

Trilingual comic development (madurese- indonesian-english) science adventure in anjhir hill as an innovation in introduction of natural tourism in elementary school students

Submitted:
12 Desember 2022

Be accepted:
13 Januari 2023

Published:
31 Januari 2023

Izzah Fijriyah
izzah.fijriyah@trunojoyo.ac.id
Primary School Teacher Education, Faculty of Education,
Trunojoyo University, Madura

Abstract: Anjhir Hill is a natural tourist attraction located in Tragah District, Bangkalan Regency which is still new and is still rarely known by many people. Based on observations, these problems are caused by a lack of promotion and publication to the wider community. Therefore, there is a need for promotional innovations to introduce this tourist destination. The purpose of developing this comic in three languages is an effort to promote the natural tourist spot of Anjhir hill through language and science approaches. This research is development research using 4D development model which has 4 stages, they are Define, Design, Development, and Dissemination. The subjects of this study were high grade elementary school students in three elementary schools in Madura. Data collection techniques were carried out by observation, interviews, and questionnaires. Based on the percentage validation results from tourism promotion experts, linguists, and materials experts, it was obtained that they were 90%, 85%, and 80.5%, respectively. So that it is known that from the results of expert validation, comics developed obtain a valid category. In addition, based on the results of student questionnaire with an interpretation of score based on the Linkert scale as a whole, a percentage value of 85% is obtained in the very good category.

Keywords: comic; science; tourism promotion; Anjhir hill

PRELIMINARY

Madura Island is an island that has many exotic places that can be used as natural tourism objects, one of which is Anjhir hill which is located in Bangkalan Regency, precisely in Tragah District. This natural tourism has natural scenery that is still very beautiful and clean air. However, the beauty of scenery presented by Anjhir Hill is not directly proportional to its popularity (Firdaus, 2019). According to a survey distributed by questionnaires distributed by researchers in three elementary schools in Bangkalan, Galis, and Pamekasan, there are still many elementary school students who do not know the location of Anjhir hill. This is also supported by observation results,

this tourist spot is still relatively empty of tourists. This problem is caused by the lack of adequate media promotion and publication related to this natural tourist destination. This causes a lack of information for tourists and the wider community regarding these tourist attractions (Indiyati et al., 2020). If it keeps happening, it is a pity that soon or later these tourist spots will be increasingly forgotten. This can also affect the development or construction of this tourist area (Arifin, 2017). Therefore, there is a need for promotional innovations to introduce this natural tourism. In this case, the developer used comic media and adds educational content in it.

Comic media was chosen based on several considerations. Sudjana and Rivai (2001) revealed that comics can make it easier for elementary school students to understand the information in it because this medium combines text and images in a creative form and is presented using daily language. In addition, Rohman (2017) stated that comics will attract readers to open up and pay attention to the contents of book. The selling power of comics has also proven to be greater than other types of reading (Prasetyo, 2010). Thus, it can be concluded that comics are considered as an effective medium for conveying information, entertainment, and education, as well as tourism promotion media.

The insertion of science adventure content in this comic aims to attract readers, especially elementary school students, to introduce and feel science experience in the Anjhir Hill natural tourism because nature is a real science laboratory (Hati, 2017). In addition to science education content, this comic media also has added value, that is knowledge of three languages. The use of these three languages is an implementation of the slogan called for by the Ministry of Education and Culture, that is "Prioritize Indonesian, master foreign languages, and preserve regional languages". This slogan from the Ministry of Education and Culture is an invitation that we must implement in our daily life, one of which is also to promote tourism (Ulfa, 2020). This is also reinforced by the opinion of Rifa'i (2015) who stated that humans must at least master three languages, that are regional languages, national languages, and international languages. The three languages chosen for the development of tourism comics are Madurese, Indonesian, and English. The Madurese language was chosen because this language is the mother tongue or regional language of Madurese people; Indonesian was

chosen because this language is the official national language; and English was chosen because it is an international language.

The successful use of comic media in several studies includes research conducted by Ihtarosa (2019) entitled Design of Tourism Promotion Comics for Sun Bear Breeding in Balikpapan, with the ADDIE development model. This research results showed that interactive comic media is valid and practical to use. This is because students prefer reading such as comics compared to reading books. Another reason, many pictures make it easier for students to understand the information and messages presented in reading material. Other research relevant to this research and development includes research written by Khotimah (2020) which discussed product development in the form of bilingual books as a means of appreciation of literature using the Borg and Gall models. The bilingual book product has proven to attract students' attention to read and appreciate the reading book. Judging from previous research, it is known that no one discussed specifically about the product that the author developed, so it can be concluded that this research has not been done much and is relatively new.

