DEVELOPMENT OF FOLK POETRY LEARNING MEDIA BASED ON MACROMEDIA FLASH IN TO STUDENTS CLASS VII SMP NEGERI 18 MEDAN ACADEMIC YEAR 2017/2018

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Abstract

This study aims to: (1) describe the results of the development of Macromedia Flash folk's poetry media for students of class VII SMP Negeri 18 Medan, (2) to describe the feasibility of Macromedia Flash learning media to folk's poetry material; (3) to describe student learning outcomes by using Macromedia Flash-based media on folk's poetry material. Learning media is developed based on Macromedia Flash in the form of learning CD. This research method is research and development of Research and Development (R & D) with Borg & Gall model. The trial subjects consisted of material experts, media experts, instructional designers, Indonesian language teachers, 3 students on individual trials, 9 students in small group trials, and 40 students on field trials. Data on the quality of this development product were collected through a questionnaire. The results showed that: (1) validation of material experts with an average of 95.38% on very good criteria; validation of media experts with an average of 92% with very good criteria; validation of design learning experts with an average of 94.4% on very good criteria; (3) teacher response with an average of 98% with very good criteria; (4) individual testing with an average of 78.5% on either criterion; (5) small group trials with an average of 89% on very good criteria; (6) field trials with an average of 99.73% on very good criteria. Student learning outcomes before using Macromedia Flash based learning media on folk's poetry of 68.75, while the results of student learning after using Macromedia Flash-based learning media on folk's poetry material increased by 86. Difference obtained by 17.25. This proves that the media of Macromedia Flash-based folk's poetry learning developed is able to improve student learning outcomes. The implication of Macromedia Flash folk's poetry learning media to learning is this instructional media will provide convenience for teachers to provide learning materials, and provide convenience for students in understanding the subject matter provided.

Keywords: learning media, folk's poetry, macromedia flash

1. Introduction

The development of the world of computer technology today opens a very wide opportunity for educators to use it well. One of them is to develop a medium of folk's poetry learning based on macromedia flash. Macromedia flash is an interactive multimedia and animation program by optimally utilizing the ability of drawing facility and programming language on flash (action script) which is packed well can attract students' attention and grow learning motivation.

Observations made at SMP Negeri 18 Medan revealed that the learning process in the school is still using the lecture method thus learning is only one way. In addition to the method of lectures usually teachers only use whiteboards, textbooks and LKS. It hampers learning optimization efforts, for example (1) student learning outcomes are generally only up to the lowest level of mastery, students generally learn by memorizing techniques of explanations from teachers or from books, (2) the sources used by students are limited to teacher explanations and few of the handbooks, (3) in teaching activities, teachers do not stimulate student learning activities optimally, the method used is limited to lectures and frequently asked questions.

The use of instructional media which is in accordance with the development of technology using the computer has never been applied by the teacher. Computers can create a more interesting concept, thus students are motivated to follow the learning process. It is clear that the role of technology and the use of software especially in the educational process is very beneficial for educators and learners. as stated by Kellar (2003) as follows:

> Educators have a long history of using technology, from the abacus to the Internet, to enhance teaching and learning. The advent of the Internet has resulted in the creation of many educational web sites, both commercial and academic, targeting a wide variety of audiences. Some sites focus on students and parents, with interactive games and tutorials, while other sites are aimed at teachers, providing class activities, lesson plans and other pedagogical content.

Folk's poetry is one type of text with the genre of non narrative, and is the material in class VII in the curriculum of 2013 in accordance with the Indonesian syllabus. Discussion of folk's poetry materials in students 'books and teachers' books are traditional poetry, lyric, and rhapsodical. Understanding the material of folk's poetry is very important for students because folk's poetry is a nation's cultural heritage that must be maintained.

Pantun (traditional poetry) is one of the most famous works of literature in the Country, and contains the values of education, morals, advice, customs, and religious teachings. Effendy (2004), in contemporary life even though pantun is still known and used by people, but its content no longer culminates in the noble values of its native culture. Its contents tend to be joking or ajuk-mengajuk between youth with her idol. As a result, the rhyme has become a toy item, has lost the function and its essential meaning, namely as a medium to provide "teaching point" and the inheritance of noble values of the nation's culture.

