

Conference Paper

The Effectiveness of Interactive Learning Media Based on Edutainment in Writing Skills for Text Procedure

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Abstract

Writing text procedures is one form of text type found in Indonesian language learning that applies the 2013 Curriculum. In this study, researchers focused on writing text procedure skills using edutainment-based learning media. The challenge is implementing a learning system that involves the senses simultaneously. Using a text-based approach, the 2013 Curriculum Indonesian Language Learning trains individuals to solve problems and think critically in accordance with real life. The text that describes a step or way of dealing with it is a text procedure. The main purpose is to make it easier for readers to understand things quickly and precisely. The main objective in this study is to see whether the creation of a happy atmosphere, via the use of edutainment media, will affect the processing, storing and receiving information, and feedback for learning text procedures. The learning outcomes after the use of edutainment-based interactive media procedure for writing text skills increased in comparison to the scores before the use of the media. Therefore, this learning medium is very effective in increasing individual motivation and learning outcomes writing and developing creative ideas.

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1. Introduction

Writing is a part of reasoning process. To write about a topic, the author must think, connecting various facts, comparing, and so on. Thinking itself is an activity. When the author thinks, in the mind of the author arises a series of images of something that is not present in reality. This activity is uncontrollable by itself and without awareness. Higher activities are carried out consciously, arranged in interconnected sequences, and the goal is to arrive at a conclusion.

Writing is a language skill that is used to communicate indirectly with other people. It is a productive and expressive activity. In writing activities, writers must be skilled at utilizing language structure and vocabulary as stated by Abbas's (2006: 125). Therefore,

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writing is not an easy activity. Writing skills do not come automatically, because it must go through practice and frequency of practice and regularly.

Tarigan (2006: 2) stated that writing is a process. This means that we carry but activities in several stages such as the pre-writing stage, the writing phase, and the revision stage. Writing, like all three other language skills, is a developmental process. Writing requires experience, time, opportunity, practice, special skills, and direct teaching to become a writer. Writing requires ideas that are arranged logically, clearly expressed, and arranged in an interesting manner. Furthermore, it requires detailed research, careful observation, the right differentiator in the selection of titles, shapes, and styles.

In writing, it is necessary to have a form of continuous expression of ideas and have a logical sequence using certain vocabulary and grammar or linguistic rules that are used so that they can describe or present information that is clearly expressed. That is why to be skilled in writing requires continuous and regular practice and practice (Suriamiharja, et al. 1996: 2).

Writing skills have benefits that can increase intelligence, develop the power of initiative and creativity, foster courage in expressing ideas / ideas (Kustyarini, 2017: 104). This is one of the thoughts that writing skills are very important to be taught in learning Indonesian at school. Referring to the 2013 Curriculum, that has been implemented, learning Indonesian demands the importance of writing skills.

Indonesian Language Learning in the 2013 Curriculum uses a text-based approach. This text-based learning trains students to solve problems they face and think critically in accordance with what is in real life. One form of text found in Indonesian language learning that applies the 2013 curriculum is the text procedure. In this study, researchers focused on the procedure of writing text skills because one of the subjects taught in the 2013 Curriculum in learning Indonesian.

The text procedure is a text that describes a step or way of dealing with a matter, this text aims to facilitate the reader to understand things that have not been understood. Text learning procedures require us to understand the structure of the text, the language rules of the text procedure, then, compare the text of the procedure, then identify and write the text procedure. Learning text writing procedures is very important to know the level of individual abilities. At present, the lack of learning to write text procedures still uses monotonous learning, so individuals are shackled by rigid learning, not motivating to find something new.

Learning media can trigger efforts to change existing learning systems. Learning media has several advantages for its users, among others: (1) teaching will attract

more attention so that it can foster motivation (2) learning media help provide learning experiences that are difficult to obtain in other ways (3) learning methods will be more varied, not solely verbal communication through telling words, so it is not boring and (4) more learning activities because they not only listen to the description, but also other activities such as observing, doing, and demonstrating (Latuheru, 1998: 22). Therefore, it is necessary to have an educational and entertaining (Edutainment) learning media in writing text procedures.

Edutainment (educational entertainment) is a form of entertainment designed with the aim of providing an education. Edutainment is multimedia which provide education entertaining format. The point is Edutainment is multimedia that presents education in an entertaining format. Education with entertaining formats allows feeling happy while learning takes place.

Edutainment learning media can be used as an independent learning media because it is very interactive. Edutainment-based interactive multimedia in education is a tool, rule, and approach that is used to make communication between all parties during the learning process. Information presented through multimedia is in the form of living documents, can be heard on the monitor screen and can be heard, seen movements (video or animation).

Interactive Multimedia is a media that is equipped with a controller that can be operated by the user and also the user can choose what is desired for the next process. Edutainment-based interactive multimedia aims to present information in a form that is fun, interesting, easy to understand and clear. Information will be easy to understand because as many senses as possible, especially the ears and eyes are used to absorb that information.

