Lelampaq Lendong Kaoq: Comic Design to Strengthen Local Literacy

Lukman[1,] Hasbullah[2*], I Nyoman Yoga Sumadewa[3], Sasih Gunalan[4]

[1,2,3,4] Universitas Bumigora, Indonesia

Email: hasbullah@universitasbumigora.ac.id*

*Corresponding author

ABSTRACT

A high level of reading literacy is for the nation's progress, however, the reading literacy of students in Indonesia is still below the international average. To overcome this, the government instructed every school, including junior high schools, to allocate special time for literacy activities. One effective way is to provide interesting reading books, such as comics, which students prefer. At Mataram City Middle School, students tend to be less familiar with local folklore, so it is necessary to introduce stories such as "*Lelampaq Lendong Kao,*" which contains a good moral message. Therefore, the designer plans to make the comic "*Lelampaq Lendong Kao*" using the design thinking method to design the right work. The design results is a folktale in the form of a comic book. The comic is designed with an aesthetic style, applying watercolor to the visuals. This comic book conveys a message about greed. Literacy in the form of comics can have a positive impact on elementary school students.

Keywords: Literacy, Comics, *Lelampaq Lendong Kao*, Moral Messages

INTRODUCTION

A high level of reading literacy is the factor that supports a nation most. The most basic form of literacy practice is reading activities. Reading skills are the foundation for learning various other things. This ability is important for students' intellectual growth. Through reading, students can absorb knowledge and explore the world, which benefits their lives.

Reading has a very strong cultural influence on students' literacy development. Unfortunately, the reading literacy achievements of students in Indonesia are still low, below the international average score. From the report on the results of a study conducted by Central Connecticut State University in New Britain, information was obtained that Indonesia's literacy skills were ranked 60th out of 61 countries surveyed [1] Therefore, the government is implementing a program in every school to allocate time to implementing reading literacy.

The aim of implementing literacy is to arouse students' interest in reading. For this reason, every school must prepare reading books for students as a concrete step to support the

government program. These books must include books related to subjects and other supporting books such as picture stories, folk tales, or comic books.

One of the local stories that contains character education values that can be used as a lesson in everyday life is the story of *Lelampaq Lendong Kaoq.* The folklore *Lelampaq Lendong Kaoq* is a folktale from the Lombok Region, West Nusa Tenggara. This story was popular and often told in its time. It is said that the story begins with a pair of beautiful sandals made from fine buffalo kilt, which belonged to a powerful king. The king was fond of showing off his beautiful, captivating buffalo skin. After wearing them, the sandals are placed on the table like a husband and wife (Lombok: *selaki'an and sebini'an*). These sandals are very obedient and love each other, like a rational human being and the right one becomes husband and the left one becomes wife.

In the absence of comic books that tell local regional stories, the designer will create a *Lelampaq Lendong Kaoq* story in the form of a comic book related to a regional culture which contains character education value because it has lots of pictures so that junior high school students or children aged around 13 to 15 years will find it interesting to read it. Apart from that, the use of pictures can also make it easier for students to grasp abstract things or formulations. This is very in line with the characteristics of elementary school students who are entering the concrete operational stage [2] At this stage, it is easier for children to understand something when faced with concrete objects. Even though it cannot be held directly, images can visualize the real object.

Comics were chosen because they consist of images that convey information or produce an aesthetic response in those who see them. All story texts in comics are neatly arranged and interconnected between images (visual symbols) and words (verbal symbols). Images in a comic are defined as static images that are arranged sequentially and are interconnected between one image and another to form a story [3] Based on his background above, the problem can be formulated as follows. How to design the *Lelampaq Lendong Kaoq* comic as a literacy medium? The aims and benefits of this designer are outlined below: a). As a literacy medium for junior high school students or children aged around 13 to 15 years; b). As entertainment that contains character education value; and c). As a medium for knowing the design of the picture storybook.

