



# Powtoon Learning Media Containing Local Wisdom Improves Elementary School Social Sciences Learning Outcomes

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## ABSTRAK

Minimnya media pembelajaran IPS berdampak pada hasil belajar siswa yang rendah. Penelitian ini bertujuan untuk mengembangkan media pembelajaran powtoon bermuatan kearifan lokal untuk meningkatkan hasil belajar IPS sekolah dasar. Jenis penelitian ini yaitu Research and Development (R&D) dengan menggunakan model pengembangan Borg and Gall. Penelitian ini melibatkan ahli media dan ahli materi. Subjek uji coba penelitian ini yaitu peserta siswa IV SD dengan jumlah 26 siswa. Pengumpulan data dilakukan dengan metode wawancara, observasi, dokumentasi, angket, dan tes. Penelitian ini menggunakan instrumen kuesioner dan soal tes dalam pengumpulan data. Data yang dikumpulkan dianalisis menggunakan analisis deskriptif kualitatif, kuantitatif, dan uji-t. Hasil penelitian menunjukkan, media pembelajaran powtoon bermuatan kearifan lokal dinyatakan "sangat layak" oleh ahli media dengan persentase 96,8% dan persentase 95% oleh ahli materi. Respon yang diberikan peserta didik mendapatkan persentase 95% yang termasuk dalam kategori "sangat layak". Hasil uji-t menunjukkan perbedaan yang signifikan antara hasil belajar data pretest dan posttest. Dapat disimpulkan bahwa, inovasi media pembelajaran powtoon bermuatan kearifan lokal pada pembelajaran IPS, terkhusus materi kegiatan ekonomi kelas IV dapat meningkatkan hasil belajar IPS siswa kelas IV. Penelitian ini berimplikasi pada peningkatan hasil belajar siswa dan efektivitas pembelajaran melalui media powtoon bermuatan kearifan lokal pada pembelajaran IPS di sekolah dasar.

## ABSTRAK

The lack of social studies learning media has an impact on low student learning outcomes. This research aims to develop powtoon learning media containing local wisdom to improve elementary school social studies learning outcomes. This type of research is Research and Development (R&D) using the Borg and Gall development model. This research involved media experts and material experts. The test subjects for this research were 26 elementary school IV student participants. Data collection were carried out using interviews, observation, documentation, questionnaires and tests. This research uses questionnaire instruments and test questions in data collection. The data collected was analyzed using qualitative, quantitative, and t-test descriptive analysis. The results of the research show that Powtoon learning media containing local wisdom was declared "very feasible" by media experts with a percentage of 96.8% and a percentage of 95% by material experts. The responses given by students received a percentage of 95% which was included in the "very appropriate" category. The t-test results show a significant difference between the learning outcomes of pre-test and post-test data. It can be concluded that the innovation of Powtoon learning media containing local wisdom in social studies learning, especially class IV economic activities, can improve social studies learning outcomes for class IV students. This research has implications for improving student learning outcomes and the effectiveness of learning through Powtoon media containing local wisdom in social studies learning in elementary schools.

## 1. INTRODUCTION

Education has a function in developing students' abilities to become someone who is competent, creative, independent and responsible in aspects of human resources. Quality humans can be created

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through education (Gunawan et al., 2020; Sudarmawan et al., 2020). In achieving national education goals, the government continues to strive to improve the quality of education through the education curriculum (Wiradarma et al., 2021; Sasmita & Darmansya, 2020). One of the mandatory contents contained in the educational curriculum is Social Sciences. Social sciences is one of the learning contents that aims to help and train students to have the ability to recognize and analyze social problems from various points of view in a comprehensive manner (Meldina et al., 2020; Permatasari et al., 2019; Sulfemi, 2019). Apart from that, social studies learning also has the aim of making students care about the social environment through understanding cultural values and being able to understand the concepts and basics learned from social sciences (Muhardini et al., 2023; Puadah & Rustini, 2022). Social studies learning can help students understand various potentials for their personal development (Azizah, 2021; Hasyim, 2019). In this regard, social studies subjects have an important role in people's lives so that students have social skills and have new experiences.

