

## **Kovid Gara (Comic Video Ragam Nusantara) as a Digital Learning Innovation Based on Local Culture to Increase Cultural Love and Character in Golden Age Children**

**Ni Putu Purmayanti**

Bakrie University, South Jakarta, Indonesia

Email: purmayanti28@gmail.com

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### **ABSTRACT**

Since the pandemic, the use of gadgets for early childhood has become more prevalent and can have both good and bad effects. One of the dangerous things for children is the number of features or applications that are not suitable for children's age, poor norms, and not educational. Therefore, KOVID GARA (Komik Video Ragam Nusantara) is here to help parents and teachers of golden age children in providing the right content for children. The purpose of KOVID GARA is to provide linguistic and cultural education presented in the form of cartoon shows that can attract children's interest. KOVID GARA is expected to be able to entertain, educate, shape children's character, KOVID GARA features are also designed to shape interests and talents in children so that in the future a generation with character and culture will be created. The culture in question is a culture of manners, the use of good and correct Indonesian language, to cultures such as arts and customs that will be included in KOVID GARA. The method of service carried out is product development and conducting socialization experiments regarding this video comic. The output of this community service social project is a product that will be published on YouTube and given soft copies to teachers so that it can be used in learning. KOVID GARA's success target is seen from the number of initial episodes worked on, the number of impressions, and the number of audience satisfaction, all of which meet the KPIs that have been set at the beginning. So it can be concluded that KOVID GARA is feasible to be continued and developed as a form of community service social project.

**Keywords:** Archipelago, Culture, Golden Age, Kovid Gara, Video Comics

### **INTRODUCTION**

The advancement of information technology and modernization has led Indonesian youth to lose interest in Indonesian culture (Agustin, 2011). This trend is exacerbated by a lack of understanding and appreciation for traditional arts and culture, largely due to formal education systems that underemphasize cultural values (Sutikno, 2020). These observations align with data presented by Sadya (2023) yang membahas mengenai laporan dari Badan Pusat Statistik (BPS), discussing a report from the Central Statistics Agency (BPS), which indicates a continuous increase in the percentage of mobile phone users in Indonesia, rising from 65.87% in the previous year to 67.88% by 2022, marking a 2.01% increase. Furthermore, field observations by researchers indicate that during the

pandemic, online learning has contributed to increased gadget and internet usage. Among gadget users, there is a notable presence of early childhood users, where gadget use has been shown to provide several positive benefits for their development, such as stimulating their motor skills, cognition, and creativity.

Although providing positive benefits for children, there are also negative impacts that can be very dangerous, especially for children in the golden age range of 0-5 years old. One of the dangerous impacts is that gadgets often have many features or applications that are not suitable for children's age, lacking cultural, normative, religious, and educational values. This situation can occur due to insufficient parental supervision and a lack of content focusing on cultural themes. Efforts to preserve Indonesian culture can be pursued through two approaches: Culture Experience and Culture Knowledge (Nahak, 2019). According to (Wardhani & Sari, 2018), Culture Experience involves cultural preservation through direct cultural experiences such as learning and practicing traditional dances, while Culture Knowledge involves the dissemination of cultural information and education.

Research conducted by (Untung et al., 2023) shows that 50% of a child's intelligence is formed during their first four years of life. Therefore, parents and educators must understand how children develop during this period so they can provide appropriate stimuli for optimal brain development. The Golden Age period presents a prime opportunity for interventions that can enhance children's emotional and spiritual intelligence through nurturing, education, and discipline (Uce, 2017).

Therefore, there is a need for a digital media platform that can educate children in their learning process. Consequently, the author endeavors to create "Aneka Komik Video Nusantara" as an Innovation in Digital Learning Based on Local Culture to Enhance the Character and Culture of Golden Age Children. Komik video refers to animated videos resembling comics that provide education on Indonesian culture, encompassing traditional dances, songs, and foods. Komik video was chosen because (Azis et al., 2022) researched the visual learning preferences of children during the pandemic in the Purwodadi district, revealing a tendency for children to respond more favorably to visual learning methods. One of the characteristics of visual learning observed in this study is that people prefer practice and demonstration, are more interested in reading than listening, and enjoy reading comics, fairy tales, or other illustrated books (Perumal et al., 2022). Sekarwati & Nurtamam (2018) in their study on the differences in mathematics learning outcomes using three teaching methods, found a significantly different dominant learning style—visual.