METHOD

Comic books must be made with sentences and use attractive images/illustrations to obtain maximum results. In this case, the designer will use the design thinking method. Design thinking is a process or method of empathizing with a problem. Design thinking includes processes such as context analysis, problem discovery, and framing, generating ideas and solutions, creative thinking, creating sketching and drawing, making models and making prototypes, testing and evaluating[4].

Design thinking is a powerful problem-solving approach that has gained significant attention in various industries and academic disciplines. This methodology involves a human-centered, iterative process to generate innovative solutions to complex challenges. At its core, design thinking combines what is desirable from a human perspective, what is technologically feasible, and what is economically viable. The method used in designing this comic is design thinking. The steps in planning using this method are:

1. Emphatize
   Understand perspectives and feelings or problems experienced by humans both in the learning environment and problems in their work.
2. Define
   Define the problems that will be resolved based on the community's point of view.
3. Ideate
   Generate as many creative ideas as possible and choose the best ideas and solutions.
4. Portfolio
   Create a prototype or representative solution that is concrete and visible.
5. Test
   Testing prototypes with potential targets to get feedback regarding the solutions created.

The definition of comic is a term that comes from the Greek *"komikos"* which means to joke or rejoice[5]. This is why the definition of comics is written works that are directly related to humorous stories. Although comics can be fun to do serious things with a scientific nature. The definition of comics is the art of images that do not move, but the series of images and short text in comics are more than enough to strengthen the content of the comic story. Scott Mc Cloud in the book Understanding Comics: The Invisible Art (1993) stated, [6]"Just presented pictorial and other images in deliberate sequence, intended to convey information and/or produce an aesthetic response in the reader." It was explained that the meaning of comics is images that are sequenced deliberately to convey information clearly and can attract the reader's attention. According to Daryanto, there are two types of comics, simple commercial and informative education [7].

RESULTS AND DISCUSSION

A. Empathize

The folklore *Lelampaq Lendong Kaoq* is a folktale from the Lombok region, West Nusa Tenggara. This story was popular and was often told in its time. The term folklore can be associated with folklore which is told orally and is usually passed down from generation to generation and not written down [8]. It is said that the story begins with a pair of beautiful sandals made from fine buffalo skin leather, which belonged to a powerful king. The king loved his pair of buffalo skin sandals, which were beautiful and captivating. After they are finished wearing them, the sandals are placed on the table like a husband and wife *(Lombok: selaki'an and sebini'an).* These sandals are very obedient and love each other, like a rational human being and the right one becomes husband and the left one becomes wife.

B. Define

Literacy skills for junior high school students or children aged around 13 to 15 years are how to ensure that students like reading and writing. Therefore, to foster students' interest in reading, schools must always be creative in using books to support literacy activities at school. Comics can be learning media if the content fulfills the elements of learning, so not only has an entertaining aspect [9]. Comics are a source or reading book that can be used as a medium to

increase reading literacy in students. Several reasons why comics can improve students' literacy skills are:

1. Use of images: Images in comics can be a special attraction for the target audience. The target audience will feel more comfortable reading material accompanied by images rather than just text. The use of visual elements can refresh the brain, and this is what can attract children's interest in reading. Apart from that, using images can provide additional experience for the target audience. This aligns with the characteristics of junior high school students entering the concrete operational stage [10]. At this stage, it is easier for children to understand something when faced with concrete objects. Even though it cannot be held directly, images can visualize the real object.

2. Figures/ Characters: Characters in comics play an important role in attracting students' interest in reading. Especially if the character in the comic is an idol, reading comics can be very fun. According to Hurlock, comics can also be used to develop a child's personality. This is because when a child is reading comics, he not only sees the visual image or text, but he also pays attention to the detailed expressions and characters of the characters. For example, one of the famous comic characters is Detective Conan. Detective Conan is an example of a comic character who is clever, thorough and does not give up easily. Because they idolize the characters, children usually learn to imitate everything that the characters in the comics do in real life. The better the genetic personality identification, the better the child's character development process [11].