However, in practice, social studies learning still has many shortcomings and obstacles. Previous research findings also stated that many students still get low social studies scores (Hidayah & Ulva, 2017; Sukmanasa et al., 2017). Other research also states that there is still a lack of support for learning and limited media for delivering learning material (Alverina, Hakim, & Taufik, 2019; Putri & Citra, 2019). Teachers are still experiencing difficulties due to the lack of learning support and limited media for delivering learning material (Donna et al., 2021; Permatasari et al., 2019).

The results of observations and interviews conducted at class IV at SDN 2 Tlogosari teachers also found several obstacles. One of the obstacles experienced by teachers is that learning resources and learning media for social studies content are still very lacking, so the material presented is only based on books provided by the government. The results of the questionnaire that was distributed to class IV students at SDN Tlogosari 2 provide an illustration that there are still many students who find learning social studies difficult. Students tend to have difficulty concluding material and have difficulty remembering what the teacher has explained.

Another obstacle experienced by class IV teachers is the difficulty of integrating local wisdom from the Pati environment into lesson material because it is limited to thematic books. These obstacles have an impact on students' lack of understanding regarding the uniqueness or local wisdom of the area where they live. This causes student learning outcomes in social studies content to be relatively low. The minimum completion criteria score in class IV at SDN Tlogosari 2 is 70. Of the total 26 students, 18 students (70%) have not reached the KKM in social studies learning. Meanwhile, only 8 students (30%) fulfilled the KKM.

Based on these problems, the solution offered is to develop innovative, creative and attractive technology-based media. Learning media can increase students' interest in learning which is expected to also improve learning outcomes. This is because learning media can stimulate and direct children's attention, so that it can create motivation and enthusiasm in learning (Apriliani et al., 2021; Puspitarini & Hanif, 2019). This is reinforced by previous findings which state that learning media can make it easier for students to learn (Prehanto et al., 2021; Dharma et al., 2019; Putri & Citra, 2019; Romaliyana et al., 2019).

One of the media that can be used to improve social studies learning is powtoon learning media containing local wisdom. Powtoon media is learning media in the form of an application that is connected to the internet, then the material can be presented in the form of videos containing animations that are interesting for students. Powtoon media is in principle the same as Power Point, but the presentation is more lively because it combines audio and visual media which means students don't get bored quickly (Dewi & Handayani, 2021; Suyanti et al., 2021). Powtoon media is easy to use and does not require complicated steps. Powtoon is designed to be as simple as possible without leaving quality behind for its users (Suyanti et al., 2021; Wulandari, 2020; Lestari et al., 2018). Powtoon audiovisual learning media is effectively used at the elementary school level (Mertasari & Ganing, 2021; Sanjaya et al., 2021; Fitriyani, 2019). Other findings also state that Powtoon learning media has been proven to improve student learning outcomes (Febriani Putri, 2021; Pratiwi et al., 2021). Powtoon learning media can help students understand learning material better (Awalia et al., 2019; Yulia & Ervinalisa, 2017). The powtoon media developed in this research will include local wisdom with the aim of introducing students to the cultures of the surrounding environment. Local wisdom is the potential of an area resulting from human thought and human work that contains wise and wise values and is passed down from generation to generation, thus making it unique to that area (Suryana & Hijriani, 2022; Rahmawati et al., 2021; Shufa, 2018). Local wisdom is a legacy from ancestors in the form of culture and regional potential that must be maintained so that an area has unique characteristics (Priyatna, 2017; Tinja, Towaf, & Hariyono, 2017; Budiwibowo, 2016).

The local wisdom of Pati Regency is very diverse with Juwana District being one of the milkfish and sugar cane producing centers in Pati Regency (Priyomarsono & Surya, 2020; Wahyuni et al., 2019). As an area close to the sea and coast, Juwana District is the largest supplier of fisheries needs, both raw and processed fish. Milkfish is one of the results of the local wisdom of Pati Regency which is processed into

various kinds of preparations, one of which is presto milkfish. It is hoped that the existence of diverse local wisdom can become a more realistic source of learning in daily life for students, so that it can make it easier for students to learn learning material.

Based on the studies that have been carried out, it is known that Powtoon media can be used to improve student learning outcomes in social studies content. However, unfortunately, there has been no study regarding powtoon learning media containing local wisdom from the Pati area as an effort to improve elementary school social studies learning outcomes. This research aims to develop powtoon learning media containing local wisdom from the Pati region to improve elementary school social studies learning outcomes. Feature Various animations, interesting transition effects, and an application timeline that can be easily adjusted are some of the advantages of Powtoon. Through the results of this research, it is hoped that this can be done help students become more familiar with local wisdom in their area. Apart from that, it is also hoped that it can increase students' understanding of social studies content.

