Use Of Comic-Based Learning Media In Economics Subject

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Abstract: Learning media related to the world of education is a tool, an intermediary in delivering material related to messages or lesson information. Thus the learning media certainly has a purpose. The purpose of learning media is to increase new interest, understanding, motivation and stimulation in the learning process. One of the interesting and interactive learning media, especially in economics subjects, is comic-based learning media. This study uses a qualitative approach, namely to describe and describe the influence of the use of instructional media in the world of education. So the results obtained are that comics can make the teaching and learning process effective, increase student interest in learning, and generate interest in student appreciation. Thus the existence of comics as a learning medium can certainly help increase the potential of students, especially in economics subjects. Students can feel the emotion in the pictures presented and the comic language is light because there are not many sentences to read which tends to make the reader lazy to read. So with the existence of comics as a learning medium can increase interest in learning better and cultivate reading.

Keywords: *Comic Learning Media, Economics Subject*.

INTRODUCTION

Schools play an important role in teaching and determining methods for students to become informed members, each with their own beliefs and knowledge. Going to school itself is one way to help people live a normal lifestyle in society (Agus Mustofa, 2007: 16-19). The teaching and learning process is inseparable from the learning environment, where the media functions as a tool that supports the teaching and learning process, facilitates teaching methods and helps teachers convey information. and material. In an era of increasingly high technology where the purpose of using age is basically to facilitate someone's representation in everyday life, the digital era is a clear example of how we humans are different from one another today. from his hands. The growth of virtual internationalism in the context of global education also significantly influences teacher and student communication patterns. Schools play an important role in teaching and determining methods for students to become informed members, each with their own beliefs and knowledge. Going to school itself is one way to help people live a normal lifestyle in society (Agus Mustofa, 2007: 16-19). The teaching and learning process is inseparable from the learning environment, where the media functions as a tool

that supports the teaching and learning process, facilitates teaching methods and helps teachers convey information. and material. In an era of increasingly high technology where the purpose of using age is basically to facilitate someone's representation in everyday life, the digital era is a clear example of how we humans are different from one another today. from his hands. The growth of virtual internationalism in the context of global education also significantly influences teacher and student communication patterns. The high tech literate student on average loses interest especially quickly if information acquisition is done in the traditional way. therefore, it is important to use an interactive and fun learning environment. Media studies related to the Board of Education are tools, intermediaries in translating messages or materials related to textbooks. So there is a reason for media education. The purpose of learning media is to bring new interest, information, motivation and stimulation into the learning process. Learning media can be done in such a way that students can explore more freely anytime and anywhere, and not just rely on the teacher. In audio-visual learning applications and learning applications that use computer systems, students can analyze independently, without being tied to the fields and time allotted

to them. If we want to implement learning media, we must also look at the function of learning media, and learning media has several functions that help students choose media. In developing learning media, one must be able to take into account the various advantages of the media and be able to avoid obstacles in learning activities, namely clearly. if the acquisition of information is done in the traditional way. therefore, it is important to use an interactive and fun learning environment. Media studies related to the Board of Education are tools, intermediaries in translating messages or materials related to textbooks. So there is a reason for media education. The purpose of learning media is to bring new interest, information, motivation and stimulation into the learning process. Learning media can be done in such a way that students can explore more freely anytime and anywhere, and not just rely on the teacher. In audio-visual learning applications and learning applications that use computer systems, students can analyze independently, without being tied to the fields and time allotted to them. If we want to implement learning media, we must also look at the function of learning media, and learning media has several functions that help students choose media. In developing learning media, one must be able to take into account the various advantages of the media and be able to avoid obstacles in learning activities, namely clearly. The procedure is to plan educational media so that the results of these educational media can be said to be effective in improving the quality of learning, so the planning must be optimal. Learning media is said to be good except because it can be planned arbitrarily (spontaneously). After editing, consider the various goals achieved by the material or content, layout, pedagogical and linguistic aspects and the intended media. One of the interesting and interactive learning environments, especially in the field of economics, is the cartoon learning environment. According to Daryanto (2016: 27), caricature is the presentation of stories with funny pictures. and always managed to steal the attention of the public. The purpose of comics is to provide simple stories that are easy to understand and understand. Cartoons are usually very popular among both children and adults. According to MS Gumelar (2011: 7), cartoon is a series of images arranged according to the purpose and philosophy of the maker. This is how comic messages can be conveyed. Comics

