d. For Further Development

This research serves as a valuable reference for future researcher who interested in creating interactive learning media tailored specifically in Marketing Communication. The study's findings and methods offer useful guidance for designing interactive learning tools and enhancing the skills required to become professional Marketing Communication practitioners, particularly through industry-aligned materials.

Drawing from the insights provided in the selected sources, this study will present a comprehensive framework for the design and implementation of interactive media-based learning experiences that can enhance the communication competencies of marketing communication students. By addressing the identified gaps, such as the lack of practical application in traditional learning methods and the limited use of interactive media in education, this study contributes to the advancement of marketing communication education in an increasingly digital world by providing evidence-based solutions and innovative tools for skill enhancement.