TEACHER COMPETENCIES AND THEIR RELATIONSHIP WITH THE DEVELOPMENT OF INTERACTIVE MEDIA

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The 21st century learning paradigm implies that educators must be able to create the latest innovations in the learning process in order to improve learning achievement. According to Mulyadi et al, (2020) one form of innovation is to create effective and technology-based learning resources. Technology-based learning can bring education in a better and modern direction. Technology in the learning process is one of the means to develop interesting learning models for students, so that students are motivated to learn independently. Knowledge and technology are interrelated and influence each other in life. Society and technology are phenomena that cannot be separated and the changes that occur, one of which changes the other (Syahrul et al, 2021).

In this regard, Syahrul et al (2019) said that media literacy is also one of the basic skills that individuals must possess in the 21st century and has become a central and inseparable part of life. Media literacy can be defined as the use of mass media tools as needed, accessing the content in these tools, understanding, analyzing and evaluating messages correctly and consciously. In addition, technology also has the opportunity to connect with people all over the world without the limitations of time and distance because this communication takes place through technology. In the pre-digital era, students could only express themselves through written or spoken texts. In contrast, students in technology-assisted environments can quickly combine these two modes and even add visuals or sound (Atmazaki et, 2021). Then Winita et al (2019) said that the main thing that needs to be done is to create a pleasant learning atmosphere. Psychologically, fun learning will bring the learning situation to be comfortable and harmonious. The application of fun learning strategies can be done if the teacher has understood the needs and desires of students.

Furthermore, Agusrida et al (2020) say that professional teachers must be able to adapt to increasingly sophisticated technological developments. This will test the existence of professional teachers with their ability to use digital-based media and learning resources. With the existence of training using ICT in the internet (online), it

is not new and complicated for teachers because mastery of ICT is a must as an indicator of professional teacher competence. In addition, the selection of the right learning model, also requires learning media to improve the effectiveness of the quality of learning (Novelti et al, 2018).

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