usually get the necessary documents as needed. According to Sudjana and Rifai (2001), cartoons can be presented as educational material. Cartoons can improve the teaching and learning process, increase student interest in learning, and stimulate student interest in evaluating it. Thus, from several cartoon approaches it can be concluded that a cartoon is a series of images presented in a story so that the message can be conveyed to the reader. Then the cartoon is one of the learning media that can be developed. According to Cecep Kustand and Daddy Darmawan (2020), the types of comic educational media consist of: 1. Comic stories, namely. make pictures and write on one picture in the form of elements of criticism, satire and humor. 2. Narrative comics, or comics with serial stories, these comics contain pictures that will later be formed into short stories. 3. This annual cartoon or cartoon also includes pictures and writing, and stories are published once a month or once every 49 years. 4. Webcomics is the same as other comics, what distinguishes this comic is the type of media used. This webcomic is published through online media, which facilitates the activities of various groups of readers. 5. Light comics ie. comics that are almost the same as other comics, light comics also contain pictures and text. The difference is in the copy and volume works, like cartoons in general. 6. Comic books, namely comic books containing pictures and writings packaged into one book. When it comes to money matters, money matters itself. According to Somantri (2013: 22), the economics major develops student economics through knowledge of various economic facts and events as well as understanding of concepts and theories. practice solving financial problems in a community environment. One of the goals of studying economics is to train people to take control of their lives. Economics is a discipline that understands all kinds of methods or systems as well as human behavior. Moreover, it refers to the efforts of people to make a living.

METHODS

This study uses a qualitative approach that describes and describes the impact of the use of educational media on the world of education. A qualitative approach according to Ibrahim (2015: 52) is research based on descriptive words or phrases that are ordered carefully and

systematically from data collection to interpretation and reporting of research findings. In this study, researchers can go directly into field activities, namely visiting, interviewing and interacting directly with high school students to produce real field facts to be used as writing material and their validity is held accountable. interview with informants. Information can be explained using several expert opinions. Using a qualitative approach, this research must provide comprehensive facts about the effects of using educational media in education. Source of research data is information obtained from respondents namely. the person answering and responding to the research question, ie. primary data and secondary data. In qualitative research, information obtained from various sources through data collection techniques, interviews, observation and documentation can be carried out continuously until the information obtained reaches the most correct point. The data analysis technique for this research is industry specifications according to Miles and Huberman's model. In this analysis, data were collected over a certain period of time, namely during interviews to obtain answers which were directly analyzed by the researcher. If it is not clear, the researcher asks questions. returned to the informant as the object of research to obtain information that was considered reliable. Sugiyono (2019: 246) reveals that qualitative data analysis is carried out interactively and continues until someone is ready to work with unsaturated data. Activities are divided into three, namely data reduction, display and verification of data conclusions.

