BEBENATO Media as a Means of Introducing the Cooperation Character of Elementary School Students

Radite Argha Pramudya Sakti[1*], Fitri Puji Rahmawati[2] ⓘ
[1,2] Pendidikan Guru Sekolah Dasar, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
Corresponding author: raditeargha45@gmail.com

Abstrak

Penelitian ini dilatar belakangi oleh kurangnya minat dari para siswa untuk memahami materi kerja sama yang diberikan oleh guru. Kajian ini bertujuan untuk menganalisis media komik pembelajaran BEBENATO sebagai media untuk mengajarkan dan menanamkan karakter kerja sama kepada siswa sekolah dasar. Metode yang digunakan dalam kajian ini adalah pendekatan kualitatif. Data yang digunakan adalah deskripsi dari media komik pembelajaran BEBENATO dan hasil penilaian dari ahli media, ahli materi, dan siswa. Sumber dari kajian ini adalah media komik pembelajaran BEBENATO. Pengumpulan data menggunakan wawancara, dokumentasi dan analisis lembar validasi produk. Kajian ini menggunakan proses analisis data kualitatif yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil validasi dari ahli media memperoleh prosentase nilai 80% atau layak, hasil validasi dari ahli materi memperoleh prosentase nilai 97,75% atau sangat layak, dan hasil validasi oleh siswa memperoleh prosentase nilai 100% atau sangat layak dengan catatan seperti perbaikan warna backround, keterhubungan antar cerita dengan materi, dan tampulan gambar yang kurang menggambarkan suasana. Media ini mampu menjadi sarana yang bagus untuk mengenalkan dan mengajarkan karakter kerja sama kepada siswa sekolah dasar. Dari hasil yang diperoleh dari para ahli dinyatakan bahwa media BEBENATO layak digunakan untuk mengenalkan dan mengajarkan karakter kerja sama kepada siswa sekolah dasar

Kata Kunci: *Kerja Sama, Media Pembelajaran, Komik Pembelajaran.*

Abstract

This research is motivated by the lack of interest from students to understand the collaborative material provided by the teacher. This study aims to analyze the BEBENATO learning comic media as a medium for teaching and instilling the character of cooperation to elementary school students. The method used in this study is a qualitative approach. The data used are descriptions of the BEBENATO learning comic media and the results of assessments from media experts, material experts, and students. The source of this study is the BEBENATO learning comic medium. Collecting data using interviews, documentation, and the analysis of product validation sheets This study uses a qualitative data analysis process that includes data reduction, data presentation, and drawing conclusions. The results of validation from media experts obtained a percentage of 80% or more, validation results from material experts obtained a percentage of 97.75% or more, and results of validation by students obtained a percentage of 100% or more, with notes such as improvement of background color, connectedness between stories and material, and pictures that don't describe the atmosphere. This medium can be a good tool to introduce and teach the character of cooperation to elementary school students. From the results obtained from the experts, it was stated that BEBENATO media was appropriate to be used to introduce and teach the character of cooperation to elementary school students.

Keywords: Cooperation, Learning Media, Learning Comics.

1. INTRODUCTION

Learning the character of cooperation is one of the most important lessons to be instilled in a human being as early as possible. Humans are basically creatures that cannot live without the help of others, wherever they are. However, in the era of globalization and in line with the very rapid development of technology in the current era, the young generation of the nation's successors tend to be individualistic and do not have concern for other people (Ishak, 2022; Priamantono et al., 2020). This individualistic attitude and tendency not to cooperate will cause various problems, both for himself and for the surrounding environment. Problems that will arise include stubbornness, laziness, arrogance, isolation, and failure to achieve the goals that the individual wants to achieve because, basically, a human being will still need the help of other people to achieve the goals he wants to achieve (Djafar et al.,

2022; Taufiqulloh et al., 2018). Various negative impacts of individualistic attitudes possessed by a human being cannot be separated from the character education he has received since he was small. Character is the side of morality, kindness, strength, truth, and nature possessed by an individual that he shows through his actions. The character of each individual is different according to its formation and development. In essence, every individual has the same basic character; the only difference is the character that often appears compared to the other characters they have (Yaumi, 2014; Yulianti et al., 2017). Basically, a person's bad character can be replaced and shaped through habituation or learning, just as individualism can be eliminated through cooperative character education. Cooperation work is one of the life skills that a student must possess because it will be very useful in improving their ability to work in groups and can determine their success in establishing social relations in the community where they live (Baitullah & Wagiran, 2019; Hapsari & Yonata, 2014). Through learning activities, the cultivation of the character of cooperation can be carried out in various ways and methods, one of which is through learning using learning media that students like.