Research on interactive media has been developed. However, research on Edutainment-based interactive learning media writing text procedure skills still does not exist. During this time, the learning material has not been structured systematically, the presentation of learning material is conventional, the use of instructional media is not optimal and monotonous, so that the efficiency and effectiveness of learning becomes low and finally the achievement of learning objectives is less optimal. Based on the above explanation, there are several problems as follows: 1) Lack of material presentation using edutainment-based interactive media, 2) Improper selection of media to present text procedure material, 3) Low achievement of learning objectives.

Therefore, it is very necessary to conduct research related to the Development of Interactive Learning Media based on Edutainment Text Writing Procedure Skills. The main objective in this study is to produce CD Interactive Learning Media Based on

Edutainment Text Writing Procedure Skills based on the principles of learning and learning objectives that match the characteristics of the needs. The resulting media will facilitate the teaching and learning process. This can happen because the interactive media produced is teaching material using interactive media. All components needed in learning are contained in the media. With the use of these media in learning activities, become active. This kind of research will also provide experience on how to teach writing skills using interactive media. Writing skills in Indonesian language learning really saturate if everything is delivered using monotonous methods that have been used.

Media viewing is an interesting and very popular medium. Research on the development of Edutainment-based interactive learning media, the procedure for writing text skills by producing products in the form of interactive media is very important to do. With the production of Edutainment-based interactive learning media the procedure for writing text skills, it will be easier to learn the procedure for writing text skills, so that they will prepare better learning conditions, and ultimately improve the quality of procedure writing text skills, as well as the evaluation tools that have not been there is.

In addition, this development product can be used as a model for the development of interactive learning media for learning material with other themes.

2. Literature Review

2.1. Developing Indonesian Learning Media

Various models of learning development proposed by experts include the Dick & Carey (1990) model. The model is intended to produce an instructional system. Determination of the learning development model used depends on the needs and suitability of the characteristics of the object being developed. The complete development steps are: (1) need and characteristics analysis (2) formulation of instructional objectives (3) formulation of items (4) formulation of success measures (5) media script writing (6) test / trial (7) revision (8) of manuscripts ready for production.

Besides this, consideration of using the development of Dick & Carey (1990) is as follows: (1) development model is in accordance with the chosen title and the theory used and in accordance with the needs of researchers and (2) this development model is designed with complete steps so that it can be used for learning.

2.2. Edutainment Approach Learning

According to New Word Encyclopedia, learning the edutainment approach is an entertainment designed to educate and entertain. Basically, edutainment seeks to teach or facilitate social interaction with students by including various lessons in the form of entertainment that are already familiar to them, such as television shows, games that have computers and multimedia devices (Hamid, 2010: 18).

Playing in a pleasant atmosphere is a very important factor in education. Edutainment learning is a way to make the process of education and teaching fun, so that it can easily capture the essence of learning itself, without feeling that they are learning. This Edutainment learning approach is very suitable with the development of interactive multimedia learning media because multimedia presents education in an entertaining format.

2.3. Principles of Media Development

Development is a process to produce a product that is used to develop and validate educational products. Learning media is interactive multimedia designed for learning media in the classroom and prepared by someone who is an expert in the relevant field and equipped with the necessary learning components. While the development of learning media is analyzing the character needs of students, formulating objectives, compiling the content of learning materials, compiling learning media and learning strategies that are directed to achieve effective and efficient learning goals.

2.4. Interactive Multimedia for Indonesian Learning

According to (Suyanto, 2003: 21-21) multimedia is the use of computers to create and combine text, graphics, audio, moving images (video animation) by combining links and tools that allow users to navigate, interact to create and communicate. The combination of computer and video or multimedia in general is a combination of three elements, namely sound, image and text or multimedia is a combination of at least two input output media from data, this media can audio (sound, music), animation, video, text graphics and images (Turban, 2002) or multimedia is a tool that can create dynamic and interactive presentations that combine text, graphics, animation, audio and video images.

In general multimedia learning is very useful in the teaching and learning process. The use of multimedia learning can make learning more interesting, more interactive, motivation to learn more, and attention to learning more centered and increasing.

3. Research Methods

In this part, we are going to deal with the development of edutainment-based interactive learning media skills in writing text procedures. This development model is an adaptation of the model developed by Dick & Carey (1990). The steps taken based on the development model are: (1) need analysis of student and characteristics (2) formulation of instructional objectives (3) formulation of items (4) formulation of success measures (5) media script writing (6) tests / trial (7) revision (8) script ready for production.

The procedure of research and development is the steps taken by the researcher. The following are the steps of the research procedure: 1) identifying the needs and characteristics of the user, (2) determining the formulation of objectives (3) developing learning material (4) developing media evaluation tools (5) compiling media texts (6) media production (7) evaluation and media revisions (8) media trials (material expert test, media expert test, practitioner test) (9) production results.