Pantun has a strong social function, even now. Among today's youth, the ability to pantun is usually appreciated. Pantun shows the speed of a person in thinking and playing with the word. In general, the role of social pantun is as a means of amplifying the delivery of messages. As Effendy (2005) pointed out that pantun is a guide. This explanation affirms the function of the rhyme as a guardian and cultural media to introduce and preserve the values of society. Thus, it is important for students in studying rhymes in addition to preserving culture, rhymes can improve the ability to maintain the thinking flow of students.

Observations and interviews directly to some Indonesian language teachers at SMP Negeri 18 Medan have problems encountered in learning Indonesian language. Problems are found, namely students do not understand well the material of folk's poetry and its characteristics, the exposure of material and media used less able teachers in developing teaching materials. Though learning media can facilitate the teacher in conveying the contents of the subject matter to be more clear and easy to understand. Thus the teacher no longer need to convey all the subject matter through the lecture, but the teacher served as a facilitator in solving learning difficulties experienced by students.

Learning media of folk's poetry especially pantun based on macromedia flash can expose the subject matter from abstract concept become concrete, so it can help ease the absorption of subject matter by students. In accordance with the findings of Dedi Rohendi (2012) in International Journal of Computer Science Issues entitled Developing E-Learning Based on Animation Content for Improving Mathematical Connection Abilities in High School Students, states that the media animation (macromedia flash) is more effective than conventional learning media.

The problem in the above description makes the researcher interested to do research with the title of Development of Folkd's Poetry Learning Macromedia Flash Based on Macromedia Flash on Students Class VII of SMP Negeri 18 Medan.

2. Theoretical Framework
2.1 Learning Media
In terminology, the term media is defined by various versions, as suggested by experts. According to *Assosiation for Educational Technology* (*AECT*), media is any form used for the process of channeling information. Rossi and Breidle in Sanjaya (2006:163) suggested that "learning media are all tools and materials that can be used to achieve educational goals such as radio, television, books, newspapers, magazines and so on." Tools such as radio and television when used and programmed for education then is a medium of learning.
Broadly speaking, the media are human, material, or events that build conditions so that students are able to acquire knowledge, skills, or attitudes. More specifically, the notion of media in the teaching and learning process tends to be defined as graphic, photographic, or electronic tools for capturing, processing and rearranging visual or verbal information. Thus it can be concluded that, media is an integral part of the learning process to achieve the goal of education in general and the purpose of learning in schools in particular.

2.2 Folk's Poetry
Folk's poetry is one type of text that is non-narrative genre and is a class VII material of the 2013 curriculum. The folk's poetry discussed in teacher's books and student books in the curriculum of 2013 is similar to traditional poetry on the curriculum of KTSP, as explained by Umry and Winarti, (2011:13) as follows.

> Old poetry is a poem that emerged in the old society before the people of Indonesia were affected by foreign culture. Old poetry is a reflection of the life of the old society, because the old society was collective and tended to be static.

Kemendikbud (2016:166), "folk poetry is the nation's cultural heritage that we must keep. Folk poetry is in the form of rhymes, poems and couplets ". In the literary world we have a hereditary legacy of folklore or folk poetry unknown to the author, old poetry were usually delivered from mouth to mouth.

Pantun is known by many names in various languages in the archipelago, tonton (Tagalog), tuntun (Javanese), pantun (Toba) which has the meaning of more or less the same, which is something of regular speech, educational direction, form of politeness. Pantun spread almost throughout Indonesia. The function of pantun in all regions (Malay, Sundanese, Javanese, or other areas) is the same, that is to educate while entertaining. Through the pantun we entertain people with sounds of language, insinuating (rebuking that something is not good) indirectly, or giving advice. This does not mean our people are not firm if we want to say something, but it can be said that we have its own style in expressing something. Through our ancestor pantun seemed more polite to rebuke or advise people indirectly so that the people meant do not feel shy or cornered.

N.S. Utami (2013:8) said that pantun is an old poem that is very well known in the language of the archipelago, in Sundanese for example rhymes known as *paparikan*, and in Javanese rhymes known as *parikan*. In line with this explanation, Daillie (1988:151) suggests that it is interesting to study the pantun as an expression of thoughts and feelings.

