Development of Digital Comic Interactive Media Toward Primary Students' Understanding of Concepts

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ABSTRACT

Objective: The use of interactive media to understand the concept of material is a stimulation of the integration of all the senses in students, where the media will provide freedom to explore the material that is available in it freely, utilizing several unique features in Microsoft PowerPoint which the researchers then turned into an interactive learning tool for students, in its implementation students will be presented with learning media that integrates audio, video and visual components. **Method:** This research uses quantitative research with experimental methods. The population in this study was class VI students as experimental class research and VI B students as control class research, with a sample of class VI C students totaling 30 students for each sample on geographical characteristics and life in the ASEAN region. **Results:** This research produced media products in the form of interactive comics, which are proven to be able to increase students' conceptual understanding of material on geographical characteristics and life in the ASEAN region, as proven by the results of data processing using which proves that there is a significant influence. **Novelty:** There is a significant impact of the development of Digital Comic Interactive Media on Students' Conceptual Understanding of Elementary school is seen from the pretest and post-test results, which show that Ho is rejected and Hα is accepted. By rejecting Ho, it means that in this research, it is proven that the conceptual understanding of students who are given action is significantly different.

INTRODUCTION

In this era of digitalization, our generation's challenge lies in the rapid progress of technology, so the implications are needed in the form of a balance of learning styles provided in an educational institution (Onuora et al., 2021). The massive conventional learning style, the main threat to students, must be balanced by collaboration with modern media (Ru'iya et al., 2021). Collaboration from one media concentration will increase the possibility of creating an interactive and supportive learning atmosphere. (Rachmavita, 2020) Students today are in an era filled with images, considering that effective communication relies heavily on the visual component (Kędra & Žakevičiūtė, 2019). This fact strengthens the argument that the world consisting of texts is slowly dying, consumed by time's progress. Today's students are exposed to digital technology and are accustomed to various media for fun or learning (Mamolo, 2022). Throughout students' education, they engage with images and visuals.

An article or advertisement's attractive point of view depends on the images available because posts from a page with visuals impact 94.00% more interaction for visitors. Visual images in the teaching and learning process are vital in achieving the learning objectives set for a particular lesson because of the need to provide more efficient and effective analogies (Thompson, 2019). The main thing is teaching or strengthening visual literacy for students to utilize and evaluate images in the current era (Vidakis et al., 2020). Visually literate people can understand visual information, a skill necessary for

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