



LEARNING THE ARABIC LANGUAGE WITH BUSUU APPLICATION

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Abstract: In the technology era, information and technology (IT) are very important in all activities, which is no exception in learning. In many applications is offered by application maker. Nowadays someone can learn something independently. Busuu is an application developed to help one to learn a foreign language, such as the Arabic language. The learning level used on the application used international standards, beginning from beginner level (A1), basic level (A2), intermediate (B1), and advanced (B2). This application is a supply subject matter on an audiovisual form that can increase four skills in the Arabic language (*Maharah Kalam, Maharah Istima', Maharah Kitabah, Maharah Qira'ah*). This Busuu application is possible to prepare someone able to communicate with the Arabic language.

Keywords: Busuu Application, Learning Arabic Language

Introduction

Busuu application is early published via website Busuu.com in 2007 by Bernhand Niesner and vice founder is Adrian Hilti in Spanish. Nowadays Busuu is available on the website which supplied learning service kind language with free for user wants to learn the language around the world. On

this application stressing learning is communicative ability. The application is cover with an interesting style, friendly and easy to be used for user.

The primary of Busuu is a free website is developed as a communication line to learning foreign languages, presented to the learner with all age levels. Generally, Busuu planned is used to as a discussion about language via computer. There is a comment Colum in this application, a thousand comments posted to correct by the user from this situs, so the user will know a mistake on the learning process quickly. Other hands, Busuu supply four language learning skill (listening, speaking, reading, and writing)⁷

Arabic language learning in Indonesia is a foreign language has learned in formal no formal institution, beginning primary, junior, senior high school until higher education. But it can as a warranty to make

⁷ Nicolas Pino James. 'Busuu.com vs. Lang-8: Evaluating the acquisition of the writing skills', *International Journal of Education and Development using Information and Communication Technology (IJEDICT)*, Vol. 7, No. 2. 2011



it easy to learn the Arabic language, the difficulties of the learner to understanding the Arabic language are a serious problem for teachers and academia who wrestle in education especially the Arabic language.

Busuu is an application design special for help learning language based on the website and available with the application form. Busuu managed by language education professionals, team design, and development websites from all the countries. There are twelve languages is provided by the owner website, one of them is the Arabic language.

On July 15th, 2015, McGraw-Hill Education is announcing that the firm has bought the biggest stock on Busuu.com with € 6 billion (around \$ 6.500.000) with fantastic value. Busuu has prospected more and more brightness to continuous development future. McGraw-Hill Education is expertise engaged in the field of education, generally, the primary prepare is an independent learning model. The purpose of Busuu is to help and achieve the goal of foreign language based on technology. Mark Doman as a leader of McGraw-Hill Education said that everyday Busuu user continuous development. From 55 billion users can divide into application user and website, for application user is two-third and other via the website through their smartphone. It is very advantages for Busuu because of the

increase website user. Wirelessly line is larger, application grow is more variance can be had by anyone.

Nowadays, Busuu is new supplied learning for twelve languages. McGraw-Hill Education firm has planned for the continuous development of its website until achieving sixty languages around the world. Busuu supported with a native speaker team from twelve countries like (English, French, German, Arabic, Dutch, Italian, Chinese, Japanese, Brazilian, Spanish, Russian and Turkish), so the user can learn with pronunciation. Twelve languages supplied by this application can learn with free. But the user wants additional features or other facilities more batter and complete, the user is suggested register as a premium member with paid than the user will get facilities more complete compared free version.

Busuu users can learn a foreign language with pronunciation through native speakers available. It has mistaken, these features will correct directly. Busuu primary four skills in learning the language are listening skills (*istima*'>), speaking (*kala*>m), reading (*qira*>'ah), and writing (*kitab*> ah). This application also equipped with features chatting, the user in learning a language is not only one line but also an interaction with other users and easier learning language with changing the



material with others.

