

**DEVELOPMENT OF MALAY CULTURE LEARNING MEDIA IN
STATE ELEMENTARY SCHOOL 050661 KWALA BINGAI
ACADEMIC YEAR 2019/2020**

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Abstract : Development of malay Culture media learningin Elementary School 050661 Kwala Bingai Academic Year 2019/2020. This research aims to develop media Learning product comparing learning outcomes from before and after using learning media using Adobe Flash is based on Malay cultural local wisdom in SD Negeri 050661 Kwala Bingai. This type of research is the Thiagarajan 4-D R&D model, the stage carried out in the development of this media Define, Design, Develop, Disseminate. These learning media must meet the Valid, Effective, Practical categories. Valid based on the results of the validation of media and design experts reaching a percentage of 85% in the category of Good, results validation of linguists reaches 83% in the Good Category and results of Expert Validation of materials reach percentage of 89% in the Good category. The effectiveness of the media can be seen from the results of the pretest and posttest analyzed by using N-Gain obtained an average gain value of 0.26 which is in the middle category Practicality of Media is based on the Questionnaire given to Users / Teachers who are in the Good Category. With the results above, the Learning Media developed is feasible to use.

Keywords :Media Learning, Malay Culture, Elementary School

Abstrak : Pengembangan media pembelajaran budaya melayu di Sekoah dasar Negeri 050661 Kwala Bingai tahun ajaran 2019/2020. Penelitian ini bertujuan untuk mengembangkan sebuah produk CD Pembelajaran dan membandingkan hasil belajar dari sebelum dan sesudah menggunakan media pembelajaran menggunakan Adobe Flash berbasis kearifan local budaya melayu di SD Negeri 050661 Kwala Bingai. Jenis penelitian ini adalah R&D model 4-D Thiagarajan, Tahap yang dilakukan dalam pengembangan media ini Define, Design, Develop, Disseminate. Media pembelejaran ini harus memenuhi kategori Valid, Efektif, Praktis. Valid didasarkan oleh hasil validasi ahli media dan desain mencapai persentase 85% dalam kategori Baik, hasil validasi ahli bahasa mencapai persentasi 83% dalam Kategori Baik dan hasil Validasi ahli Materi mencapai persentase 89% dalam kategori Baik. Keefektifan media dilihat dari hasil pretest dan posttest yang di analisis dengan menggunakan N-Gain diperoleh nilai rata-rata gain sebesar 0,26 dimana dalam kategori sedang. Kepraktisan Media didasarkan oleh Angket yang di berikan kepada User/Guru yang dalam Kategori Baik. Dengan hasil diatas maka Media Pembelajaran yang dikembangkan layak untuk digunakan.

Kata Kunci : Media Pembelajaran, Budaya Melayu, Sekolah Dasar

INTRODUCTION

The plurality in Langkat Regency which was predominantly ethnic Malay Deli was faced in the period of urbanization

where Langkat Regency became a Multicultural area. Various tribes have mingled in it, It is vulnerable to cause problems in the form of social conflict

which lately has become a serious threat in the social environment. Conflicts sometimes arise on the surface with violent actions, sometimes also only with conflicts that do not show certain actions

Then there needs to be appropriate action from all levels of society to prevent this from happening. Educational institutions have an important role in efforts to instill mutual respect that aims to prevent the social conflicts that usually occur lately. Looking at the character of the people of Langkat Regency, the majority of which are ethnic Malay, there are many traditions that are still used by the Malay people of Langkat that have a unifying role as Gurindam twelve.

Gurindam is a form of poetry. Kristiyanto E. N. (2017) In his journal said Indigenous people in an area have different perspectives, insights and concepts related to their environment. What we usually call local wisdom. Cultivation of mutual respect is based on local wisdom prevailing in the surrounding community so that there is no clash between community members.

If the analysis of the discussion above, it is necessary to have cultural values that are understood by the whole community in order to create mutual respect and respect between tribes and cultures. Elementary School Period is the right time to instill a sense of love for culture and respect for other cultures in order to instill mutual respect between various tribes, especially in Langkat district.

Atapukang (2016) said the media is a tool used to channel messages from the sender of the message to the recipient of the message, through learning media developed by educators, making the right solution in an effort to build mutual respect. One supporting application such as Adobe Flash can help create multimedia-based learning media. So that Adobe Flash software can be applied into the learning process,

of course there must be a model that will be used as a foundation for developing instructional media, there are various models that can be developed through learning using computers.

Researcher develops learning media with a tutorial model because the flow or flowchart contained in the tutorial model is in accordance with the needs of students. Adobe Flash, which uses a tutorial model, is an application that supports being developed into a learning medium, with various features available in it, allowing developers to be creative to create quality learning media, so that later they will be able to improve student learning comprehension. There are several advantages including, the final file (after publishing) is very low and lightweight so it is easy to use Useable, and the results of this product can be used to all computer specifications.