The issue that frequently arises in elementary schools today is the students' lack of interest in comprehending the teacher's material as well as the cooperation material. Even though the cultivation of the character of happy working together is very important to instill in students as early as possible, the character of cooperation can be given to children from an early age so they get used to it, and it can take place at any time (Fauziyah & Hendriani, 2019; Istiqomah, 2008). The character of being happy to work together will make students have empathy, a high attitude of mutual cooperation, and a good impact not only on themselves but also on the surrounding environment, so that students' understanding of the learning material and the importance of working together are maximized in the learning process to develop a cooperative character in them. In fact, the process of teaching and learning activities carried out by teachers is still not as expected. Students tend to have no interest in learning and understanding theoretical matters and tend to be boring, so an alternative is needed to teach and instill the character of cooperation in students, such as interesting learning media. To overcome the feeling of boredom that students have in the learning process, teachers can use learning media or learning models so that learning runs more effectively (Andani & Utami, 2019; Aprilla, 2020).

Learning media is a means or tool that can be used to support the learning process. Teachers use learning media as a tool to make the process of imparting information easier so that students can easily accept the information. Learning media is a very important component of learning because, with interesting learning media, students will be more interested in knowing and understanding what is conveyed in the learning process. This process requires teachers who are able to align learning media with learning materials (Dopo & Ismaniati, 2016; Purwono, 2018). Learning comics is one of the media that is in great demand by students. gives the opinion that comics can have the meaning of pictures and other symbols in a certain order to convey information and achieve aesthetic responses from readers. Comics are a tool or communication medium that can be used to convey information so that it is easily understood visually (Ambaryani & Airlanda, 2017; Dharma, 2019). Learning comic media has the advantage that, from a visual point of view, it is designed in an attractive way both in terms of images, characters, backgrounds, colors, and also the arrangement of symbols in it, so that it is very suitable to attract students' interest to read it. Learning comic media also has other advantages, namely its design in the form of a collection of serial or continuous images equipped with words to strengthen the context and content of the story in it (Gunawan & Sujarwo, 2022; Payu et al., 2022). Comic media is an excellent breakthrough that can be used in the learning process to attract students' interest and also help them understand the content conveyed through the power of the text and images

displayed in it (Koutníková, 2017; Negara, 2014). Learning comics are a very effective learning medium that can be used to help instill the character of cooperation in elementary school students through learning activities. Through comic media, students can be more interested in reading and understanding the collaborative material contained in comics, especially if the comics presented have characters they like (Senen et al., 2021; Toh et al., 2017). Through the sense of familiarity that students have with the characters in learning comics, it will be easier for students to be interested because they are used to seeing these characters rather than new characters they don't recognize.

Based on the explanation above, the author has a plan to develop a medium that combines the story of the Naruto animated series, which is very popular with children, with material about the importance of having a cooperative character. The learning medium, named Learning Together Naruto (BEBENATO), is an innovative medium in the form of learning comics created and designed to make it easier for teachers to teach and instill the character of cooperation in students. The images of events in the story are excerpts from the Naruto animation series by Japanese comic artist Masashi Khisimoto, produced by Pierrot Studio, which was later developed by the author through the addition of dialogue and material additions as well as various graphic displays. The purpose of this study is to analyze Naruto Learning Together Media (BEBENATO) for use and can make it easier for students to understand the importance of working together through stories and material in comics. So it is hoped that this medium can be one of the supports for innovative learning processes.

