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CRI 2021
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VIRTUAL INTERNATIONAL EDITION

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I N T E R N A T I O N A L
VIRTUAL INNOVATION CHALLENGE
(INTELLIGENT2021)

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CREATIVE INNOVATION CARNIVAL
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The background of the entire page is a light gray circuit board pattern with various nodes and connecting lines. At the bottom of the page, there is a more detailed and colorful circuit diagram featuring purple, orange, and red components.

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MOBILE APPLICATION DEVELOPMENT TO TEACH ENGLISH PROFICIENCY COURSES

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Highlights: The app development industry has benefited from people's willingness to accept online instruction. Whether it's online learning, e-books, or other digital learning platforms, most educators and institutions are looking for learning applications. As a result, it is critical that a teacher provides the latest technology as innovative techniques of teaching English to EFL/ESL students when teaching English language classes. The appypie.com platform is one of the best for designing educational applications.

Key words: *mobile application, English proficiency courses, education*

Introduction

Rapid technological improvements have resulted in diversified and advanced material in specialised sectors as a result of innovative mobile applications relevant to education. According to Sung, Chang, and Liu (2016), mobile phones, personal digital assistants, and laptops are made learning possible both in and out of the classroom.

Appy Pie is one of the primary platforms that educators can utilise to create Android and iOS-based learning environments at Malaysian institutions to teach undergraduate English courses. Malaysian university students can use already created mobile applications to improve their English ability in pronunciation, writing, reading, and listening when learning English as a second language.

Content

Appy Pie is a company that develops no-code mobile application development software. The platform enables developers to construct iOS and Android mobile apps for free and in a short amount of time. The platform is open to everybody, giving educators the ability to design their own teaching app regardless of their technical skills, funding constraints, or coding knowledge. The developer can drag and drop features into the app using the platform.

Smartphone usage is on the rise, with 93.5 percent of smartphone users in Malaysia being under the age of 20. (Hwa & Peck, 2020). Smartphones, according to Zou & Li (2015), can be used in education due of their accessibility and features. In Malaysian colleges, an android-based mobile pronunciation application could be developed to teach English as a foreign language. The usage of mobile applications boosts learner motivation (Kocakoyun & Bicen, 2017).

Learners benefit from the platform since it provides them with applications that assist them gain information and learn about their hobbies as well as subjects studied in schools and colleges. When it comes to technology advancements, the platform allows the education sector to keep up with other disciplines.

Both the institutions and the community benefit from the development of a mobile learning application. Teachers and parents would benefit from the applications while arranging interactive learning. As a result, learning is not confined to classrooms using education applications, and they may be utilised productively during free time (Snigdha, 2020).

Because it is a no-code application platform, products are supplied on a freemium basis, allowing it to generate revenue through subscriptions while still giving a free version to users. This enables educators to use the platform outside of the classroom, in situations where less face-to-face engagement is required. The designed application can be commercialised in the long run to meet the needs of specific education market sectors

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