Based on explanation of the problems and potentials above, the researcher is trying to develop a trilingual comic entitled Science Adventure in Anjhir Hill as a medium to promote Bukit Anjhir nature tourism through language and science approaches so that it can attract elementary school students to know about and even visit this natural tourism.

METHOD

The development of this comic used the Research and Development (R&D) method. This method is a process or steps to develop a new product or perfect an existing product, so that it can be accounted for (Sukmadinata, 2009). The development model applied is 4D model which has 4 stages in its implementation, that are Define, Design, Development, and Dissemination. Each stage in 4D model has steps that must be taken by researchers in developing the comics that will be developed later.

Before the product is tested in the field, the product is validated first with media expert validators tourism promotion, materials experts, and language experts. Expert validation is carried out so that the comic products developed get assurance that products developed are feasible to be tested on students. The test subjects in this

research and development were students belonging to heterogeneous classes in grade 6 at three elementary schools in Madura, they are SDN Pangeranan 2 Bangkalan, SDN Lantek Barat 3 Galis, and SDN 2 SD Tambung 1 Pamekasan in the Odd Semester of Year Lesson 2022/2023.

The research instruments used in development of educational comics consist of the following instruments.

Table 1. Research Instrument Mapping

Rated aspect	Instrument	Observed data	Respondents
Trilingual Comic Media Validity	Validation Sheet	Comic validity	Language expert, tourism promotion media, and material expert
The Excitement of Trilingual Comic Media	Questionnaire	Student response	Test subjects
Media Effectiveness	Observation sheet	Student Activity	Test subjects

The type of data obtained from three language science comic trials was divided into two, that are quantitative and qualitative data. Quantitative data in the form of assessment scores given by the validator and student responses. While qualitative data is in the form of input, responses, and suggestions for improvement based on the results of expert research obtained through validation and observation.

RESULTS

The product produced in this study is a comic entitled "The Adventure of Science in Anjhir Hill" which consists of 105 pages with a size of 14.5 cm x 21 cm. The first page of book contains a section that introduces the characters in the comic being developed. This section is made to make it easier for students to know the characters in the story. Character recognition is presented in three languages, that are Indonesian, Madurese, and English



Image 1. Characters Introduction

The front cover design shows the four main characters walking in the Anjihir hill area. The back cover displays several questions about science that make readers interested in finding answers by reading the comic to the end. These questions use three languages so that it is also more interesting for readers to learn Madurese and English.

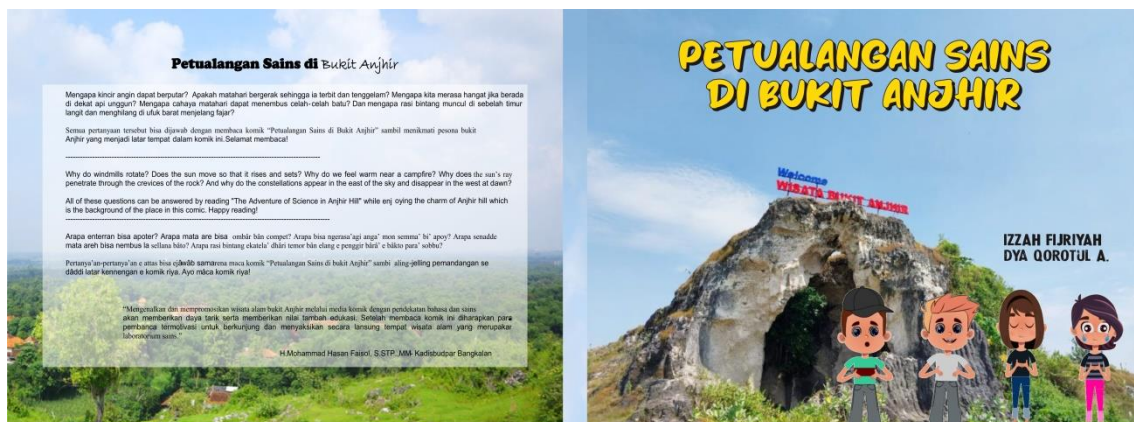


Figure 2. Front and Back Cover View

The contents of a story book that contains stories and illustrations. The text between characters uses the Trebuchet MS (Body) font. This font is considered to display a light impression and is easy to read. This opinion was also strengthened by the results of questionnaire, in which 80% of students chose the font for comic development.