From some opinions above, it can be concluded that pantun is an old poem used as a medium to communicate in everyday life in formal and nonformal situations aimed at expressing thoughts and feelings.

2.3 Macromedia Flash
Macromedia flash is one of the application programs used to design the animation that is widely used today. When opening a site or a particular internet page, there is usually an animated graphical object that moves from large to small, from light to dim, from one form to another, and many others. The animations of graphic objects can be done with macromedia flash.

Macromedia Flash Propessional 8.0 is a vector-based animation program that is very popular and the most widely used today to create animated and professional web applications are dynamic and interactive. Macromedia flash has many advantages compared with WEB site creation software, and many other advantages. The same is explained by Istiono (2008:13), "Macromedia Flash is a vector-based application program professional standard authoring tool used to create animations and bitmaps that are very interesting to create animated logos, movie, game, interacted menus, and the making of web applications".

3. Methodology
3.1 Research Type
The type of research used is development or often known as Research and Development (R & D). Sugiyono (2011:407) revealed that research and development methods are research methods used to produce a particular product, and test the effectiveness of the product.

3.2 Location and Period of Study
This research was conducted at SMP Negeri 18 Medan, located at Kemuning Perumnas Helvetia, Helvetia Urban Village, Medan Helvetia Subdistrict, in students class VII. The experimental treatment was conducted for 2 meetings with a time allocation of 2x40 minutes per meeting. Implementation phase of this research is carried out in the learning year 2017/2018. The learning process is done in the classroom and computer lab.

3.3 Research Subject
The development of folk poetry (pantun) media based on macromedia flash requires material experts, media experts, design learning experts, teachers, and students of class VII SMP Negeri 18 Medan.
### 3.4 Development Model
The development model used in the the development of learning media based on computer hereby is the development model of Bord & Gall.

3.5 Development Procedures
The development procedure taken to produce macromedia flash based learning media products is divided into 6 stages: (1) Research and information gathering (preliminary research), (2) Planning of software design, (3) Developing initial product form, (4) Preliminary field trials and major product revisions, (5) Main field tests and

product revisions, (6) Operational field trials and final product revisions, (7) Product dissemination and implementation.
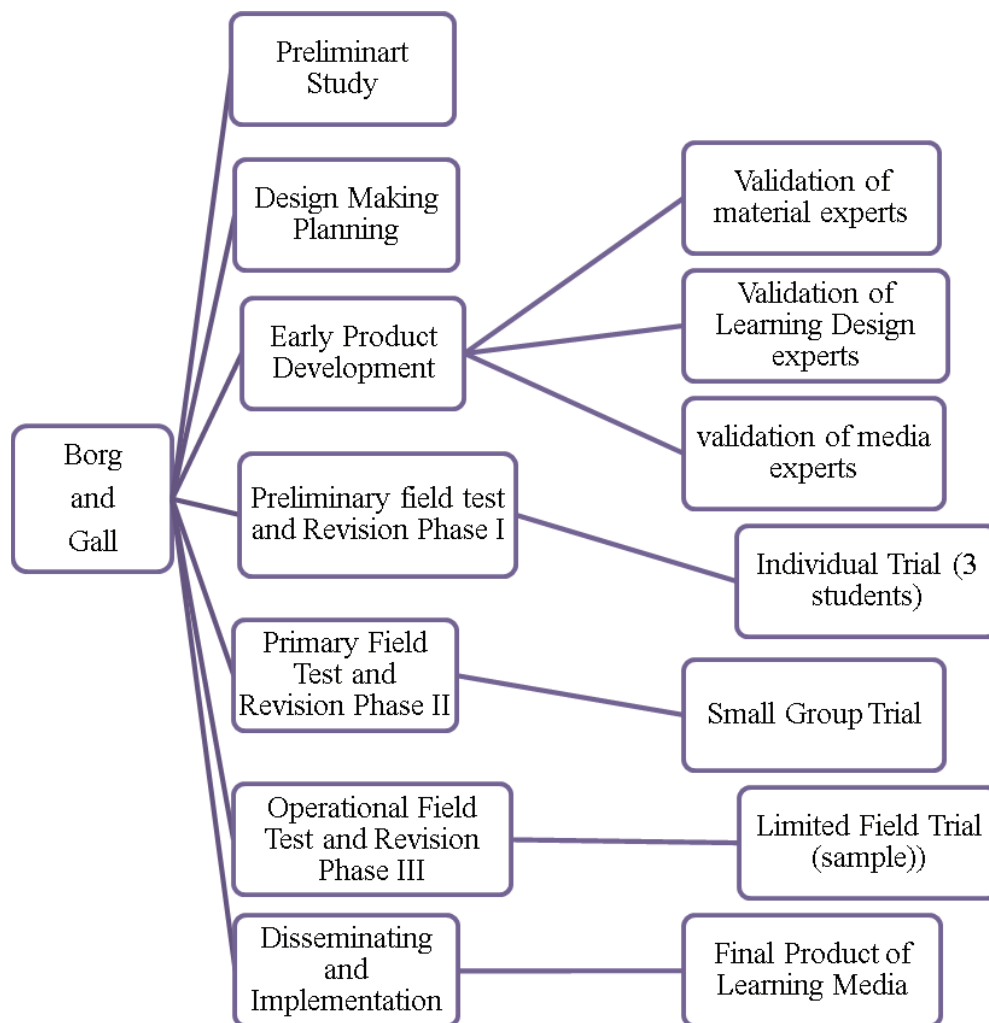
Part 1. Procedures of Development of Borg & Gall adapted from Tegeh (2014:13)