## 2. METHOD

The type of research used is Research and Development (R&D) with the Borg and Gall development model. There are 10 steps in the development research procedure, namely, (1) potential and problems; (2) data collection; (3) product design; (4) design validation; (5) design revision; (6) product testing; (7) product revision; (8) trial use; (9) product revision; (10) mass product manufacturing. However, this research only carried out 8 development steps. This is due to time and cost limitations. This research was carried out at SD Negeri Tlogosari 02 Pati Regency. This research involved media experts and material experts. The research trial subjects were 26 grade IV elementary school students. Data collection was carried out using interviews, observation, documentation, questionnaires and tests. The data collection instruments in this research are questionnaire sheets and test questions. The instrument grid in this study is presented in Table 1 and Table 2.

**Table 1. The Learning Media Expert Validation Instrument Grid**

No	Presentation Component Indicator	Score
1	Media in accordance with KI, KD, indicators and learning objectives	15
2	In accordance with the level of development of class IV students	15
3	Media is easy to use by students and teachers	16
4	Attractive visual design.	16

Source : Suarthama (2016) with modifications

**Table 2. The Learning Material Expert Validation Instrument**

No	Presentation Component Indicator	Score
1	Relevant to KI, KD, indicators and learning objectives	14
2	The material is appropriate to the level of thinking of fourth grade elementary school students	16
3	Suitability of social studies content material with questions in the media	11
4	Suitability of image to material	16

Source : Suarthama (2016) with modifications

The questionnaire used in this research is composed of the appropriateness of the media given to media validators and material validators. Apart from that, the questionnaire can also determine the needs and responses given by teachers and class IV students. Data analysis techniques in this research include product data analysis, media feasibility analysis, and analysis of teacher and student responses. The data analysis techniques used in this research are qualitative descriptive analysis, quantitative and inferential statistics. Qualitative descriptive analysis is used to analyze data in the form of input or suggestions provided by teachers, experts and students. Quantitative descriptive analysis is used to analyze data in the form of scores given by teachers, experts and students to the developed Powtoon learning media. Meanwhile, inferential statistical analysis was used to test the effectiveness of Powtoon learning media on student learning outcomes.

### 3. RESULT AND DISCUSSION

#### Results

The development of powtoon learning media based on local wisdom from the Pati region in social studies learning material on economic activity processes for class IV was carried out at SDN Tlogosari 02, Pati Regency. The first stage is to analyze potential and problems. In conducting this research, several problems were found in class IV at SDN Tlogosari 02 Pati in the form of a lack of learning resources and learning media for social studies learning, which had an impact on student grades which were still not optimal. Of the total 26 students, only 8 students got a score above the KKM, namely 70, while 18 students still got a score below the KKM.

Based on the results of the teacher and student needs questionnaire, the following results were obtained: (1) students had difficulty understanding material about the process of economic activity; (2) learning resources in schools regarding economic activity process material are still not sufficient for needs; (3) learning media in schools does not provide sufficient material for the process of economic activity; (4) Teachers need technological media to increase students' insight into the material of economic activity processes; (5) interesting audiovisual media to use as learning media; (6) The teacher agrees that the social studies learning media material on economic activity processes is packaged in audiovisual form using Powtoon.

The second stage is product design. After this research has obtained the data needed to develop powtoon learning media containing Pati local wisdom regarding economic activity processes, the next step is to create a product design. This learning media is in .mp4 or video form so it can be displayed on a cellphone, computer, LCD screen or laptop. This media can also be accessed via the YouTube application. Powtoon media can improve student learning because it has an attractive appearance and explanations of material in the form of animations or pictures.

The third stage is product development. After the design of the powtoon learning media containing Pati local wisdom was carried out, the next step was to develop the powtoon learning media containing Pati local wisdom based on the design that had been developed previously. Powtoon media containing local wisdom from Pati contains material on the process of class IV economic activities. The results of the development of powtoon learning media containing Pati local wisdom are presented in Figure 1.



