

UTILIZATION OF POWTOON WEBSITE ON THE TEACHING LEARNING PROCESS OF ARLING PANLIPUNAN TEACHERS AT BAGONG SILANG HIGH SCHOOL

ABSTRACT

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The integration of ICT in education is essential for preparing students for the digital age, as emphasized by UNESCO (2023) and the Philippines' Department of Education (2020). Despite its potential to create engaging learning environments, challenges in implementation remain. One promising approach is the use of animated videos, particularly through tools like Powtoon. According to ELM Learning (2020), Powtoon is a user-friendly online platform designed for creating animated videos for educational purposes. Research has shown that Powtoon can enhance student engagement, motivation, and comprehension. This study examines the impact of Powtoon on the teaching–learning process among Araling Panlipunan teachers at Bagong Silang High School. This study employs a descriptive research design with a quantitative approach to examine the use of Powtoon in the teaching–learning process of Araling Panlipunan teachers at Bagong Silang High School during the 2024–2025 academic year. Thirty teachers were selected through purposive sampling, and data were gathered using a questionnaire divided into three sections. The findings aim to provide insights into the integration of Powtoon in classroom instruction and its impact on both teaching and learning experiences. The study found that the use of Powtoon positively impacts the teaching–learning process of Araling Panlipunan high school teachers in several areas: instructional creativity, with a composite mean of 3.31 (strongly agree); communication, 3.23 (agree); time efficiency, 3.20 (agree); and professional development, 3.27 (strongly agree). However, challenges were also identified, including internet connectivity issues, with a composite mean of 3.37 (strongly agree); limited computer application literacy, 3.43 (strongly agree); and the availability of specific gadgets, 3.39 (strongly agree). In conclusion, age, gender, and teaching experience do not significantly influence the use of Powtoon among Araling Panlipunan teachers. Educators recognize Powtoon as an effective tool that enhances instructional creativity, communication, time efficiency, and professional development. However, challenges such as poor internet connectivity, limited computer application literacy, and restricted access to specific devices must be addressed to fully maximize Powtoon's potential in improving the teaching–learning process.

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