Starting from the results of the above thoughts, the developing of learning media using local wisdom-based computers in learning, namely by making interactive multimedia learning software from Adobe Flash, One application used in making media that can simulate daily life is Adobe Flash CS6. Lapita (2011) said this application became the basis for making media that can combine several elements such as text, sound, video, images, and animation.

By the advantages possessed by Adobe Flash, Anton (2016) Adobe Flash is a multipurpose application that can be utilized for a variety of needs. With a variety of powerful features that are in it really help create a variety of animations. The development of the media is very necessary, it aims to facilitate students in building mutual respect between tribes and cultures.

The definition of media comes from the Latin *medius* which literally means "middle", "intermediary" or introduction

". In Arabic the media is an intermediary or introduction to the message from the sender to the recipient of the message. Atapukang (2016) Media is a tool used to channel messages from the sender of the message to the recipient of the message. Other limitations have also been put forward by experts, some of whom will be given the following, Lapita (2016) sets limits on the media as all forms and channels used to convey messages or information. If the conclusions drawn from some of the above understanding, the media is a means used by the "messenger" to "the recipient of the message" to convey information.

One of the main functions of teaching media is as a teaching aid that also influences the climate, conditions and learning environment that are arranged and created by the teacher.

Flash is an application that has a variety of capabilities covering the creation, processing, manipulation, and animate various types of data such as images, text, audio, video and data

The type of flash used for developing media learning is adobe flash CS6. In Adobe Flash CS6 there are various facilities that can facilitate the creation of attractive and interactive works. Therefore adobe flash CS6 can be used to make various purposes such as short animated films, web design, games, and interactive learning. The following are some of the skills and facilities available at Adobe flash

Adobe flash is one of the tools in developing learning media using computers. Historically, the history of learning using a computer starts from the emergence of ideas to create an applied technology media that enables a person to carry out the learning process individually by applying these didactic-methodical principles.

So that Adobe Flash software can be applied into the learning process there must be a model that will be used as a foundation for the development of learning media, there are various models that can be developed through learning using computers. Researchers develop learning media with a tutorial model because the flow or flowchart contained in the tutorial model is in accordance with the needs of students.

Adobe Flash using the tutorial model is an application that supports to be developed into a learning medium, with various features available in it to make developers able to create quality learning media, so that later it will be able to improve student understanding of learning.

Local wisdom is a system of values or behavior of local people in interacting with the environment in which they live wisely and wisely. So local wisdom has its own distinctiveness in different places, times and tribes. This difference is caused by the challenges of nature and their different needs, so that their experience in meeting their needs has led to a variety of knowledge systems both related to the environment and socially. Ahmal (2017).

The Langkat Malay society is a Malay ethnic group that lives within the Langkat Regency, located in the Province of North Sumatra, Indonesia. The capital city is in Stabat, and has a motto "United States United States Berjaya" Langkat Regency consists of 23 districts, 240 villages and 37 villages with an area of 6,320 km².

The name Langkat was taken from the name of the Langkat Sultanate which was once in a place that is now a small town called Tanjung Pura, about 20 km from Stabat. The subdistrict areas in the Langkat Regency are divided into three regions, namely: (I) the Upper Langkat Region, (II) the Lower Langkat Region,

(III) the Haru Bay Area. The Langkat are part of the Malay people for two reasons: (1) the location of residence and (2) the religion they embrace. It was stated in a poem about the transformation of the Malay people of Langkat: “Bukan kapak sembarang kapak Kapak untuk membelah kayu Bukan Batak sembarang Batak Batak sudah menjadi Melayu”.

Furthermore, in the social structure of the Malay Langkat community, a village (village) consists of several hamlets which are located in groups in a certain pattern. Each hamlet is led by a Head of the Hallway. There are groupings of class strata, aristocrats are the royal descendants marked by certain honorary titles, such as *tengku*, *sultan*, *progenitor*, and so forth. This group is highly respected and respected because, in addition to holding the reins of government, the Langkat Malay people almost all embraced Islam, which has developed among the Langkat Malays since a few centuries ago.

RESEARCH METHOD

This research of the study is a type of Development Research (Development & Research). In this research, the learning media will be developed using Adobe Flash. This research was conducted with the aim of developing and producing a product as an effort to instill mutual respect based on the local wisdom of Malay culture. The products that will be produced in this research are computer-based learning media in the form of applications for elementary school level.

The development model that will be planned in this study follows the flow of Sivasailam Thiagarajan which is a 4-D model (four D models) [9] which consists of 4 stages, namely: (1) the stage of definition (*define*), (2) the stage of planning (*design*), (3) the development stage (*develop*) and (4) the dissemination stage.

