INTERACTIVE LEARNING MEDIA BASED ON EDUTAINMENT OF WRITING SKILL PROCEDURE TEXT

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ABSTRACT

The Indonesian language learning in curriculum 2013 uses text based approach. It gives practice to the individual to solve their problem and think critically as suitable as in their real life. One of the texts which contained in Indonesia language and had implemented of curriculum 2013 is text procedures. In this research, researcher has focused on the writing skills of procedural text because it is one of the subjects which taught in Indonesian language. Procedure text is the text which explains about step of way to deal the problem, this text aims to make easier for readers to understand which they have not understood. Learning text procedures is demanding to understand of text structures, comparing the procedure text, after that identifying and writing of procedure text. Learning of write procedure text is necessary to know the level of individual ability. At the present, the lack of learning of procedure text is monotonous learning. Teachers are as the main source of learning in the classroom. In addition, the existing learning media as like text book just gives lack of explanation. The development of interactive learning media based on edutainment of writing skill procedure text is learning model that resulted by adapt of model which improved by Sadiman (2008). The steps had taken based on the development model such: (1) Analysis of student's need (2) formulation of instructional aims (3) formulation of material items (4) formulation of result measuring tools (5) media script writing (6) test (7) revision (8) manuscript. The main of development research's aim is to produce CD media for interactive learning based on edutainment of writing skill procedure text and also it is based on the principles of learning and learning objectives which appropriate with individual needs.

Keywords: Edutainment, Writing Skill, Text Procedures.

INTRODUCTION

At the present, the progress of nation and state can be measured by nation's write communication. It can be seen and measured by quality and quantity of writing result. The quantity and quality of student's writing determining of nation going forward or not. Writing is the language skill which used to indirect communication with others. It is also productive and expressive activities. In writing activity, writers should have skill to utilize language structure and vocabulary (Abbas, 2006:125). Therefore, writing activities is not easy activity because it needs many regularly practice.

Writing skills have many advantages such increase intelligence, develop of initiative and creativity, improve of courage in idea expression (Slamet, 2008:104). It becomes one of the thinking that writing skills is really necessary to learn in Indonesian language at the school. Referring in curriculum 2013, Indonesian language learning also demands the important of writing skills. The Indonesian language in curriculum 2013 using text based approach. The text based learning gives practice to the students to face their problem and think critically

based on the real life. One of the texts which contains in Indonesian language and applied in curriculum 2013 is text procedure. In this research, the researcher has focused on the writing skills of text procedure because one of the main subject which learned in curriculum 2013 in Indonesian language learning.

Text procedure is the text which explains about steps or way to face a matter. It has aims to make easier the reader to understand thing that they have not understood. Learning text procedure is demanding to understand structure of the text, the rules of linguistic procedure text, comparing procedure text, identifying and writing procedure text. Learning text procedure is necessary to know the level of individual's ability. Currently, the lack of learning text procedure uses monotone learning. Learning media can be trigger to changes existing learning system. Learning media has several advantages to users such (1) teaching will be more interesting, so that it can improve motivation (2) learning media gives provides learning experience which difficult to obtain with the other ways (3) learning method will be more varied, so that it is not boring (4) more learning activities because it is not only listening but also other activities such observing, doing, and demonstrating (Latuheru, 1998:22). Therefore, it needs learning media to which educate and entertain (edutainment) in writing text procedures.

Edutainment (educational entertainment) is one of the entertain design that has aims to give education. Edutainment multimedia provides education formula. It means, edutainment is the multimedia which presents education in an entertaining format. Education with an entertaining format that will make the students fell happy during the learning. Learning media edutainment can be used as independent learning media because it is really interactive. Multimedia interactive based on edutainment in the school is tools, rules, and approaches which used to make communication between all parties during the learning process. The present information through multimedia is like living documents, it can be heard on the monitor screen and can be heard by sound, and it also seen by movement (video or animation). Multimedia interactive is media which completed by tools and can be operated by the user and they can choose what is desired for the next process. Multimedia interactive based on edutainment has aims to present fun information, interesting, easy to learn, and clearly. The information will be easier to know because the sense can be absorbing the information.

This research about interactive media has been widely improved. However, research about media interactive learning based on edutainment skill writing text procedures does not exist. During this time, the learning material has not been systematically arranged, learning material present is still conventional, the use of instructional media is not optimal and monotonous, so that the efficiency and effectiveness of learning still low and the achievement is not optimize.