3.6 Research Procedures
The developed learning media were analyzed using the validation of the materials expert team and the instructional material design and the assessment using a rubric developed by the researcher by modifying the expert's opinion.

3.7 Data Collection Technique
Data collection technique in this research and development is a questionnaire given to several validators and teachers, as well as tests of student learning outcomes.

3.8 Data Analysis Technique
The process of data analysis is done by reviewing the data that has been collected from various sources. The data collected in this research is data from the validator of learning media and questionnaire given to teacher of Bahasa Indonesia class VII SMP Negeri 18 Medan. Answers from questionnaires are given to validators, individual trials, small group trials, and field trials are presented in the form of a scored Likert Scale. Data analysis technique used is descriptive statistical technique. All the data collected were analyzed by descriptive statistical techniques that were quantitatively segregated by category to sharpen judgments in drawing

conclusions. The learning media criteria will be converted to a scale of 5 using a dynamic Likert scale. Descriptively the percentage value is formulated as follows:

$$\textbf{Score Percentage} = \frac{Total\,Score\,Obtained}{Ideal\,Total\,Score\,of\,All\,Items} \, x\, \textbf{100} \qquad \text{(Sugiyono, 2013)}$$

Calculation of research data using the formula above, will result in the figure in the form of percent (%). The classification of scores is then changed to classification in percentage form (Sugiono, 2012:137), then interpreted with qualitative sentences listed in the following table.

Table 1. Percentage Criteria of Learning Media Indicators

Grade	Criteria	Percentage Interval
A	Very good	81% ≤ X ≤100%
B	Good	61%≤ X ≤80%
C	Medium	41%≤ X ≤60%
D	Not good	21%≤ X ≤40%
E	Very bad	0%≤ X ≤20%

(Sugiyono, 2012:137)

After the presentation of the percentage form, the next step is to determine the feasibility of the media based on test results that have been done. To determine the feasibility category of this instructional media, Likert-scale measurement is used.

4. Research Results Discussion

4.1 Discussion on Learning Media Development Results

The results of the development of Macromedia Flash-based folk poetry learning, namely in the form of CDs. The learning media CDs outline the following items: (1) The Opening section, containing a welcoming and entry button; (2) menu section, contains instructions, core competencies, basic competencies and indicators, learning objectives, materials, pantuns, evaluation, profiles and bibliography. The development of Macromedia Flash based learning media includes several components, such as text, images, animation, audio, and video.

The next stage is product development that includes products of media components such as text, images, animation, audio, and video. The initial product of this learning media is tested to evaluate and obtain complete data which is used as product revision. Aspects that become material to revise the product include the content feasibility component, the presentation of material, language, programming, and kegrafikan. These aspects are used to produce a decent product used by students class VII Junior High School on the material of folk poetry, especially pantun.