This research conducted in Langkat Regency, North Sumatra precisely at SD Negeri 050661 Kwala Bingai, when the research will be conducted in April to July 2019.

The subjects in this study were students at 056701 Hinai Public Elementary School as a trial school, but in the process of observation of Public Elementary School 056701 Hinai had several disadvantages such as; The majority of students in the elementary school have Malay ethnicity, the teacher's competence in operating the computer is still considered low, and inadequate facilities and infrastructure such as interrupted power supply and the unavailability of projectors, therefore researchers conducted trials in SD Negeri 050661 Kwala Bingai. The reason researchers chose this school was because:

(1) At SD Negeri 050661 Kwala Bingai, Stabat sub-district. no one has ever done research on the development of instructional media using Adobe Flash; (2) Facilities and Infrastructure in this School are classified as very sufficient both from the electricity, Teacher's Laptop and Projector (3) Teachers do not yet have Learning Media using adobe flash to be applied in the learning process especially about local wisdom of Malay culture; (4) Generally students are familiar with computer technology. The object of this research is learning media using Adobe Flash

The research will be carried out based on the mechanism chosen. The research mechanism is structured in accordance with the needs in the field. The research mechanism in question is a method that will be carried out in conducting research.

In this study the mechanism is divided into two stages, namely the first stage is the development of instructional media.

Development of learning media which includes validation of learning media. The second stage is the implementation of instructional media that has been validated to see whether the media can improve student learning outcomes which are conducted during product trials.

In this development mechanism will use a development model that is considered in accordance with the product to be produced. Development model is the basis for the development of products to be produced.

Data collection methods aim to obtain research data that are tailored to the research variables. The data collection techniques used in this study are: Small Notes, Distributing questionnaires and filling out observation sheets. Interviews were conducted to find out information that needs to be developed into the content of learning media. The questionnaire used in this study was a learning media validation questionnaire and a Media Practical Questionnaire. Learning Outcomes test is done by looking at the Normalization of Gain (N-Gain) which is obtained from the calculation of the average gain value. Expert validation questionnaire data was analyzed using the percentage of learning media scores developed. The formula used to calculate the percentage of expert validation questionnaires is: $P = f / n \times 100\%$, where P is the percentage score, f is the score obtained and n is the maximum score from the validator questionnaire.

N-Gain is the normalization of the gain obtained from the results of the pretest and posttest, the calculation of the average value of the N-Gain is done to see an increase in student learning outcomes, from the value of the N-gain will be seen an increase in the use of instructional media using adobe, with the following formula:

$N\text{-Gain} = (\text{Pstst Test score minus Pretest Score}) / (\text{Maximum Score minus Pretest Score})$. With the following classification: $g > 0.7$ in the high category, $0.3 < g < 0.7$ in the medium category, $g < 0.3$ in the low category.

Learning media developed, are declared feasible to use if the media is valid, practical, and effective. Said to be valid if it has been validated by material experts, validation of media and design experts and Linguists, Learning media is said to be practical if the practicality of the media questionnaire assessed by the teacher reaches a percentage of 80%. Then the learning media developed are said to be effective if the classification of learning outcomes falls into the high category.

DISCUSSION

Producing this learning media uses the 4-D model of research and development (R&D) methods. Based on the development procedures that have been proposed making learning media carried out in several stages of development to produce the final product of research, namely:

At the define stage, the researcher made preliminary observations to the SD Negeri 050661 Kwala Bingai, there were a number of things that needed to be observed, there were five aspects that researchers observed including, Students, Educators, Facilities and Infrastructure, Student Background, Areas Around the School Environment.

There are 307 students of SD Negeri 050661 Kwala Bingai as a whole, with a total of 162 men and 145 women, with about 50% Javanese distribution, around 23% Malay, approximately 10% Batak and the rest are ethnic, Karo, Banten, Sundanese, Mandailing, Padang and others. With the majority of students in SD Negeri 050661 Kwala Bingai with Javanese ethnicity, students' understanding of the local wisdom of

Malay culture is still considered low. From the results of interviews with teachers at the elementary school with the existence of various kinds of tribes, there are still a number of cases such as ostracizing minority tribes, ridiculing, mutual bullying, but not too often.

Analysing from the ability of students to operate computers it seems they are already accustomed to operating computers, because the location of schools is in the way of protocol and many computer rental service providers around the school. Teachers also often use computer media to explain various kinds of lessons, so they feel the use of computers as learning media is common. And their opinions about teachers who use computers when learning they say they are more happy and motivated in learning.

The ability of teachers' skills in using computers when the learning process is still classified as moderate, about 40% of teachers who use the rest of the computer media are still using conventional and simple learning media.