Based on the introduction, there are several problems as follows: (1) The lack of material present which uses media interactive based on edutainment. (2) Inaccurate selection of media to present the text procedure material. (3) There is no evaluation.

The main objectives of this research is to produce CD media for interactive learning based on edutainment of writing skills text procedure, learning principles and learning objectives which appropriate with the characteristic of needs.

The resulting media will facilitate the teaching and learning process. It can be happen because the interactive media produce is the material which uses interactive media. All

component needed in learning are contained in those media. Those media will be making the learning activities more active. This research also gives the experience how to teach writing skill with the media interactive. Skill writing in Indonesia language learning is really boring if everything was delivered using monotonous method.\

The media of hear perspective is the interesting media and popular media. The research about developing media interactive learning based on edutainment skills writing of text procedure by producing interactive media is necessary to do. By the production of media learning interactive based on edutainment skill writing text procedure will be make easier to learn about skill writing text procedure, so that it will be able to facilitate learning better and increasing quality of learning skill writing text procedures, and complete evaluation tools that have not been exist.

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

LITERATURE REVIEW
Curriculum 2013 Based Text Procedure
Referring to curriculum 2013 which has applied, Indonesian language learning also demands the importance of writing skills. In this curriculum, Indonesia language learning more focuses on text or referred as text based learning. It is required to be able to produce and uses text accordance with its social objectives and functions. In text based learning, Indonesian language is not only taught as language but also text that has function becomes self-actualization source in the context of academic socio-culture. Text procedure is the text that has contains about goals and steps which has to be follow, so that the job can be done. The communicative purposes of text procedure will give guidance how to do something through a series of actions or steps.

Development of Indonesian Language Learning Media
Various learning development model was proposed by experts such Dick & Carey's Model (1990). This model was intended to produce and instructional system. Determining of development learning model used depend on the needs and suitability with the object characteristic which being developed.

The development steps such are (1) needs analysis and user characteristic (2) formulation of instructional objectives (3) formulation of materials (4) formulation of success measuring tools (5) media script writing (6) test/trial (7) revision (8) manuscript ready for production. In addition, determining using Dick & Carey's model (1990) are such (1) development model based on the title which has taken and theory used with the needs of the researcher (2) this development model has designed to complete steps, so that can be used to develop learning.

Learning Based on Edutainment Approach
According the new word Encyclopedia, learning based on edutainment approach is the entertaining that has designed to educate and entertain. Basically, edutainment is to try to learn and facilitate social interaction to the students by entering various lesson that familiar to theirs ears, as like as television shows, existing games on the computers and multimedia devices (Hamid, 2010:18). Playing at the happy condition is the important factor in educational. Learning based on edutainment approach is the ways to make education and teaching process becomes enjoyable, so that it can be easier to catch the essence of learning itself without feeling that they are learning. Edutainment learning approach is really

appropriate with the development of interactive multimedia learning because it is present entertain education format.

Principles of Media Development

Development is the process to produce the product which used to develop and validate educational product. Learning media is the interactive media which designed to class learning media and it has arranged by someone who is an expert in the relevant with the necessary learning components. While, learning media is to analyzing students' character needs, formulating goals, compiling the content of learning materials, preparing learning media and learning strategies which directed to attainment effective and efficient learning goals.

Interactive Multimedia of Indonesian Language Learning

According to (Suyanto, 2003:21) multimedia is the utilization of computer to make and combine text, graphic, audio, animation video with combining of link and tool which allow users to navigate, interact creative and communicates. The combination of computer and video or multimedia in general is a combination of three elements such sound, image and text or multimedia is combination at least two media input output from the data, this media can be audio (sound, music), animation, video, text graphic, and image (Turban, 2002) or multimedia is a tool that can create dynamic and interactive combination text, graphic, animation, audio, and video images. Generally, learning multimedia is very useful in teaching and learning process. The use of multimedia learning is to make learning process more interesting, more interactive, and increasing of learning motivation and more attention during the learning. Those characteristic is based on Haryanto and Ariani (2010:27).

METHODOLOGY

The development of interactive learning based on edutainment skill writing text procedure is development method that adapted by Sadiman's development model (2008). The steps have taken based on Sadiman's development model (2008) are (1) needs analysis and students characteristic (2) formulation of instructional objectives (3) formulation of materials (4) formulation of success measuring tools (5) media script writing (6) test/trial (7) revision (8) manuscript ready for production.

