"GREEN HAIR STORY"

ENGLISH MATERIAL OF DIGITAL COMIC (EMDIC)

Abstract

The English Material of Digital Comic (EMDIC) "Green Hair Story" is one of the supporting English materials that is intended to help students understand what they are reading, create a more conducive learning environment in the classroom, promote media literacy, and serve as a medium of learning both inside and outside the classroom. EMDIC "Green Hair Story" aims to generate students' attention and interest in reading, expand vocabulary mastery, arouse curiosity, and motivate students to learn English. The subject of development is the test target chosen through the netizen response of social media users (Instagram). The amount of likes and comments on comics that have been posted is used to conduct data analysis on the attractiveness of digital comic learning medium. The attraction of digital comic learning media on social media drew a strong response from netizens, as seen by the findings of netizen replies to digital comic learning media results, which are extremely intriguing. The test findings of the trial conducted in the assessment of the attractiveness of digital comic learning medium acquired 36 likes and 13 comments on average, with 12 showing interest in green hair story comics.

Keywords: *digital comic, reading comprehension*

A. Background Of Developing The Product

Reading comprehension is a complex intellectual process that includes two main abilities, namely the mastery of word meanings and the ability to think about verbal concepts Rubin (2011). Another meaning of reading comprehension (reading for understanding) according to Yunus (2012) is a type of reading to understand literary standards or norms, reviewers, written plays, and fiction patterns to gain an understanding of the text, the reader uses certain strategies. Reading comprehension is a process of understanding the content of reading, for that, we need a solution as a way out that can at least reduce the difficulties of students in reading various kinds of English textbooks. From the definitions above, it can be concluded that reading is a process of obtaining meaning from written symbols. Through the process of reading, students can expand their knowledge and have a big impact on speaking, listening, and writing skills.

Media is one component of communication, namely as a messenger or communicator towards communication (Daryanto, 2011). The use of comics media is expected to

improve students' reading skills through its nature that makes readers feel happy. Children's interest in storytelling pictures gives meaning to the need for using comic media for learning. Harapan also helps students develop language skills, art, and helps students in interpreting and recalling the stories in them. The success of using comics in education has been proven by Japan with the emergence of knowledge comics aka jitsumu manga or lesson comics as a medium for delivering certain lessons (Badil in Koendoro, 2007).

According to Yang (2003), comics have five advantages that are used in education. These advantages include: motivation, comics can increase student motivation during the learning process and increase student participation; Visual quality, comics are arranged based on pictures, and basically the picture is a visual tool. The stories presented in comics consist of pictures and readings which really help students not to get bored in the process of learning reading skills. Furthermore, comics are very helpful for students with low and middle intelligence levels; Permanent as long as using comics in learning is very different from using films or animations. Comics can be used repeatedly if students are still having difficulties and want to recall previous lessons; As an intermediary, comic media makes it easier for students to read discipline, especially for students who don't like reading or students who experience failure.

The English Material of Digital Comic (EMDIC) "Green Hair Story" is one of the supporting English materials in grade 7 that is intended to help students understand what they are reading, create a more conducive learning environment in the classroom, promote media literacy, and serve as a medium of learning both inside and outside the classroom.

EMDIC "Green Hair Story" aims to generate students' attention and interest in reading, expand vocabulary mastery, arouse curiosity, and motivate students to learn English. This is expected to be useful for educational staff, especially for (1) students, the comic media for learning English both independently and cooperatively is expected to improve reading comprehension skills, especially in learning English; (2) teachers, as alternative learning media for teaching, especially in learning English; and (3) schools, as inspiration and reference in improving the quality of learning, especially English subjects. Students should be accustomed to reading and looking for concrete examples of texts, as well as new experiences so that they are trained and happy to read, especially in English texts. Teachers as facilitators can make students more independent in learning, teachers are more skilled and able to use learning methods and media because it has been proven that using learning methods and media can improve students' reading comprehension skills, especially in learning English.

B. The Effectiveness

Creator develops digital comic learning media "Green Hair Story" by publishing on social media (Instagram). The subject of development is the test target chosen through the netizen response of social media users (Instagram). The amount of likes and comments on comics that have been posted is used to conduct data analysis on the attractiveness of digital comic learning medium.

The attraction of digital comic learning media on social media drew a strong response from netizens, as seen by the findings of netizen replies to digital comic learning media results, which are extremely intriguing. The test findings of the trial conducted in the assessment of the attractiveness of digital comic learning medium acquired 36 likes and 13 comments on average, with 12 showing interest in green hair story comics. According to one of the students' statements: ".... cool, the comics are enjoyable yet informative in a modern manner." (@m...). A total of 1 comment indicates that comics in terms of the plot still have numerous flaws. "It's been excellent, but the story isn't as exciting as it might be." (@b....).

Learning media is considered to be fascinating if it piques the attention of the learner, resulting in a greater desire to study actively and independently. As a result, digital comic learning media is a compelling medium (Rusman, 2013:173).

C. Conclusion

According to the evaluation data gathered from products produced in the form of digital comic learning media, "green hair tale" can promote interest in reading and drive learning since the content given is nicely packaged. Digital comics are created as a visual representation of material in the form of comics that can provide a new environment for students so that they are not easily bored with material that is only in the form of text and can be accessed anywhere and at any time by anyone, especially students who are currently studying online. The process of developing this digital comic learning medium has numerous disadvantages, including scenarios, representation of situations into graphics, editing, layout, and digitalization of comics.

D. Suggestion

It is recommended that netizens (students) give greater attention to learning ideas linked to solving arithmetic issues.

In this study, it is recommended that other researchers use sustainable materials. The reader's qualities should be considered when creating comics. Because visual components may influence the message being communicated, they must be developed in a harmonious manner.

E. Reference

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