Figure 1. The Results of the Development of Powtoon Learning Media Containing Pati Local Wisdom

The powtoon learning media contains local wisdom from the Pati region and then goes through stage four, namely validation by experts. The experts involved in this research were two experts including media and material experts. There are several groups of criteria used in this research. The criteria are very feasible if the score is 81%-100%, the criteria are feasible if the score is between 61%-80%, the criteria are quite feasible if the score is 41%-60%, the criteria are not feasible if the score is 21%-40%, and the criteria are very inappropriate if the score is value less than 21%. The recapitulation results of the validation results for each component of material experts and media experts are presented in Table 3.

Table 3. The Media and Material Validator Assessment Results

	Media Validator	Material Validator
Total score	62	57
Maximum score	64	60
Percentage	96.8%	95%
Criteria	Very Worth It	Very Worth It



Based on the validator assessment results presented in Table 3, it is known that Powtoon media is declared very suitable for use. This is because (1) the media is in accordance with KI, KD, indicators and learning objectives; (2) media appropriate to the level of development of class IV students; (3) the media is easy to use by students and teachers; and (4) attractive visual appearance design. The fifth stage is design revision. At this stage the expert validator helps the researcher improve the media design created by the researcher. Media experts provide suggestions regarding adding the name of the supervisor on the front cover of the media. Material experts do not provide revisions because the media already covers all the material completely. The revised view of the Powtoon media can be presented at Figure 2.



Figure 2. The Revision Results Powtoon Learning Media Contains Pati Local Wisdom

The sixth step is product testing carried out on a small scale in class IV of SDN Tlogosari 02 Pati using 6 student samples from 26 students. The selection of these 6 students was carried out heterogeneously based on class ranking, namely 2 students ranked at the top, 2 students ranked in the middle, and 2 students ranked at the bottom. The trial implementation in this step was carried out by the class IV teacher. The product trial began by explaining how to use powtoon media containing Pati's local wisdom, then completing a student and teacher response questionnaire. Based on the recapitulation of the results of teacher and student responses, very good responses were obtained with teacher responses getting a percentage of 100% and student responses getting a percentage of 100%. This shows that the powtoon media containing Pati's local wisdom received a very good response.

The final step is trial use of the product. At this stage the trial was carried out on a large scale in class IV at SDN Tlogosari 02 Pati with 26 students. Students and teachers were given a response questionnaire to the powtoon media containing Pati's local wisdom in the form of a Guttman scale. The aim of testing the use of the product by providing student and teacher response questionnaires is to test the effectiveness of Powtoon media containing local Pati wisdom regarding the process of economic activities. The results of the large-scale trial questionnaire obtained a percentage of 95% with very good criteria. Meanwhile, the teacher questionnaire during the large-scale trial obtained a percentage of 100% with very good criteria.

The data taken in the trial use phase were the results of students' social studies scores obtained from the pretest and posttest of Powtoon learning media containing Pati local wisdom, material on economic activity processes in order to determine the increase in students' cognitive learning outcomes. The data was subjected to hypothesis testing or t-test using parametric statistical techniques with the paired t-test formula after using powtoon learning media containing Pati local wisdom. The results of data analysis show that the sig. 0,000. The testing criteria for the paired sample t-test are, if the sig. (2-tailed) < 0.05, then there is a significant difference between the learning outcomes of pretest and posttest data. On the other hand, if the sig value. (2-tailed) > 0.05, so there is no significant difference between the learning outcomes of pretest and posttest data.

The t-test results show a sig value. (2-tailed) 0.000 < 0.05, then there is a significant difference between the learning outcomes of pretest and posttest data. The results of the pretest and posttest questions were then analyzed using the N-gain formula. Analysis of the N-gain score for the pretest and posttest results shows medium criteria with a score of 0.658, n-gain score of  $0.3 \leq 0.658 \leq 0.7$ . Thus, there is an increase in student learning outcomes, namely in the medium category after using Powtoon learning media with local wisdom from the Pati area.

## Discussion

Based on data analysis, it is known that powtoon media which integrates local Pati wisdom is considered very suitable for use in social studies learning. This is caused by several factors. First, powtoon media containing Pati local wisdom is suitable for use in learning because it can improve students' social

studies learning outcomes. The local wisdom-based learning media that has been created combines traditional knowledge and local community values, so that the material presented is more relevant. This is in line with previous research which also confirms that the material presented on Powtoon media must be relevant so that it can improve student learning outcomes (Akmalia, Fajriana, Rohantizani, Nufus, & Wulandari, 2021; Fauziah, Nur, Friatin, & Surahmat, 2021; Sanjaya et al., 2021).