The research and development procedure are the steps taken by researchers. The following of procedure research such are (1) identifying the needs and characteristic of the user (2) determining the objective formula (3) developing learning materials (4) developing of media evaluation tools (5) preparing media script (7) evaluation and revision of media (8) media trials (material test by expert, media test by expert, and practitioner test) (9) production result.

RESULTS AND DISCUSSION

Analysis of Needs and Students' Characteristic

The meaning of something needs in learning and teaching is the gap between the desire of abilities, skills, and attitudes with current of abilities, skills, and attitudes (Sadiman, 2008:100). Making learning media has to suitable with the user's characteristic because basically, each group has different needs. Needs analysis is done to get information about the need of needed.

In analyzing of needs, researcher conducted some observation to observe the problem in the real condition. In addition, researcher also conducted interview activities to know learning teaching activities carried out, so that the researcher get a reference to develop of learning media which appropriate the users' characteristic.

The research of needs analysis and users' characteristic is done by interview. Based on interview result, writing learning is less desirable. It is caused by the perspective of writing skills. Users have assume that writing skill is the boring activities for them. In addition, writing learning less interesting because it is presented in monotonous learning and media utilization is not optimal, so that it needs interesting and fun media which can be increasing creatively in writing skills.

Formulating of Instructional Objectives

Instructional objectives are the important thing in learning teaching process. It is the statement that has to do after following the certainty instructional process. Sadiman (2008:106-107) explains that there were several provisions to formulate the well of instructional objectives, such (1) instructional objectives must be oriented to the individual. The thing that needs to be stated in the objectives must be the behavior that can be done after the instructional process is complete (2) the objectives must be stated in operational verb. It means that verb which shows about an observable act or it can be measured.

The formulation of learning objective in development of creative interactive learning media based on edutainment skill writing text procedure is based on standard core competencies and basic competencies in 2013 curriculum. Basic competencies which used as basis are such (1) understanding of text procedure which appropriate with the characteristic that will be made both orally and writing (2) differentiate text procedure with the other text through oral and written (3) identify the lack of text procedure based on the rules of the text both oral and written (4) compile text procedure accordance with the characteristic that will be made both orally and in writing. Basic competence is a reference in determining the indicator.

Based on these basic competencies that indicators used to formulate the instructional objectives of this development are (1) by understanding of text procedure, can identify structure of complex text procedure properly (2) after reading the text procedure, can distinguish complex text procedure correctly (3) can identify lack of text procedure correctly (4) based on its ability, can compile complex text procedure properly.

Development of Learning Materials

The formulation of learning materials is done by formulating the first of instructional objectives or learning objectives, so that it will find the learning material that will be developed. Instructional objectives (1) with the understanding of procedure, can identify complex text procedure correctly (2) after reading text procedure, can distinguish text procedure properly (4) based on its ability, can arrange complex text procedure correctly. In addition, between referring to the instructional purposes, it is also refers to individual needs. So that, it needs an interesting and creative learning media. Therefore, researcher developing creative interactive learning media based on edutainment skill writing text procedure. The material which presented in complex writing text procedure are the description of writing, steps of writing, knowing of the structure of text procedure which presented using animation, the distinguish practice of text procedure, identifying the lack of text procedure, writing text procedure, presented by video or text drawing that easy to understand and language that used in this media uses communicative language.

Development of Media Evaluation Tools

The development evaluation tool is a questionnaire. Questionnaire is used to know the validity of learning media developed. Media evaluation is through questionnaire of expert,

material expert, expert practitioners (users). The evaluation result will be used to improve overall the media development.

Preparation of Media Manuscript
The development of manuscript must be suitable with the needs that refer to the basic competence of writing text procedure such understanding text procedure, distinguish of text procedure, identifying the lack of text procedure, and preparing text procedure. Preparation of media manuscript must be suitable with the characteristic of individuals. It will be making easier to learning writing text procedure. Thus, the learning of text procedure is match with the basic competencies, and characteristic needs by displaying interesting and fun learning concepts.

CONCLUSION

The result of interactive learning media manuscript based on edutainment skill writing text procedure will be able to facilitate students in learning the skill of writing text procedure, prepare better learning conditions and increasing the learning quality of student' skill writing text procedure.

The resulting of media script will also facilitate teachers and students during teaching and learning process. It can be happen because the interactive media which produced is learning source that using interactive media. Those media contains all components which are needed in learning. The uses of media in learning activities force students become active. The teacher is not center of information anymore because its takes place by interactive media. Nonetheless, teacher's function as director still needed. These gives input for teacher that they are not the only one playing a role in learning activity.

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