2. METHODS

This type of study is a qualitative study, a study whose type creates findings that cannot be obtained by statistical procedures or other methods of quantification (Cresswell, 2009). In general, qualitative studies can be used to study people's lives, histories, behaviors, organizational functionalization, social activities, and so on. One of the reasons for using a qualitative approach is the experience of the authors, where this method can be used to discover and understand what is hidden behind a phenomenon that is sometimes difficult to understand satisfactorily. A qualitative study is a study procedure that is capable of producing descriptive data in the form of the speech, writing, and behavior of the people being observed (Ahmad Rijali, 2018)

The subject of this study is focused on expert opinions and student opinions. It consists of one FKIP PGSD UMS lecturer, one teacher at Genting 1 Public Elementary School, and three fourth grade students at Genting 1 Public Elementary School, with the media of the comic Learning Together Naruto (BEBENATO), which has been developed. This type of study is qualitative with a method that produces a certain product or is able to perfect a product that has existed before and can test the effectiveness of a product. This study uses the method of producing a medium to test with experts whether the medium created by the author is appropriate for elementary school students. Study data were collected by means of relevant previous studies and the validation process of media experts, subject matter experts, and students by creating an instrument consisting of several questions regarding the feasibility test of the design of BEBENATO learning media products. Media eligibility category is show in Table 1.

Collecting data using interviews, documentation, and product validation Interviews were conducted with experts. The author prepares instruments that will be given to media experts, material experts, and media use experts. The aspects observed by the validator start with aspects of media use and aspects of media appearance. Documentation in the form of comic media Learning Together Naruto (BEBENATO) and the results of interviews with media experts, namely UMS PGSD lecturers, material experts, teachers at SDN 1 Genting,

and media users, namely students at SDN 1 Genting Analysis of the product validation sheet was carried out by analyzing the validation results from experts on the comic product Learn Together Naruto (BEBENATO).

Table 1. Media Eligibility Category

Validity Criteria	Validity Level
81 – 100%	Very valid, worth using for trials without revisions.
61 – 80 %	Valid enough, suitable for testing, but needs minor revisions.
41 – 60%	It is less valid and less suitable for testing because it needs a major revision.
21 – 40 %	invalid, not suitable for testing

The author uses technical triangulation for data validity as a method of data validation. Tringulation is a method of checking the validity of information that mixes various methods of gathering information and sources of information. Technical triangulation is the collection of different data sets to obtain data from the same data source (Alfansyur & Mariyani, 2020). Technical triangulation was carried out using interview techniques, documentation, and the analysis of product validation sheets.

This study uses an interactive data analysis process that includes data reduction, data presentation, and drawing conclusions (Miles et al., 2016). Data reduction is a process whereby the writer summarizes the results of interviews, analyzes the results of product validation from experts, and concludes the data from documentation. The presentation of data is a combination of systematic information and, in the end, drawing conclusions and taking action. The presentation of data has a goal so that the author understands what action will be taken next. The final step in data collection is drawing conclusions. In this process, the author summarizes the problems in the field, which are then noted so that conclusions can be drawn.

3. RESULTS AND DISCUSSION

Results

BEBENATO learning media (Learning with Naruto) aims to arouse curiosity and interest in elementary school students to read the contents in it. The initial process of finding the idea of making this medium was to analyse the phenomena that occur among elementary school students today, where students tend to act individualistically and do not like to have empathy for their surroundings. These things will be resolved if the students have a strong cooperative character, because if they enjoy working together, they will get used to frequently interacting with their environment and have a high level of concern. To make students have a strong cooperative character, an appropriate method is needed, namely through learning activities. BEBENATO media is urgently needed to support this because this learning comic contains stories that are well known and liked by students, namely the story of the Naruto animated series. The making of this comic media pays close attention to the factors that students like, such as the selection of Naruto characters to attract students' interest. Furthermore, the model section includes activities to determine which part of the story in the Naruto animated series will be taken and is considered the most appropriate, as well as various kinds of explanatory material regarding the importance of working together. After the BEBENATO comic media model has been created, the writer makes a design for the BEBENATO media using the Canva application. Initial development is done by compiling various scenes in the Naruto series in the form of learning comics. and appropriate punctuation for elementary school students to read, as well as the addition of cooperation material and words to reinforce the material inserted in the comic. Then the last stage is

adjusting the colour and appearance and adding image objects to make students more interested in understanding it. The cover display and story introduction can be seen in Figure 1.