This is attributed to the visual and auditory approaches being more commonly used than the kinesthetic approach. Additionally, Debora Debora (2021)entions that cartoons captivate children because they address themes relevant to their growth, such as kindness, being a good friend, and fostering creativity. However, cartoons can also make children lazy to study because they focus more on cartoons than on learning activities (Satrio, 2023). Furthermore, cartoons can lead to imbalance in children as they mimic unbalanced behaviors seen in cartoons (Arsita, Hasyim, & Adha, 2014). Therefore, the researcher posits that "Aneka Komik Video Nusantara" serves not only as entertainment for children but also as a cultural and traditional learning medium that can impact Indonesian children and young generations positively.

METHODS

Research and community service activities were conducted in Bali from December 2022 to February 2023. The details of the activities can be seen in the following table:

Table 1 Research and Community Service Activities

No	Activities	Schedule											
		December 2022				January 2023				February 2023			
		1	2	3	4	1	2	3	4	1	2	3	4
1	Problem Identification												
2	Drafting Ideas												
3	Planning Research and Comic Production												
4	Comic Video Production												
5	Trial Phase												
6	Data Collection												
7	Data Processing												
8	Implementation and Dissemination to the Community												

1. Trial Phase

The trial phase was conducted by conducting interviews. Interview guidelines were used to gather responses from stakeholders and parents of young children. This study

employed interview guidelines consisting of 16 closed-ended questions based on 4 existing indicators, directed towards parents of children.

## **2. Work Procedure**

The stages of creating a variety of "Nusantara" comic videos for children in the golden age include:

- a. Define character*
- b. Script writing*
- c. Design composition and recording voice over*
- d. Video editing and finishing*

## **3. Targets**

Production target of these comic videos are children who have entered middle school age, aimed at nurturing talents and contributing to cultural preservation efforts. It is also hoped that through their contributions, they will develop a greater interest in cultural preservation.

Consumers: The target consumers of this social project are young children in the golden age when they are still easily shaped in terms of character and love for the homeland.

## **4. Evaluation**

In social activities, evaluation is necessary to determine how this community service social project will continue to develop and proceed according to expectations. Evaluation is conducted by performing a SWOT analysis on the implemented program. According to (Budiman, 2017), SWOT analysis helps projects improve weaknesses, develop opportunities, and address threats that could affect competitiveness or pose risks to the project being implemented.

# **RESULTS, DISCUSSION, AND IMPACT**

## **1. RESULT**

The activities conducted involve a social project, where according to Sulman, Alhadad, & Arfa (2020) social projects can include physical and energy empowerment in creating innovations or common efforts that benefit the general public. The following depicts the activities undertaken in the planning and creation process of the "Ragam Nusantara" comic video variety:



Figure 1. Comic Planning

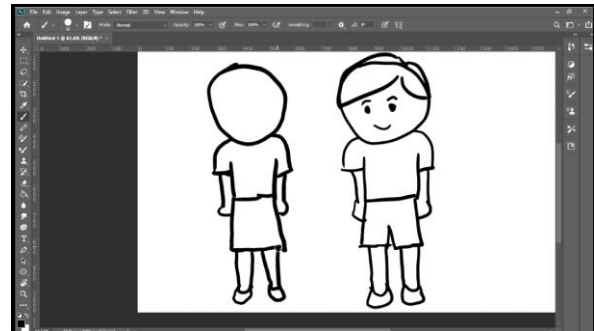


Figure 2. Character Sketch Planning



Figure 3. Voice Over Recording by Students of SMP N 3 Amlapura



Figure 4. Final Editing

From the process of creating KOVID GARA (Nusantara comic video variety), the following are the results of the animated comic:



Figure 5. Screenshot of animation result



Figure 6. Screenshot of animation result

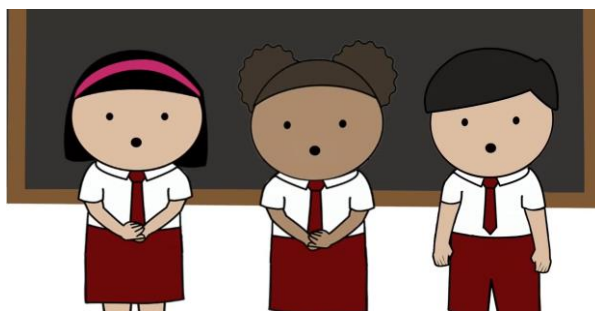


Figure 7. Main character



Figure 8. Example of conversation visualization

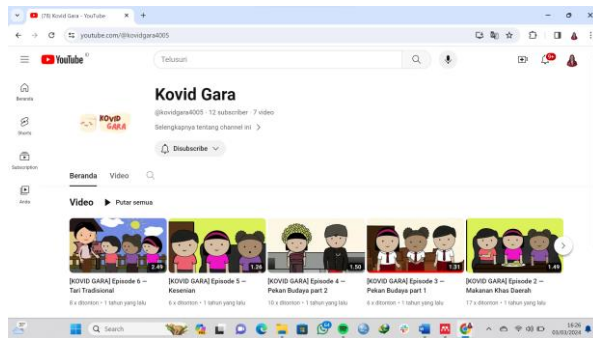


Figure 9. YouTube interface for storing animation video assets

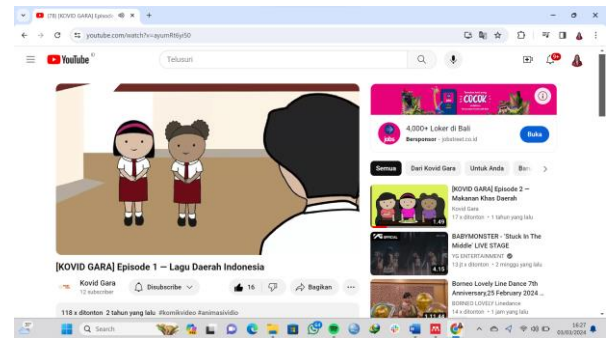


Figure 10. KOVID GARA Playback

After completing the production of the comic video, a trial was conducted by distributing questionnaires to parents of children, covering three question dimensions. According to Mahyuddin, Rozimela, & Yaswinda(2018) the purpose of the trial is to identify any issues or problems related to the design of social activities and gather data on the feasibility and effectiveness of the activities. Meanwhile, according to Pujihastuti (2010), a questionnaire in research consists of a set of structured questions given to respondents to collect data. The trial indicators used consist of three indicators, where testing indicators are tools used to measure and analyze the performance, effectiveness, and efficiency of a project, program, or institution (Adi, 2021).

## 2. Impact Questionnaire Result

Table 2. Results of the trial with distribution of questionnaires to parents of children

No	Dimension	Result
1	Ease of understanding the importance of instilling character and culture in early childhood	83.75%
2	Responses regarding KOVID GARA as an innovation in digital learning based on local culture	81%
3	Potential of KOVID GARA in instilling character and culture in early childhood	82.75%

The questionnaire distribution aims to determine the extent of understanding and impact of KOVID GARA to the audience, especially children and also users such as teachers.

## 3. DISCUSSION

Based on the main result of this research and social project which is a comic video that can be accessed by children for free, it helps parents in teaching art and culture to their children. Fitriana (2023) also asserts in her research that the use of technologies such as

animation, VFX, and others can make art more appealing and relevant to younger generations. Furthermore, in efforts to effectively utilize digitalization as an urgency, Fitriana (2023) has created an art platform in the pandemic era, where digital art provides new opportunities for the younger generation to develop their artistic skills in an online environment. However, such innovations cannot be fully utilized if the awareness among the younger generation to develop art is not sufficiently fostered. Thus, there is a need for substantial revitalization starting from the younger generation who will be the next generation, particularly children in the early childhood phase (Maisarah et al., 2022). Therefore, "Ragam Nusantara" comic videos are intended for early childhood, specifically the golden age.

KOVID GARA is a Social Project that is realized in the form of a video aimed at preschool and low-grade elementary school children. Seeing the current post-pandemic conditions, this comic video has considerable potential to grow and become a suitable choice for parents and educators in choosing educational entertainment content for children. However, a SWOT analysis is needed as an initial evaluation for the sustainability of the program, as follows:

**Strong,** 1) As previously explained, KOVID GARA's strengths lie in its content, which includes entertainment for children, character education and morality (through proper and positive conversations), and incorporates cultural values. 2) Cultural values are embedded within the comic videos or are the central themes to stimulate children's interest. 3) Besides being used as entertainment media for children, comic videos can also serve as teaching materials for preschool and elementary school children in grades 1 and 2, typically ranging from 0 to 8 years old. 4) Utilizing YouTube as a publishing platform, which is easily accessible and can be downloaded (viewed offline). 5) Using appropriate Indonesian language combined with regional languages, supporting the government's Tri Gatra Bahasa movement. 6) It is the only content addressing cultural themes in children's animation, as no such content currently exists in society.