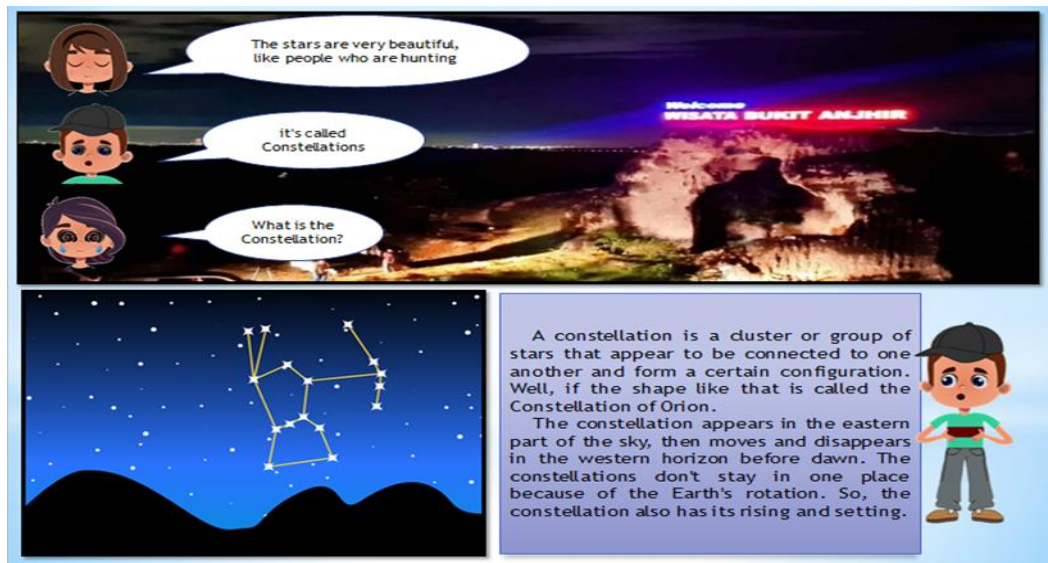


Figure 3. Comic Content Section

The illustrations shown in this comic are colorful illustrations to attract the attention of elementary school students and not make them get bored quickly when reading the comics being developed because majority of students in the target schools have visual learning characteristics. The character design is also designed based on the role in the story, that is the main role that tells the story, the role of information and education as well as additional roles such as humor. In addition, the developer uses photography so that readers can see the original atmosphere and complete details of this natural tourism.



Figure 4. Place Background Combination

DISCUSSION

In designing a comic for the promotion of nature tourism in Anjhir hill which is packaged lightly through this comic in three languages, a creative strategy is needed to develop. Visual messages and content are one of important things in this comic (Anugrah et al., 2016). Before being used in research, the comics developed and research instruments to be used must be validated first. Sugiyono (2013) stated that media validation is an activity that aims to obtain an assessment of a product. Farenda (2018) also added that the product developed needs to be assessed by validator with the aim of knowing the feasibility of learning devices and research instruments to be used for research. In this activity product evaluation is carried out by experts who are skilled and experts in their fields. Apart from assessing product development, experts or validators also provide suggestions.

After validation results are obtained, then the validation results are interpreted using criteria based on the percentage of expert validation results. The percentage of product validation can be analyzed based on (Riduwan, 2012).

$$\text{Percentage of validation results} = \frac{\text{total score obtained}}{\text{Total Score}} \times 100\%$$

Based on the percentage validation results from tourism promotion experts, language and material experts obtained were 90%, 85%, and 80.5% respectively. So that it is known that from the results of expert validation, the comic that was developed obtained a valid category. In addition, based on student questionnaire data with score interpretation criteria based on the Linkert scale as a whole, a percentage value of 85% is in the very good category. This indicated the enthusiasm of students to read the tourism comic and their interest in the natural tourism of Anjhir hill. However, the validator suggests making little improvements in terms of writing, language, and comics appearance to improve the quality of product being developed.

