Students' Acceptance Level of Digital Newspaper Publication Performance Assessment Innovation

ABSTRACT

The alternative assessment was implemented in the Editing Course (AK20903) to analyze students' group achievement in digital skills. This core course is compulsory for all second-year communication (UH6321001) students to prepare them with the skills of writing, analyzing, and copy editing. Students' digital skills are assessed through the publication of a digital newspaper that uses graphics applications provided by the university. However, this software can only be accessed within the campus area. The Covid-19 pandemic has changed the landscape of student locations where students are no longer within the coverage area where the software is accessible. To address this issue, the Canva application is being tried out. This study employs a quantitative approach with a sample of 124 respondents consisting of current students who are registered in the AK20903 (Editing) course. This study aims to analyze the acceptance level of the students of the introduced innovation. To collect the data a set of four parts questionnaires was used that included the demographic information, perception of user-friendly, perception of usability, and students' satisfaction. The results showed that most of the respondents highly agreed that perception of usefulness, perception of usability, and users' satisfaction are the factors that influenced their acceptance of the innovation performance assessment of digital newspaper publications. The findings of the study indicate that students' acceptance of the innovation performance assessment of digital newspaper publishing is influenced by the benefits and usability gained from the use of Canva.