

# THE EFFECTIVENESS OF INTERACTIVE DIGITAL FLASHCARD IN ENHANCING *MAHĀRAH AL-ISTIMĀ'* ARABIC LITERATURE STUDENTS AT UMI

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**Background:** The development of digital technology has significantly transformed foreign language learning strategies, including Arabic. Among the major challenges faced by Arabic Literature students of the Faculty of Literature, Communication and Education of UMI is *mahārah al-istimā'* (listening skills), which require innovative and contextually relevant learning media. Interactive digital flashcard represents a promising alternative, as they integrate visual, auditory, and interactive elements to enhance students' comprehension of spoken Arabic.

**Method:** This study used a quasi-experimental design with a pretest-posttest control group design model. Forty students of the Arabic Literature Study Program at Universitas Muslim Indonesia were divided into two groups: an experimental group using *interactive digital flashcards* and a control group using conventional media. The research instruments included listening comprehension tests, learning motivation questionnaires, and classroom observation. Data were analyzed using t-tests and comparative descriptive analysis to measure students' improvement and their responses to the learning media.

**Results and Discussion:** The results showed a statistically significant improvement *mahārah al-istimā'* in the experimental group compared to the control group ( $p < 0.05$ ). Students showed improvements in the aspects of understanding the meaning of speech, recognizing sounds, and responding to contextual meanings in Arabic conversations. In addition, *interactive digital flashcards* have been proven to increase students' motivation to learn and active participation in the learning process. These findings indicate that the integration of technology-based media is able to strengthen the achievement of learning objectives and foster more meaningful learning experiences in the digital era.

**Conclusion:** The use of *interactive digital flashcards* effectively enhances students' *mahārah al-istimā'* (listening skills). This media not only strengthens linguistic listening skills, but also develops critical thinking skills, creativity, and learning motivation. Therefore, the development of interactive-based digital media needs to continue to be optimized as part of the transformation of Arabic language learning in higher education.

**Keywords:** Learning effectiveness, Arabic, Interactive digital flashcards, *Mahārah al-istimā'*, Digital era.