FINDINGS AND DISCUSSION

Findings

It became a trend in social life and became a favorite of children in cartoons. This makes comics as one of the learning media. If cartoons are educational tools, they can be educational entertainment. One benefit of comics like Thorndike's research is knowing that children who read more comics, at least once a month, read the same amount of textbooks each year. This affects students' reading ability and vocabulary more compared to students who do not like cartoons. Cartoons also have the advantage of presenting strong visual and narrative elements. The expressions depicted involve the reader emotionally so that the reader continues reading to the end. It also inspired the creation of a cartoon on the subject. Students don't like textbooks, especially those that don't have interesting pictures and illustrations. In contrast, students empirically prefer picture books that are colored and presented realistically or cartoons. It is hoped that learning about comics can increase students' interest in reading, so that in the end it can improve student academic achievement. Thus, the presence of cartoons as a learning tool can certainly increase students' potential. Students can feel the emotion from the picture, and the language of the comic is simple because there are not many sentences to read, which makes the reader lazy to read. So that the existence of cartoons as a learning medium can increase interest in further learning and develop reading skills. Comics are cartoons that express characters and tell stories in a sequence that is closely related to the pictures and are intended to entertain readers. Initially, cartoons were not made for educational purposes, but only for entertainment. According to Daryanto (2016: 27), caricature is the presentation of stories with funny pictures. and always managed to steal the attention of the public. Comics offer simple stories that are easy to understand, and cartoons tend to be very popular with both children and adults. According to MS Gumelar (2011: 7), cartoon is a series of images arranged according to the purpose and philosophy of the maker. This is how comic messages can be conveyed. Comics usually get the necessary documents as needed. According to Sudjana and Rivai (2001), cartoons can be presented as educational material. Cartoons can improve the teaching and learning process, increase student interest in learning, and stimulate student interest in evaluating it. The following is an example of a cartoon-based economic learning environment.

Figure 1. Comic Material Needs VS. Desire

Discussion

Effective learning requires good planning. The media used in the learning process also require good planning. However, the reality of the field shows that a teacher chooses some media in his activities in the classroom based on the following aspects: (a) he knows the media, for example: blackboards or film projectors, (b) he

feels that the media he chooses can represent better than himself, for example: chart or (c) his chosen media can attract students' interest and attention and lead him to a more structured and organized presentation. Hasan Muhammad (2021) proposed a model for effective media planning known as ASSURE. (ASSURE stands for Analyze Learner Characteristics, Determine Purpose, Select or Edit Media, Use, Elicit Learner Response, and Evaluate). This model proposes six key instructional design activities as follows. (1). (A) Analyze the general characteristics of the target group, whether they are high school or college students, members of youth organizations, businesses, age, gender, cultural and socioeconomic background, and analyze their specific characteristics, which include knowledge, skills and their initial attitudes. (2). (S) State the learning objectives, namely the behaviors or what new skills (knowledge, skills or attitudes) students are expected to acquire at the end of the teaching and learning. This goal influences the choice of media and the sequence of presentation and learning activities. (3). (S) Select, modify or design and develop suitable materials and equipment. If already existing teaching materials and media can achieve the objectives, the materials and media should be used to save time, effort and cost. (4) (U) Use of Environmental Materials. After choosing the right material and environment, it is necessary to prepare how and how much time it takes to use it. (5). (R) Elicit student responses. Teachers should encourage students to provide answers and feedback on the effectiveness of teaching and learning. (6). (E) Evaluate the learning. Here, the main purpose of the evaluation is to find out the level of achievement of the learning objectives of the students, the effectiveness of the media, the approaches and the teacher himself.

A. Criteria for choosing learning media Selection criteria for learning environments is rooted in the idea that media is part of the general education system. Therefore, there are several criteria that must be considered when choosing learning environments. 1. In accordance with the objectives to be achieved, 2. Suitable for supporting lesson contents that are facts, concepts, principles or generalizations

1. Practical, flexible and durable
2. Teachers know how to use it well
3. Target group
4. Technical quality

The importance of media development in learning. Learning as interaction between students and teachers and other learning resources must be supported by appropriate media. Therefore, as a prospective teacher, you must be able to identify the different types of media that are available and appropriate to use to support a particular learning process. Media learning in school is really important to provide media learning, either individually, together or with the school. In addition, the use of existing media also does not meet expectations. If you want good and effective learning environments that would improve the quality of learning, you need good planning in the development process. Good educational media cannot be done quickly and haphazardly. There are many things to consider when creating a design, both in terms of material, media, media goals and objectives. The development of educational media in various types of schools is therefore very important, but not all are used in educational activities at the same time. Therefore, it is necessary to choose learning environments. The purpose of the media selection is that the media used is targeted and appropriate to the needs, which enables a good interaction between the students and the media used. Cartoons in learning, when it becomes a trend in the society and it becomes a favorite of children in cartoons. This makes comics one of the learning mediums. According to Puspitarini, Y. D (2019), the advantages of cartoon media in learning and educational activities are as follows: a) Cartoons increase the vocabulary of the reader; b) facilitates the understanding of abstract issues or formulations. c. Able to develop children's interest in reading and develop other areas of study; d. All comic stories lead to one thing, the exploration of goodness or the other. Although the weaknesses of comic media According to Puspitarini, Y. D (2019) Comic media are: a) The fact that people read comic books makes them lazy to read, so they refuse books without pictures. b. In relation to comic language, it uses only dirty words or phrases that are less responsible. c. Many acts of violence or behavior are blocked. d. Many love scenes stand out. According to Raharja (2016: 2), economics is a science that studies the behavior of people and society choosing to use limited resources to improve the quality of life. According to Somantri (2013: 22), the subject of economics is to develop students' economics by learning about various economic facts and events, as well as