Busuu has got many rewards as an available application learning language includes BETT Innovator Award, Tech Crunch Europe Award and Best Education Startup in Europe by EdTech Europe. The achievement is as evidence that application worthy as a learning friend and needs to recognize deeply by the user or a firm education technology development in Indonesia.⁸ In their article said that Busuu is an application foreign language learning with autodidact available language with native speakers⁹. Busuu application is used media for learning a foreign language because has interactive and mastery foreign language¹⁰.

Busuu application offered Arabic language learning the way independent learning with characteristic self-planned learning, autonomous learning, autodidact, self-education, and open learning.¹¹ All learning process is a continuous improvement to up to date. Busuu also is called as Web-Based Training (WBT) or Web-Based Education

(WBE) because fulfill 3 principles based on the website are interactive, Independency, and relevancy.

There are many articles is studied Busuu as learning media foreign language independently when using the model website. This article is studied Busuu as media foreign language learning online independently in application form equipped with an explanation with the advantage and disadvantages of application.

Using Busuu on Arabic language learning

Nowadays, learning a foreign language is required especially the Arabic language. Around the world is bilingual, all country is not only using one language but also use multi-language. If a country does not apply bilingual in system language, the countries will lift behind. Know that the Arabic language is an important language to learn the Islamic religion and the source of Islamic nature caused by all Islamic religion sources user the Arabic language like AL Quran and Hadis.

Today, the Arabic language is not the only language for the Arabian country but also as an international language which almost the same position. The main factor of language is communication and interaction with all humans¹². With

⁸ Khoirul Huda. Pemanfaatan Website (Busuu.Com) Sebagai Multimedia Interaktif dalam Pembelajaran Bahasa Arab', *Jurnal An Nabighoh*, Vol 19 No 02, 2017

⁹ Teddy Nee, 3 Website yang membuat pembelajaran bahasa lebih menyenangkan', <https://www.kompasiana.com/tdnee/> 2014. diakses 24 Mei 2018.

¹⁰ Khoirul Huda. Pemanfaatan Website (Busuu.Com) Sebagai Multimedia Interaktif dalam Pembelajaran Bahasa Arab', *Jurnal An Nabighoh*, Vol 19 No 02, 2017

¹¹ Taufiqurrochman "Busuu.com: Model Belajar Bahasa Arab Mandiri Berbasis Website", *Laporan Penelitian UIN Maulana Malik Ibrahim Malang*. 2015.

¹² Yusring Sanusi Baso, Penggunaan Multimedia Interaktif dalam Pembelajaran Bahasa Arab', *Nady al-Adab*, Vol. 5, No. 2., 2008



language, someone will express the thought, ideas, and information. Language skill complete means skill to express is the skill to understand and produce text, oral and transcription.

Nowadays all things must use electronic media, hold on this, all learners and educators knew about the development of era¹³. The digital era all things can do through the internet. Therefore, nowadays many kinds of application can support learning need with an autodidact¹⁴.

Learning the Arabic language nowadays can be done independently via the internet¹⁵. One of them used Busuu application which an application to support foreign language learning. This application is available and can download via smartphone with platform Android or iOS. With this application, the learner and educator can exploit an Arabic language learning process.

Busuu application can as main alternative and easy to access for individual who has not much free time to learning language class directly. It can become a

strategy for an educator to give special Arabic language learning, and it will give the impression that the educator is always updating the information. Using this application, the learner will easily and quickly is done transcription, oral, listening and reading a foreign language, for example, the Arabic language will be learned.

The strategy can build with using Busuu application when teaching and learning processes, nowadays the internet is a very close relationship with human needs. Therefore, learning using this application will make easy for the learner on Arabic language learning because it is easy to access. The strategy is done to build students though that learning the Arabic language is not only using a dictionary or yellow books. Using this application also will give or build a spirit of the learner to learn the Arabic language.