3. Storyline Plot: The stories in comics can make it easier for students to understand the message that will be conveyed and allow the message that students get to be stored in their memory longer. Storylines in comics can also shape and develop children's imaginations. In comics, background and storyline sometimes raise questions and curiosity for readers. For example, comics that talk about historical heritage in an area. This can enrich knowledge and encourage children to learn to match the events described in the story with the actual situation.

Reading comics can also foster a critical attitude in children. Interest in reading is a strong desire accompanied by a person's efforts to read; someone who has a strong interest in reading will be willing to get reading material and then read it over his consciousness [12]. Comics generally contain a message or information that you want to convey to the reader. For comics to become a medium that can train students' critical thinking skills, teachers can invite students to discuss the content of the stories in the comics they have read. The teacher can ask which characters the student likes or dislikes and why he or she likes them or doesn't like them. Also, it encourages children to assess and criticize things relevant to real life.

In designing the *Lelampaq Lendong Kaoq* comic book will be made into one book. Based on its function, this comic is educational, while the style of this comic is cartoon-style. The characters from this comic are made in changing shapes to suit the storyline.

C. Ideate

Reading this designed comic, the target audience can get entertainment, educational lessons, and learn about the Sasak *Lelampaq Lendong Kaoq* folklore. Figure 1 shows the initial process which is the mindmapping.

Figure 1. Mind Mapping

D. Prototype

This stage is the prototype stage. The comic book specification is as follows:

a. Comic book format and size

The comic book that will be made is 17.7 cm high, 11.2 cm wide, and 0.4 cm thick. This size is smaller than the A5 size (21 cm x 14.8 cm). With this size, it is easier to carry, hold, or store, making it more comfortable to open and turn the pages.

b. Comic book content and themes

The story told in this comic book comes from the Sasak folklore *Lelampaq Lendong Kaoq* written [13]. This comic's story will focus on Papuq Nine and Papuq Mame as the main characters. Several adjustments and modifications are made to the story at certain events so that readers will more easily accept it without changing its essence.

c. Final design

This comic book was created using a hybrid technique: drawing using a manual technique (pencil on paper) and then scanning it; after that, the scanned image was redrawn using Photoshop, then printed and colored using watercolors (aquarelle technique), then scanned. Go back and overlap the outline using the image that has been created in Photoshop so that the character lines look more defined; after this process, it is then printed on paper.

Figure 2. Hasil Rancangan Komik *Lelampaq Lendong Kao*

With the results of making this comic, it is hoped that students will be more interested in reading. With this type of picture story media, most generations prefer reading literacy, which contains visuals rather than full text. combination of images and language. Reviews about the structure of the comic cannot be separated from these two aspects. Second, these aspects complement and strengthen each other. In the comics there is some scenes require images with effects for reinforces and explains the scene That [14]. The existence of comic media as a literacy

learning resource further increases students' interest in reading. so that everything is interesting both from the visuals and the stories contained in the comic.

CONCLUSION

Based on the design results that have been described, conclusions can be drawn from the problem formulation that: To convey the story of *Lelampaq Lendong Kaoq* through this comic, the story will be written in one book, because the story is a short story to avoid having too few pages if divided into several books. In this comic story, which originates from the *Lelampaq Lendong Kaoq* folklore, a slight modification of the story has been developed to suit the conditions of students at the junior high school level or children aged around 13 to 15 years so that the story sticks more in their memories. The design of this comic uses imaginative visual stories in the form of characters using a cartoon or deformative style where the shape of the visual object changes shape but does not leave its original basic shape. The background is minimalist, such as the shape of bushes or trees, and is only created intuitively with the aim of making the reader focus more on the characters being told. The technique for making this comic uses a hybrid technique, namely by combining manual techniques and digital techniques to give a distinctive color impression to the story in this comic.

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