3.1. Development of Learning Materials

The formulation of learning material is done by formulating instructional objectives first or learning objectives so that the learning material that is to be developed. The purpose of instructional are: (1) by understanding the text procedure, can identify the text structure of a complex procedure properly, (2) after reading the text procedure, being able to correctly distinguish complex text procedures (3) can identify the text procedure deficiencies correctly, (4) based on their abilities, it can arrange complex text procedures well. In addition to referring to the instructional objectives, researchers also refer to individual needs. So it requires interesting and creative learning media. Therefore, the researcher developed a creative interactive learning media based on Edutainment writing procedure skills. The material presented in writing complex text procedures is the understanding of writing, writing steps, knowing the text structure of the procedure presented using animation, training in distinguishing text procedures, identifying shortages of procedural texts, writing text procedures, presenting easy-to-understand video procedures and language texts. It is used in this media by using communicative language.

3.2. Development of Media Evaluation Tools

The development of this media evaluation tool is in the form of a questionnaire. Questionnaire is used to determine the validity of learning media developed. Media evaluation is done through media expert test questionnaire, material expert test, expert practitioner (user). The evaluation results will be used to improve overall media development

3.3. Preparation of Media Text

Text development tailored to the needs that refer to the basic competencies of writing text procedures such as understanding the text procedure, distinguishing the text procedure, identifying deficiencies in the text procedure and compiling procedures. The preparation of this media script is tailored to the needs and characteristics of individuals to facilitate learning in writing text procedures. Thus, learning to write text procedures is in accordance with basic competencies, characteristics of needs by displaying interesting and fun learning concepts.

4. Research Results

Instructional objectives are very important in the teaching and learning process. This goal is a statement that must be made after following a certain instructional process. Instructional goals must also be oriented to individuals. Things that need to be stated in the goal must be behavior that can be done after the instructional process is complete. Furthermore, the goal is expressed by an operational verb, meaning that the verb shows an action that can be observed or whose results can be measured.

The formulation of learning objectives in the development of creative interactive learning media based on Edutainment based writing skills is based on standard core competencies and basic competencies in the 2013 curriculum. The basic competencies which are the basis are: (1) understanding the text procedure according to the characteristics to be made both verbally and writing. (2) distinguishing text procedures from other types of texts both through oral and written, (3) identify deficiencies in procedural texts based on text rules either through oral or written, (4) compiling text procedures according to the characteristics to be made both orally and in writing The basic competency becomes a reference in determining indicators.

Based on these basic competencies the indicators used to formulate the objectives of the instructional development are: (1) by understanding the text procedure, being able to identify the text structure of complex procedures properly, (2) after reading the text procedure, being able to correctly distinguish complex text procedures, (3) can identify deficiencies in the text procedure correctly, (4) based on their abilities, can formulate complex text procedures properly.

The results of the acquisition before the use of instructional media were very low, far compared to the score of acquisition after the use of creative interactive learning media based on edutainment writing skills in text procedures, as shown in the following table.

TABLE 1: THE RESULT OF T STATISTIC

	N	Mean	Std. Deviation	Minimum	Maximum
Before the media usage	21	1.9056	.38393	1.50	2.63
After the media usage	21	2.5711	.12634	2.38	2.75

5. Discussion

The formulation of learning material is done by formulating instructional objectives first or learning objectives so that the learning material that is to be developed is found. The purpose of instructional are: (1) by understanding the text procedure, we can identify the text structure of a complex procedure properly, (2) after reading the text procedure, being able to correctly distinguish complex text procedures (3) can identify the text procedure deficiencies correctly, (4) based on their abilities, can arrange complex text procedures well. In addition to referring to the instructional objectives, researchers also refer to individual needs. So it requires interesting and creative learning media. Therefore, the researcher developed a creative interactive learning media based on Edutainment writing procedure skills. The material presented in writing complex text procedures is the understanding of writing, writing steps, knowing the text structure of the procedure presented using animation, training in distinguishing text procedures, identifying shortages of procedural texts, writing text procedures, presenting easy-to-understand video procedures and language texts. used in this media using communicative language.

The text development tailored to the needs that refer to the basic competencies of writing text procedures such as understanding the text procedure, distinguishing the text of the procedure, identifying deficiencies in the text procedure, compiling procedures. The preparation of this media script is tailored to the needs and characteristics of individuals to facilitate learning in writing text procedures. Thus learning to write text procedures is in accordance with basic competencies, characteristics of needs by displaying interesting and fun learning concepts.

The learning outcomes after the use of edutainment-based interactive media procedure for writing text skills increased from the acquisition of scores before the use of the media. Children become more creative to bring up something new. Many choices of words can be arranged into sentences according to directions or as directed.

6. Conclusion

The result of Edutainment-based interactive learning media is the ability to write text procedures, it will be able to facilitate individuals in learning the procedure of writing text skills, preparing better learning conditions which ultimately can improve the quality of learning skills in individual procedures. Student acquisition scores increased from before the use of creative interactive learning media based on edutainment skills in writing text procedures.

The resulting media script will also facilitate teachers and students in the teaching-learning process. This can happen because the interactive media produced is teaching material using interactive media. All components needed in learning are contained in the media. With the use of these media in learning activities, students play an active role, because students are learning. The teacher is no longer a source of all information, because as if the teacher's task has been taken over by the interactive media. However, it does not reduce the function of the teacher as a director in teaching and learning activities. This situation can provide input for teachers, that teachers are not the only ones who play a role in learning. As a result, children become more active, creatively bring up ideas that have not been seen so far.

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