Learning based on local wisdom can foster students' moral values and character. Previous research also states that learning based on local wisdom is very necessary for students because it can improve students' positive character (Santika, 2022; Rahmawati et al., 2021; Nurafni et al., 2020; Rukiyati & Purwastuti, 2016). By incorporating local wisdom into powtoon media, students can gain valuable life lessons and develop strong moral compass that guides their daily behavior. Powtoon media can also be tailored to each student's specific needs and interests, allowing for a more personalized learning experience (Yasa et al., 2021; Megawati & Utami, 2020). This can help students engage with content in more depth and improve their overall learning outcomes (Yasa et al., 2021; Megawati & Utami, 2020; Sukmanasa et al., 2020).

The second factor, powtoon media containing local Pati wisdom is suitable for use in learning because it makes it easier for students to understand social studies material. Powtoon media can be used to create authentic learning experiences involving real-life situations and scenarios (Fauziah et al., 2021; Megawati & Utami, 2020). This can help students develop critical thinking and problem-solving skills as they learn about complex social issues and apply their knowledge in a variety of contexts.

Learning media based on local wisdom can support the development of cognitive, psychomotor and affective learning in students (Darihastining et al., 2020; Suryana & Hijriani, 2022; Uno et al., 2021). This can result in a more comprehensive and holistic learning experience as students develop their understanding, skills and emotions in relation to the social sciences. Powtoon media containing local wisdom can improve elementary school students' social studies understanding by making the content more culturally relevant, so that learning becomes more effective. Previous research findings also state that well-packaged powtoon media can make it easier for students to learn (Yasa et al., 2021; Wulandari et al., 2020; Awalia et al., 2019).

The third factor, powtoon media containing local Pati wisdom is suitable for use in learning because it increases students' learning motivation. This is in line with previous research which states that Powtoon is a digital-based media with various features that influence creativity and dynamic thinking, so that it can increase student motivation (Megawati & Utami, 2020; Wulandari et al., 2020). In addition, the attractive animation characteristics of Powtoon and dynamic effects make learning material more enjoyable to display (Sanjaya et al., 2021; Suprianti, 2020). The ease of presenting interesting learning material using Powtoon can help teachers focus on increasing student learning motivation. Powtoon-based media has been proven to have a positive impact on student motivation, encouraging engagement, and increasing concentration (Mertasari & Ganing, 2021; Pratiwi et al., 2021).

Previous findings also confirm that the Powtoon application can increase students' learning motivation and can be used as a useful learning tool in the online learning process (Basri et al., 2021; Sanjaya et al., 2021). Powtoon learning media in learning has an impact on increasing the effectiveness of the teaching and learning process, learning motivation, and learning satisfaction in students (Pratiwi et al., 2021; Mahadi et al., 2018). Powtoon audiovisual media meets the feasibility values for use as learning media (Febriani Putri, 2021; Anjarsari et al., 2020).

The innovation of Powtoon learning media containing local wisdom in social studies learning, especially class IV economic activities, has been proven to improve social studies learning outcomes for class IV students. Local wisdom in Powtoon media is able to make students familiar with local wisdom in their area. This research has implications for the use of powtoon by teachers and students in learning, so that it can improve student learning outcomes. Powtoon media is attractive, interactive, and easy to use, which contributes to increasing student learning motivation, making it suitable for improving the learning experience. Meanwhile, the limitation of this research is that the powtoon media containing local wisdom from the Pati region that was developed can only be used in social studies subjects, especially in class IV elementary schools. Future research can focus on developing powtoon media by integrating the local wisdom of the Pati region into different subjects.

#### 4. CONCLUSION

The results of the data analysis show that powtoon media containing local wisdom from Pati received very appropriate qualifications given by experts. Powtoon media containing local Pati wisdom also received a very good response from students and teachers. The t-test results show that there is a significant difference between the learning outcomes of pretest and posttest data. This indicates that the innovative

powtoon media containing Pati local wisdom can improve social studies learning outcomes for elementary school students. This media is also very useful for teachers and students. Therefore, Powtoon learning media containing local wisdom can be a solution that can help students' learning process in social studies subjects, especially material on economic activity processes.

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