It is time for the learner to following technology development rapid and the educator must use media to support learning. With this application, Arabic language learning is not said difficult, and will not make learners thought that learning the Arabic language as something made bored.¹⁶

Learning the Arabic language

¹³ Rahmat Iswanto, Pembelajaran Bahasa Arab Dengan Pemanfaatan Teknologi', *Arabiyatuna : Jurnal Bahasa Arab*, Vol. 1, No. 2. 2017.

¹⁴ Azkia Muharom Albantani, Ahmad Madkur, Musyahadat Al Fidyu: Youtube-Based Teaching and Learning of Arabic as Foreign Language (AFL)', *Dinamika Ilmu*, Vol. 17, No. 2. 2017.

¹⁵ Aliba'ul Chusna, Pembelajaran Bahasa Arab Berbasis Multimedia', *Cendekia*, Vol. 10, No.2. 2012.

¹⁶ Sri Wahyuni, Bahasa Arab Jurnalistik (Media Pembelajaran Elrktronik)', *Jurnal Ilmu Pendidikan Islam*, Vol 14, No 02. 2017



via Busuu application is supported by four skill Arabic language skills. The four skills of language mean as listening skill, speaking the Arabic language, skill on reading Arabic writing with good and correct spelling, then speaking skill with dialogue or monolog with the Arabic language, and the last is writing with good and correct and suitable with the grammatical and structural Arabic language. Four skills in language skill is very effective and efficient for beginner want to learn Arabic language or mastery and language test Arabic language skill as the user has mastery on learning the Arabic language.¹⁷

Busuu application has four main features sophisticated and can utility in Arabic language learning. The first feature is learning, this feature contains learning material of the Arabic language. There are five levels on this feature include beginner level (A1), for a user who wants to learn or know the Arabic language. Basic or elementary level (A2) is a level higher than just know the Arabic language. Intermediate level (B1), this level is deeper Arabic language learning. Upper-intermediate (B2) done to deep good Arabic language. The last level is the private course, at this level; the user has mastery and fluent Arabic language skills

with good and correct grammar and structure.

The second feature is drill, in this feature, the user connected with another user for communication using the Arabic language indirectly, after learning, the user must apply the learning with conversation or dialogue with text in this features. When has mistaken for writing or structure, users can correct each other, give knowledge, and information the result correction done by each user relationship. It is very advantages for the user. Third feature vocabulary, on this feature, contains much Arabic language vocabulary, then has mistaken happen in drill feature to know, measurement, and understanding until know user skill on the Arabic language. In this feature, there is a small note that is an important thing for a user in Arabic language learning. This feature, special for a serious user to learn the Arabic language because this is a feature paid. The fourth feature is a private note which has contains biodata, user identity completely and the result of Arabic language learning has done when a user using this application.¹⁸ This application has feature can connect or communicate indirectly with unknown people around the world to know and training their Arabic

¹⁷ Khoiril Huda. Pemanfaatan Website (Busuu.Com) Sebagai Multimedia Interaktif dalam Pembelajaran Bahasa Arab', *Jurnal An Nabighoh*, Vol 19 No 02, 2017

¹⁸ Taufiqurrochman "Busuu.com: Model Belajar Bahasa Arab Mandiri Berbasis Website', *Laporan Penelitian UIN Maulana Malik Ibrahim Malang*. 2015



language skill.¹⁹

Busuu application is not only for the young and adult user but also suitable for kids because of this application special for kids. This feature has display suitable for kids want to learn the Arabic language. There are many pictures with interesting colors in all objects and cute which draw attention for kids to continuous Arabic language via Busuu application.²⁰

Arabic Language Learning Material in

Busuu

Busuu application is available learning material for the Arabic language divided into 4 levels are; Beginner (A1), Elementary (A2), (Elementary A2), Upper Intermediate B2. Busuu application with the free feature, just an available learning material is vocabulary, quiz, conversations. Although the user has a choice of the Arabic language as a target of learning, this application is used the English language constantly in an application.