CONCLUSION

Based on the results of research and development that has been carried out, it is concluded that the potential of elementary school science content can be integrated into nature tourism promotion comics while at the same time providing educational content for readers, especially upper grade elementary school students as the target readers of this comic. In future research, it is suggested to involve a wider range of subjects considering that tourism promotion comics using these three languages can be read by local tourists, domestic tourists, and foreign tourists.

REFERRAL SOURCES

- Amalia, R. M., Sujatna, E. T. S., Heriyanto, H., Krisnawati, E., & Pamungkas, K. 2022. Edukasi dan Literasi mengenai Wisata Perkotaan di Kota Bandung kepada Siswa-Siswi Sekolah Dasar. *Dharmakarya*, 11(1).
- Anugerah, O. A. P., Budiardjo, H., & Yosep, S. P. 2016. Perancangan Buku Komik City Guide Pariwisata Kota Surabaya Berbasis Ilustrasi Digital Guna Menganalkan Wisata Surabaya (Doctoral dissertation, Universitas Dinamika).
- Arifin, S. (2017). Digitalisasi Pariwisata Madura. *Jurnal Komunikasi*, 11(1), 53-60.
- Farenda, M. S. 2018. Pengembangan Buku Cerita Bergambar untuk Literasi Pembelajaran Sains di Sekolah Dasar. Skripsi. Jambi: Universitas Jambi.
- Firdaus, M. R. Y. 2019. Analisis Dikursus Madura Dalam Akun Instagram@ExploreMadura. *JURNAL ILMU KOMUNIKASI*, 2(1).
- Hati, S. T. 2017. Model Pendidikan Karakter yang Baik di Sekolah Alam. *IJTIMAIYAH Jurnal Ilmu Sosial Dan Budaya*, 1(2).
- Ihtarosa, H. (2019). PERANCANGAN KOMIK PROMOSI PARIWISATA PENANGKARAN BERUANG MADU DI BALIKPAPAN (Doctoral dissertation, Institut Seni Indonesia Yogyakarta).
- Indiyati, D., Khusnia, H. N., & Chotijah, S. 2020. Optimalisasi Gerakan Sadar Wisata melalui Produksi Video Promosi Desa Wisata. *Jurnal Pengabdian Kepada Masyarakat*. (Online). (<https://ppm.ejournal.id/index.php/pengabdian>). Accessed on September 13th 2022

- Khotimah, P. K. Penyusunan Kamus Saku Anak Bergambar Tiga Bahasa (Arab-Inggris-Indonesia) (Bachelor's thesis, Fakultas Adab dan Humaniora UIN Syarif Hidayatullah Jakarta).
- Prasetyo, P. 2010. Promosi komik desa wisata kampung batik laweyan untuk remaja. (Online). (<https://digilib.uns.ac.id>), Accessed on July 15th 2022.
- Rasiman dan Siska P, Agnita. 2014. Development of Mathematics Learning Media E-Comic Based on Flip Book Maker to Increase the Critical Thinking Skill and Character of Junior High School Students. *International Journal of Education and Research* Vol 2 No 11: 535-544
- Riduwan. 2012. *Dasar-Dasar Statistika*. Bandung: CV. Alfabeta
- Rifa'i, A. M. 2015. Nasionalisme dalam Perspektif Bahasa Sebagai Perwujudan Jati Diri Bangsa. *Al-Mabsut: Jurnal Studi Islam Dan Sosial*, 9(2), 155-180.
- Rohman, S. 2017. Membangun budaya membaca pada anak melalui program gerakan literasi sekolah. *TERAMPIL: Jurnal Pendidikan dan Pembelajaran Dasar*, 4(1), 151-174.
- Sukmadinata, N.S. 2009. *Metode Penelitian Pendidikan*. Bandung: Remaja Rosda Karya.
- Sungkono. 2009. Pembelajaran Tematik dan Implementasinya di Sekolah Dasar, (Online), (<http://staff.uny.ac.id>), diakses tanggal 11 Juli 2022.
- Sudjana, N., Achmada Rivai, 2001, *Teknologi Pengajaran*, Bandung, Penerbit Sinar Baru Algensindo
- Sugiyono. 2013. *Metode Penelitian Pendidikan*. Bandung: CV. Alfabeta
- Ulfa, S. (2020). Implementasi Peraturan Daerah Provinsi Sumatera Utara No. 8 Tahun 2017 Dalam Rangka Penggunaan Bahasa Indonesia Dalam Ruang Publik Di Kota Medan (Doctoral dissertation, Universitas Muhammadiyah Sumatera Utara).