After making observations to the school the researcher visited the Langkat district library in Stabat City to collect information related to the local wisdom of Malay culture, and then conducted an interview with Mr. M. Sis, a Malay community figure who served in the Langkat Regency tourism office, the researcher conducted an interview at Tanjung Pura sub-district precisely in the Tanjung Pura Museum. Researchers collected information in the form of history, traditional clothing, traditional dances, folk songs, special foods, and local culture using a small note and recording the results of the interview.

At the design step, the initial draft (draft I) is prepared to design a prototype of learning media using Adobe Flash. Designed with reference to the Tutorial model where the program is realized in prototype form. The tutorial model is a

learning guidance in the form of giving direction, assistance, illustration, and instructions so that students learn efficiently and effectively so that they have a responsible attitude towards themselves whose goal is to improve learning outcomes and learning understanding. Furthermore, other research instruments such as student questionnaires, and practicality teacher response sheets and validator questionnaires are used to see the feasibility of learning media that have been developed. The steps are as follows:

The questions are arranged based on the content and context of the learning media that will be developed. Evaluation questions that have been compiled then validity is sought. Valid questions will be used as a matter of evaluation in the media. The questions consist of 15 multiple choice questions. The results of valid and reliable questions can be seen in the Appendix. Of the 15 questions that tested the validity, different power and difficulty level of 4 questions were declared invalid, then only 11 questions were valid, but the questions used were only 10 questions out of the 10 questions that already represented all sub-topics that had been made. The following are the problems used.

This test question will be used during Pretest and Posttest to determine whether the learning media developed can improve students' understanding of the local wisdom of Malay culture

In preparing the instruments the instruments used for the validation of media experts and instructional designs, linguists, and material experts, and class teachers are developed according to the lattices that have been set.

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In preparing the media As for this study the researchers determined and selected software used to create learning media including Adobe Flash CS6 and several other supporting software such as Swish Windows Movie Maker and Adobe Premiere Pro CS6. Adobe Flash CS6 was chosen because the panel tools contained in the software are very supportive for making animations, making buttons and can integrate text, images, animations, sounds, videos into a learning medium by using Action Script 2.0.

After the two previous stages have been passed (Define and Design) to produce the initial design of a learning tool called draft I. then the next step is to do the Develop or development stage. The first phase in the development phase is validating draft I. Validation of experts is focused on media and design experts, linguists and material experts. The results of the validation are validation values, corrections, criticisms and suggestions that are used as a daasar to revise and refine the learning tools that have met the Valid criteria and hereinafter referred to as Draft II. The following are the results of the experts' validation:

For media experts and step I design media get a percentage score of 53% with less valid criteria, then researchers revise the results of expert input, after revised researchers continue validation to stage II and get a percentage of 86% which in the category is very valid, and experts media and design state that the

developed media is valid in the Design and Media aspects.

Then the validation is continued to the linguist, the results of the media discussion got a percentage score of 56% with less valid criteria, then the researcher revised the results of expert input, after revised the researcher continued the validation to stage II and got a percentage of 89% which in the very category valid, and linguists say the media developed are valid in aspects of the language that is in the media.

For the validation of the material submitted to the community leaders / Malay cultural resource persons in this study, the results of the media discussion received a percentage score of 57% with less valid criteria, then the researcher revised the results of expert input, after the revision the researcher continued the validation to stage II and get a percentage of 84% which in the category is very valid, and the material expert states that the media developed are valid in the aspect of language that is in the media.

For the last validation which assesses the practical aspects of the media validated by the teacher / teacher, the results obtained in stage I are 60% and are still in the category of impractical then based on the input given, the researcher revises the developed media, after completion of the revision then the researcher continued the validation to the second stage, then the percentage score was 92% and in the very practical category.

After the media is declared Valid and Practical, the learning media can be tested. In the first trial students were given 10 multiple choice questions as test instruments in the posttest. The results of the posttest results can be seen in the attachment of the posttest student results. In general, data analysis on the effectiveness of learning media used by students

From 20 students who took the pretest, only 4 people or 20% were declared complete with a score of 7, and 16 others or 80% were declared incomplete. Then after treatment and posttest, the number of students who finished completed increased to 14 people or 70% and only 6 people or 30% were declared incomplete. The results of calculations using Ms Excel obtained an average Gain value of 0.4. This gain value is then interpreted into the gain value criterion which is in the Medium category. With these results it can be concluded that students who use instructional media by using Adobe Flash can improve students' understanding of the local wisdom of Malay culture.

CONCLUSION

The developing of instructional media using the 4-D model from Thiagarajan has produced valid and effective and practical learning media. From the results of the research that has been carried out, the conclusions can be described as follows: The learning media has met the valid criteria seen from the results of the media and design experts, linguists and material experts, all of which are in the very valid category. The learning media has fulfilled the practical criteria seen from the practicality of the teacher / user questionnaire which is in a very practical category

The learning media has fulfilled the effective criteria seen from the Gain Score of 0.4 which is in the Medium category.

The developing media is appropriate for

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