1. Beginner (A1)

In this level, there are nineteen (19) learning themes. The themes are present in this level are Greeting people, About me, How are you?, Appearances, Jobs, Numbers and Colors, My family, Everyday

objects, Size, Town and cities, Food and drink, Free time, My house, Daily routines, Numbers and dates, Everyday tasks, At the bar, Personal details, and Directions.

2. Elementary (A2)

In this level, there are fifteen (15) learning themes. Themes are present at this level are Meeting friends, Subjects, Different personalities, At work, My body, Chores, Clothes Shopping, Eating out, Eating in, Planning a trip, Weather forecast, Transport, At home, Feeling ill, and Staying healthy.

3. Intermediate (B1)

In this level, there are twelve (12) learning themes. The themes are present in this level are Opinions, The news, Expressing yourself, Weekend away, Job interview, Moving house, Talents, Feelings, and Emotions, Holidays, Dating, The world around us, and Culture.

4. Upper Intermediate (B2)

In this level, there is an eleven (11) learning theme. The themes are present in this level are Rules and morals, Exploring nature, Our planet, Luxury items, The universe, Entertainment, The world-wide-web, Running errands, The great outdoors, The modern world, and life choices.

5. Travel Course Level

In this level, there are four (4) learning themes. The themes that are present in this level are Travel essentials,

¹⁹ Khoirul Huda. Pemanfaatan Website (Busuu.Com) Sebagai Multimedia Interaktif dalam Pembelajaran Bahasa Arab', *Jurnal An Nabighoh*, Vol 19 No 02, 2017

²⁰ Taufiqurrochman "Busuu.com: Model Belajar Bahasa Arab Mandiri Berbasis Website', *Laporan Penelitian UIN Maulana Malik Ibrahim Malang*. 2015



Getting around, Asking the locals, and Sightseeing.

Arabic language learning is used Busuu application with learning material like simple vocabulary with illustration, word by word until phrase by phrase. After this, the user direct give vocabularies or phases of training in question form decided true or false. Next training is given matching form with 3 columns vocabularies or phrase with 3 other columns. Then present with informative sentences with meaning in the English language. After this, the user is given training to matching words presented with selecting meaning. After finish, this application will show the presence of increasing skill users in each subject matter.

The illustration used in learning vocabularies is a representative text and can increase user interest. If we are studying Arabic language learning, there will many contradicting in Arabic language learning principle, we should tend Arabic language learning with Islamic Arabic culture. The illustration used a lot of finds contradicted Islamic Arabic culture on illustration form like women using open clothes.²¹

Change into a quiz, the first quiz form divided into the correct text. The

application is to explain vocabulary or phrase determined by the text form of the user. The second quiz determined as true or false. The application is back vocabulary or phrase must determine true or false. The third quiz form is a matching word present with much-selecting meaning. Therefore, the third quiz has the same form as training in part of learning vocabulary.

There are thing will get after subscribing premium feature with paid includes:

- a) It Works: 22-hour Busuu Premium = 1-semester study in higher education.
- b) Quizzes: Training feature with a much interesting training form.
- c) Vocabulary Trainer: Training feature for remembering vocabulary.
- d) Grammar Units: learning features arrange sentences with the grammatical unit.
- e) Learning 12 Languages: Access feature learning 12 foreign languages directly.
- f) Conversations: training feature conversation skills with a native speaker.
- g) Offline Mode: feature offline mode to download all material for unlimited access, everywhere and anywhere.
- h) Legal Certificate: the feature for the following test with level and get certificate level McGraw-Hill

²¹ Azkia Muharom Albantani, Al-Muhtawa al-Tsaqafi fi Kitab al-*'Arabiyyah baina Yadaik'* Prosiding Seminar Internasional Bahasa Arab di UIN Syarif Hidayatullah Jakarta.2015.



official²².

The user can subscribe to paid features to open features with selecting payment Rp. 119.000 every month, Rp. 619.000 per semester or Rp. 799.000 a year. The cost included promo 30% give developer. This cost is very expensive if used by the student category. While the user is employee category may be able to subscribe with the cost above.