Figure 1. Cover View and Introduction from the Story

BEBENATO media is a concrete learning medium that is made in the form of learning comics that contain stories about the modified Naruto animated series, explanations about the importance of working together, and are made and designed in an attractive way. In making it, the author uses the Canva application to design and create this medium. The story images in the comic are sourced from the Naruto animated series made by Japanese comic artist Masashi Khisimoto and produced by the Pierrot studio, which the author then developed through adding dialogue and various display pictures and teaching materials. BEBENATO is in the form of a learning comic measuring 10 cm x 14 cm, consisting of a cover, character introduction, background story, main story, and material explanation, which is then printed using art paper. BEBENATO media is expected to be a means of attracting students' interest in learning and understanding collaborative material through innovative learning media.

Media BEBENATO is a learning comic that puts the story of the animated series Naruto in the spotlight. In this comic, it is told that the main character Naruto is experiencing a big disaster where his residence, Konoha Village, is being attacked by a ferocious monster named Juubi. Everyone in Naruto's village is required to work together to defeat the monster, but they are having a very difficult time because this monster is very strong and threatens their safety and that of the villagers. When the war was in progress, suddenly their old friend, who was the village traitor, Sasuke, offered to work together to help them defeat the monster. Everyone was surprised by Sasuke's arrival, and everyone rejected him because he was a village traitor. However, Naruto accepts Sasuke's help and wants to work with him. In the end, after they work together, they can defeat the monster. A display of the contents of the story can be seen in Figure 2. In addition to the Naruto story that has been developed by the comic media writer BEBENATO, it also contains explanations regarding collaborative material such as the importance of cooperation, the benefits of cooperation, and examples of happy cooperative behaviour both in the school environment and the community environment. Various kinds of material reinforcement sentences are also added to this comic so that students who read it can clearly understand the explicit and implicit messages in the comic. An explanation of cooperation material can be seen in Figure 3.
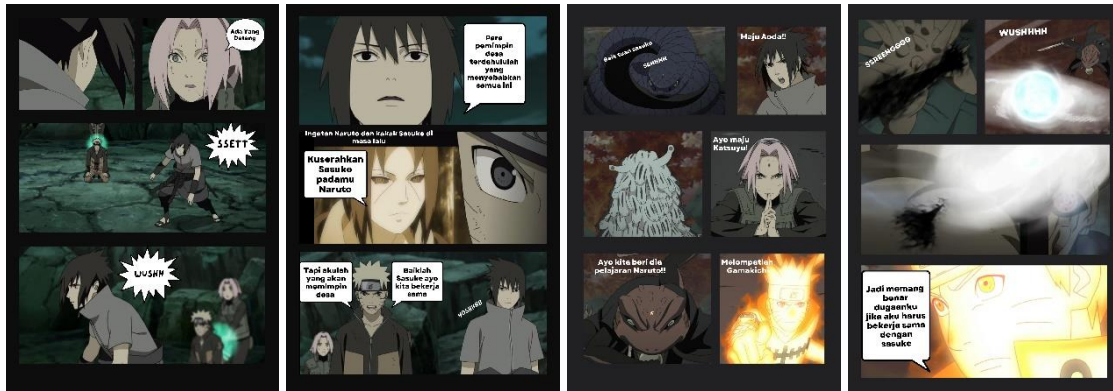
Figure 2. Display Some of the Contents of the Story in the Comic

Figure 3. Display of Several Explanations of Cooperation Material on the Media

After the draft media has been successfully developed by the author, the next step is to test the learning media that has been made to find out whether the BEBENATO comic media is suitable for use or not, so it must be validated first. The BEBENATO media validation test was carried out by a media expert. The questionnaire sheet provided by the author contains 20 questions regarding the feasibility of the media in terms of appearance, completeness, and use. The BEBENATO media material validation expert is a teacher from SD Negeri 1 Genting. The questionnaire sheet provided contains 10 questions regarding the clarity of the material, the appropriateness of the material, and the attractiveness of the presentation of the material. While media users are students of SDN 1 Genting. The questionnaire sheet provided contains six questions regarding aspects of the attractiveness of appearance in the media and aspects of presenting material in the media. The media expert validation results can be seen in Table 2.