The stages of product trial are carried out as follows: (1) Validation of material Experts, media experts and designers of instructional media; (2) analysis of material validation results, media experts, and media design advocates; (3) Revision I; (4) Individual Trial; (5) analysis of individual trial results; (6) revision II; (7) small group trials; (8) analysis of small group trial results; (9) revision III; (10) field trials; (11) field trial analysis; (12) Revision IV; (13) final product.

4.2 Discussion on Learning Media Development Feasibility

The process of this research is conducted to produce a suitable learning media in accordance with the characteristics of the field of study and students as users. The acquisition of the results of validation of Macromedia Flash-based folk poetry media learning products can be detailed as follows.

(1) The result of validation of instructional media by material experts is stated "very good". Validation results include three aspects of assessment, namely the feasibility of content, feasibility of material presentation, language feasibility, and graphical feasibility. The results of the assessment of the content feasibility aspects are stated "very good" with an average percentage of 95%. Assessment on the feasibility aspect of the presentation of the material is stated "very good" with the average percentage of 94%, the aspect of the linguistic feasibility assessment is "very good" with the percentage of 92.5%, and the aspect of the feasibility of ergonomy is stated "very good" with 100%.

(2) The result of validation of instructional media by media expert is stated "very good". Validation results include 2 aspects of the assessment, namely the feasibility of content and feasibility of graphic. The assessment on the content feasibility aspect is stated "very good" with the average percentage of 90 and the aspect of the feasibility of the ergonomy is stated "very good" with percentage 94.29%.

(3) The results of media learning validation eligibility by the instructional media design experts are stated "very good" with an average percentage of 94.4%.

(4) The results of the assessment of Bahasa Indonesia teachers on Macromedia Flash based folk poetry media is stated "very good" with an average percentage of 98%.

(5) The results of the trial assessment of the students were conducted in 3 processes, namely individual testing, small group trial, and field trials. The acquisition of individual test results is "good" with an average percentage of 78.5%. Acquisition of small group trial results is stated "very good" with an average percentage of 89%. Acquisition of field trial results is "excellent" with an average percentage of 99.73%.

4.3 Discussion on Student Learning Results
The results of learning to understand folk poetry by using Macromedia Flash-based learning media is in the category of "very good". Learning outcomes can be seen from the average value obtained after using the learning media developed. There is a difference in the mean score of students before and after using the developed learning media. The acquisition of the average score of students before using learning media developed equal to 68.75%, while the average score of students after using learning media was increased by 86%. This proves that the learning outcomes of students before and after using the learning media has increased significantly, namely 17.5%.

5. Conclusion
Based on the formulation, objectives, results, and discussion of Macromedia Flash-based folk poetry learning media that has been stated before, it can be concluded as follows.

(1) The result of learning media development in this research is CD as a learning media based on Macromedia Flash on the material of folk poetry.

(2) The feasibility of developing Macromedia Flash based folk poetry media is feasible because all the assessment results are in the "very good" category. The result of validation by the material experts stated "very good" with all aspects of the assessment obtained an average of 95.38%, the validation results by media experts stated "very good" with all aspects of the assessment gets an average of 92%, validation by the media design expert expressed "Excellent" with all aspects of assessment getting an average of 94.4%, and an Indonesian teacher's response with an average of 98% on "very good" criteria. The acquisition of individual test results is "good" with an average percentage of 78.5%. Acquisition of small group trial results is stated "very good" with an average percentage of 89%. The acquisition of field trial results is "excellent" with an average percentage of 99.73%.

(3) The result of learning to understand folk poetry after using Macromedia Flash based learning media is in the category of "very good" with the average value of 86 and average score before using Macromedia Flash based media media equal to 68,75 which is in "good ". This proves that student learning outcomes are higher after using Macromedia Flash based learning media on folk poetry material with difference of 17.25.

It was concluded that the findings of the development of instructional media are very feasible because the material validation experts, media experts, and media instruction designers are in the "excellent" category. The results of the test on the students are also in the category of "very good".

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