An additional feature is getting after subscribe paid feature includes remembering the card, conversation with a native speaker, the material of vacation, quiz application cell with offline mode, a quiz with an official certificate, grammatical training, vocabularies training, and full access until 12 subject matter.

The advantage and disadvantages Busuu on Arabic language learning

The advantage of Busuu on Arabic language learning

- 1) Busuu is an application used as media Arabic language learning independently and easy to access by everyone via smartphone. The difficulty of learning the Arabic language can solve with using this application because of can access anywhere, everyone and everywhere.
- 2) Easy, speedy, and free. The user can use this application for learning the

Arabic language independently just only take advantage of media via internet data. When known the advantages of the Busuu application is easy, speedy and free, the Arabic language will easy to learn.

- 3) All information in this application Busuu can read well, clear, and easy, for text, figure, audio, and video so an understanding easily by the beginner.
- 4) The early performant of Busuu is very interesting in learning the Arabic language, beginning from desktop, design, color combination etc.²³ The interesting thing can be encouraging for a user of Busuu and it is not boring.
- 5) More credible and efficient are present learning material. The meaning credible is Busuu that tested application to use. From many kinds of research is done by the researcher, Busuu has presented accurate data and insures get predicate.
- 6) Between a user of Busuu with other users can communication and training together etc. When learning with Busuu, beginners or seniors are not feel alone, because between a register and other registers can

²² Busuu Developer. *'Manfaat busuu Premium'*, <https://www.busuu.com/id>, 25 Mei 2018

²³ Taufiqurrochman "Busuu.com: Model Belajar Bahasa Arab Mandiri Berbasis Website", *Laporan Penelitian UIN Maulana Malik Ibrahim Malang*. 2015



communicate.

- 7) The kinds of representation from independent learner means can learn the Arabic language without face to face directly with a native speaker.
- 8) The facilities are available by Busuu is very complete, beginning from learning (duru>s), training (tama>ri>n), vocabularies (al-mufrada>t), private note (shafhaty al-syahsiyah). With facilities and programs is supports able to easy a learner to understanding the material.²⁴

Disadvantage of Busuu in Arabic language learning are:

- 1) The material is available for free just basis material, while the intermediate material and advance must pay. So we need a lot of money to use offline.
- 2) Unsuitable to the deep learner because he must pay and the material presented heavy. We need high concentration.
- 3) If we get a certificate from learning results in Busuu, we must special paid. If the student has not done the payment, they will not get a certificate.
- 4) The kind of language used in Busuu uncomplete, especially for

the middle east language. so it is not for all we want in available learning in Busuu.

- 5) The device is used for learner always much notification. The effect from such notification will indifferent with around environment.
- 6) Saving or memory is used seldom full because often used the device.
- 7) Arabic language learning via Busuu can make a mistake of information because it cannot meet with the teacher directly. Wrong Information getting is cause misunderstanding with science and knowledge.
- 8) Arabic language learning process in Busuu tended just transfer of knowledge, there is no education element like a teacher to student.
- 9) Arabic language learner Busuu is tended to have high spirit, they will fail because not get motivation from the presenter.

Conclusion

Busuu application is a media for foreign language learning that popular around the world. This application has a free feature and paid. Using Busuu application on Arabic language learning will get maximal when the user uses a paid feature, while free feature just gives a service Arabic language

²⁴ Musa Nushi, Homa Jenabzadeh.. "Busuu.com: The Mobile App., *TESL Reporter*, Vol. 49, No. 2. 2016



learning not optimal. But the user of the Busuu application is much supported and opens new insight into innovation on learning and teaching the Arabic language process. This application is made user happy and enjoy in Arabic language learning. Busuu application is also given easy on learning the Arabic language communicatively. The implication of the future, the mastery of the Arabic language does not only have alumni madrasah or pesantren. All individual has the potency to mastery the Arabic language with technological progress and highly competitive and well as high motivation to mastery the Arabic language.

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