Table 2. Media's Expert Validation Results

No	Rated aspect	Score obtained	Maximum score	Percentage	Information
1	Media Usage Aspect	32	40	80%	Eligible
2	Media Display Aspect	48	60	80%	Eligible

From the validation results listed in Table 2, it can be seen that the two aspects tested get an average of 80% (eligible). Starting from the aspect of using the media, which consists of ease of use of the media, fluency in using the media, how to use the media, the practicality of using the media, security, completeness, accuracy of size, and the effectiveness of using

the media. In the aspect of media use, BEBENATO gets a score of 80%. The appearance aspect of the media consists of design neatness, image attractiveness, color selection accuracy, ease of use of language, font size accuracy, font color selection accuracy, font selection, media neatness, background color, character selection accuracy, and character image clarity. The assessment received a percentage score of 80%. After going through a media validation test with media experts, several suggestions were obtained so that BEBENATO media would be more attractive when given to students, namely changing the background color to a brighter color, making the colors in the image brighter, and making the images in the media more representative of the atmosphere of the existing story.

After going through the media validation test stage with media experts, BEBENATO must go through another stage, namely the material validation test. In this test, the material expert will test matters concerning the clarity of the material, the appropriateness of the material, aspects of growing motivation, and also the attractiveness of presenting the material in BEBENATO media. The results of material expert validation can be seen in Table 3.

Table 3. Material's Expert Validation Results

No	Rated aspect	Score obtained	Maximum score	Percentage	Information
1	Material Aspect	35	40	87.5%	Very Eligible
2	Motivation Aspect	10	10	100%	Very Eligible

From the results of the material validation listed in Table 3, it can be seen that the two aspects tested have an average of 97.75% (very eligible). Starting from the material aspect, which consists of the clarity of the presentation of the material, the attractiveness of the material combined with the story, the clarity of examples of collaboration, the suitability of images and illustrations, the suitability of the material with the story, the suitability of text and images, and the breadth of the material, which gets a percentage score of 87.5%, The motivational aspect consists of the categories of whether the media is able to increase student enthusiasm for learning and whether the media is able to foster student interest in learning. Through interviews conducted with students, the BEBENATO media also received very positive responses. In the interview process, the students managed to describe what was told in the BEBENATO media and said that after reading the BEBENATO comics, they understood the meaning of cooperation and the importance of cooperation as written in the media. The results of the media user validation test can be seen in Table 4.

Tabel 4. Media User Validation Result

No	Rated aspect	Score obtained	Maximum score	Percentage	Information
1	Display on Media Aspect	15	15	100%	Very Eligible
2	Material on Media Aspect	15	15	100%	Very Eligible

From the results of the media use validation test listed in Table 4, it is known that from all aspects tested at Genting 1 Elementary School, students get an average rating of 100%. The results of the use test from these students proved that BEBENATO received positive responses from students who thought that this medium was very attractive to them both in terms of display design in the medium and clarity in the material. The students thought that the design of the pictures was very good, the material explained was clear, and they really liked it, especially since there was a character they liked, namely Naruto. Through the three validation tests that have been carried out, the results show that the BEBENATO

media is suitable for use as a learning medium, but with a few notes of improvement, such as choosing a background color that should be brighter, adding a gap dialog column to train students' thinking processes, the connection between the material and the storyline, as well as pictures in the media to better describe the atmosphere being told. This medium is expected to be able to help teachers instill and teach the values of cooperation to students and motivate them to follow the learning process enthusiastically.

Discussion

BEBENATO comics are learning media designed with the aim of teaching and instilling the character of cooperation in elementary school students. The character of cooperation is very important for an elementary school-age student to have because the character of cooperation can train students to understand and feel the difficulties faced by other people to achieve common goals (Kiska et al., 2023; Rukiyati et al., 2014). Cooperation in character education is able to make students have a high level of concern and sympathy for others. This learning comic medium is designed so that students can easily understand the collaborative material that the teacher wants to convey through this learning comic medium. Learning comic media can be made and adapted to the content of the material and the language that will be used in the learning context. The presentation of material in learning comics is presented in the form of interesting pictures, panels, reading balloons, backgrounds, story characters, and narratives, which make the story more interesting for students to read and help students learn (Rosyida, 2019; Suparman et al., 2020). Learning comics has something unique, namely being able to present a sequence of events chronologically (Rina et al., 2020; Rosida & Hastuti, 2020).