understanding concepts and theories. practice solving financial problems in a community setting. Economics departments have goals to achieve in the learning process. According to the Ministry of Education (2013: 22), the objectives of economic subjects are: 1. Equips students with financial concepts to know and understand financial events and everyday life issues. 2. Basic skills of logical and critical thinking, curiosity, problem solving and social life skills. 3. To equip students with economic concepts necessary to take economic studies to the next level. 4. Provide financial or business values and ethics and entrepreneurship. In this study, researchers used the economic theme of the concept of needs. Comics as a teaching tool can become entertainment for learning, one of the advantages of comics is that students' research and vocabulary is much more than if they don't like comics. Comics also have the advantage of having strong visual elements and stories in their presentation. Visualized expressions engage the reader emotionally, so that the reader continues to read it to the end. Thorndike, it is known that children who read more cartoons, such as at least one cartoon per month, which is the same as textbooks every year, will affect reading skills. Characteristics of Entrepreneurship Etymologically, entrepreneurship is derived from two words, namely, wira, which means a superior person, a fighter, a hero with a noble mind, vigorous, courageous and aspirational, which means work or deed. These results are in accordance with a book stated by Rusmaini (2022) which states that the Importance of Developing Media in Learning. Learning as a process of interaction between students and teachers and other learning resources needs to be supported by the use of appropriate media.

CONCLUSION

Learning media is anything that can be used in teaching and learning to convey messages or information in a way that can attract students' attention and interest in learning. For the learning process to work well, students should be encouraged to use all their senses. The teacher's goal is to elicit stimuli (stimuli) that can be processed by different senses. The more sense organs are used to receive and process information, the more likely the information can be understood and stored in memory. Therefore, it is expected that students will be able to easily and well receive and absorb the messages of the presented material. Media in the process of teaching and learning are necessary and play an important role for learning to go well, effectively and efficiently. The teacher must be able to choose appropriate learning environments for the students, so that the learning materials or lessons are properly understood and assimilated. The importance of media development in learning. Learning as interaction between students and teachers and other learning resources must be supported by appropriate media. Therefore, as a prospective teacher, you must be able to identify the different types of media that are available and appropriate to use to support a particular learning process. Media learning in school is really important to provide media learning, either individually, together or with the school. In addition, the use of existing media also does not meet expectations. If you want good and effective learning environments that would improve the quality of learning, you need good planning in the development process. Good educational media cannot be done quickly and haphazardly. There are many things to consider when creating a design, both in terms of material, media, media goals and objectives. The development of educational media in various types of schools is therefore very important, but not all are used in educational activities at the same time. Therefore, it is necessary to choose learning environments. The purpose of the media selection is that the media used is targeted and appropriate to the needs, which enables a good interaction between the students and the media used. A comic is a cartoon that expresses characters and carries out a story in an order closely related to images and aims to entertain readers. Initially, cartoons were not created for educational purposes, but only for entertainment. Comics offer simple stories that are easy to understand, and cartoons tend to be very popular with children and adults.

Thus, the presence of cartoons as a learning tool can undoubtedly contribute to raising the potential of students. Students can feel the emotion of the pictures shown, and the comic language is easy because there are not many sentences to read, which makes the reader lazy to read. So having cartoons as a learning tool can increase the interest to better learn and develop reading.

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