**Weakness,** 1) Still reliant on auxiliary applications like YouTube for publication, which poses a risk of children freely accessing inappropriate content. 2) Comic videos are produced within a timeframe of up to one week and cannot be scaled up to large productions. 3) Viewing time of comic videos still requires adult supervision, particularly by teachers and parents.

**Opportunities,** 1) There is currently no children's animation content addressing cultural themes with complex benefits spread across society. 2) In the pandemic era where

everything is e-learning based, KOVID GARA has a significant opportunity as one of the entertainment and educational content choices for teaching children character-building and education from an early age. 3) Developing the skills and creativity of young volunteers involved in this Social Project. 4) Many parents choose to focus on work and may not have time to fully educate their children; this comic serves as both entertainment and highly educational material for children's development. 5) Children in the golden age are quick to absorb and have a high curiosity, thus presenting opportunities for children to be interested in Indonesian culture.

**Threats,** 1) Creating content with cultural values and character traits packaged attractively is not an easy task. The most significant danger is when young children become familiar with features or channels unsuitable for their age, making it challenging to switch their focus to our comics. 2) Many parents loosen their supervision over gadget and internet usage, which is also a factor that could hinder and prevent children from accessing these comics.

#### 4. Impact

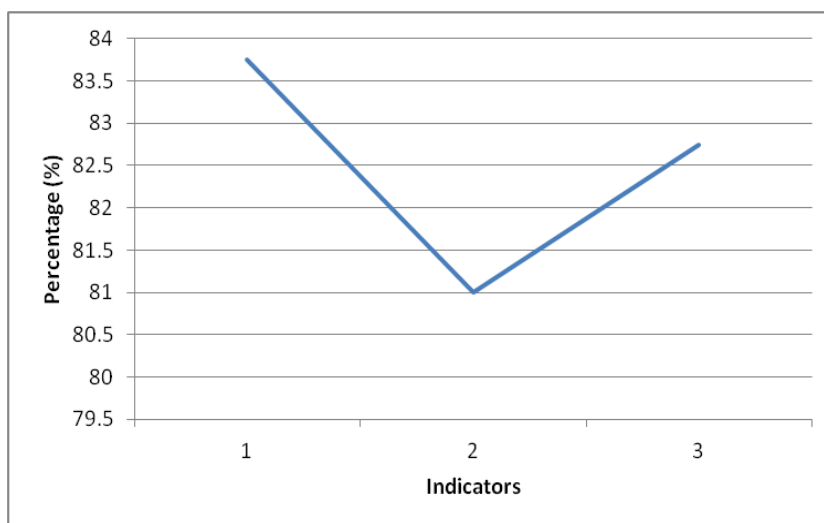


Figure 11. Graph of trial question answers based on given scores

Based on the trial results table and graph, it is stated that the variety of Nusantara comic videos or KOVID GARA effectively helps children become interested in local culture and arts. Based on the questionnaire distributed via Google Form, the results for Indicator 1 show a percentage of 83.75%, indicating a very high understanding of the importance of instilling character and culture in early childhood. Indicator 2 shows a percentage of 81%, indicating a very high response to KOVID GARA as an innovation in digital learning based on local culture. A very high percentage is also shown in Indicator 3,



which is 82.75%, indicating that KOVID GARA has a very high potential in nurturing character and culture in early childhood. From the realization that has been done, the most important aspect is the success rate of the program or social project based on the targets designed before the activities were initiated, as follows:

Table 3. Comparison of success indicators and field realization results

No	Success Indicator	Target	Result	Percentage
1	Minimum production of 5 episodes of comic videos	5	7	>100%
2	Involvement of at least 3 children in its production	3	3	100%
3	Trial results and assessment responses greater than 8	>8	>8	>100%
4	Used or viewed at least 500 times	500	300	60%

## CONCLUSION

From the results of the social project or community service conducted, it can be concluded that KOVID GARA is one of the comic or animated videos for children that can educate them during the pandemic. Due to conditions that prevent face-to-face learning, children tend to use smartphones daily. With this emerging habit, children are inclined to neglect Indonesian culture. Therefore, relational-based learning provided in the KOVID GARA video can be the optimal solution for children to further acquaint themselves with Indonesian culture. Recommendations for organizers include continuing to produce and disseminate various "Nusantara" comic videos to reach more children and have a positive impact. For parents, it is hoped that they will support these comic videos by encouraging their children to watch them, as these videos are expected to be beneficial for the children themselves.

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