BEBENATO media is a learning comic that has uniqueness, namely that this comic combines the stories of the Naruto animated series that have been modified by the author with learning material on the importance of cooperation. The Naruto animated series was chosen not only to attract students' interest but also because the stories in the Naruto animated series are full of the values of cooperation and life values. For fans, the Naruto anime is famous not only for its interesting storyline but also for the life values contained in it (Asih, 2020; Saputra, 2014). The values of cooperation in the story are expected to be a real example for students to understand the importance of cooperation. In Naruto comics, lessons about life are presented by protagonists with good character in relatively large portions. BEBENATO has several advantages and disadvantages. In terms of security and ease of use, this medium is very suitable and practical for use by elementary school students. The advantages of this medium are that, besides being easy to use and practical for students to take anywhere, it is also able to attract students' interest in learning collaborative material through strong stories and attractive visual images.

The various image characters in the comic will spoil students visually when using this medium because the images and designs in the BEBENATO comic are designed to attract students' interest and clearly visualize the various messages and explanations in the story. Learning media has the function of visualizing something that cannot be seen or is difficult to see so that it appears clear and can generate understanding or improve one's perception (Negara, 2014; Payu et al., 2022). The drawback of BEBENATO learning comic media is that printing this media in large quantities requires quite an expensive cost because the type of paper chosen for this media is art paper. BEBENATO as a learning medium has succeeded in going through a validation test by media experts. At this stage, there are two aspects that are assessed: aspects of media use and aspects of media display. From the material test that has been carried out and is based on these two aspects, both aspects get a score percentage of 80% or are feasible. Previous study said media that has good visualization will make students have cognitive, affective, and psychomotor changes and be able to attract students' attention

(Miaz et al., 2019). BEBENATO has also successfully passed the material validation test stage, where at that stage two aspects were assessed, namely material aspects and motivational aspects. In assessing the material aspects, the percentage score was 87.5%. While the motivational aspect consists of increasing student enthusiasm for learning and growing student interest in learning, In the aspect of motivation to get a perfect score percentage of 100%, both increasing enthusiasm for learning and growing interest in learning. Other study said good comic reading is one that is able to motivate children in learning and can even inspire children's imaginations according to the child's developmental period (Saputro & Suharto, 2015).

In the media use test conducted on fourth grade students at SD Negeri 1 Genting, BEBENATO also obtained very positive results. The three students who act as media users give maximum marks, with an average of 100%. The aspect of media appearance consists of the attractiveness of the character image, the attractiveness of the media background, and the attractiveness of the writing design in the media. Material aspects in the media consist of ease in understanding the material, clarity in delivering the material, and attractiveness in presenting the material. From the things that have been described through the three tests that have been carried out, it can be seen that BEBENATO media can be an innovative medium in assisting the process of delivering material and providing motivation. Innovative learning media can be a stimulus and motivation for student learning so that students are not bored while achieving learning goals (Chrystanti, 2015).

The implication of this research is that this approach can be adopted more widely to increase cooperative attitudes among elementary school students. This research can provide a basis for integrating media, such as Bebenato, into the educational curriculum as a tool to shape student character. Positive implications can lead to further development of media-based learning materials that support children's character development. However, this research has limitations, one of which is that the research may only focus on certain aspects of student cooperation and character, so the generalization of the findings to other aspects of character or social skills may be limited. Apart from that, there is the possibility of the influence of external variables that cannot be fully controlled by researchers, such as the influence of the family environment or events outside of school.

4. CONCLUSION

Based on the studies that have been carried out, the final result is in the form of the development of the BEBENATO media (Learning Together with Naruto). BEBENATO is a learning comic that combines stories from the Naruto animated series that have been developed by the author, which are then combined with collaborative learning material that is designed and packaged in an attractive way. After going through various validation tests and interviews that the authors have carried out, it can be seen that this medium is an innovative medium that can be used as an alternative for teachers to attract students' interest in studying collaborative material and instill the character of cooperation in students effectively and efficiently.

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