The Use of Visual Media Comics and Cartoons in Learning

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Abstract

This study aims to determine the criteria used for development using cartoon and comic learning media. The data used for developing cartoon media products are quantitative data and qualitative data. research results shows the development of text comic cartoon media in comic cartoons can well readable proportional layout (layout of text and images) on cartoons comics have good compatibility with the selection of backgrounds in comic cartoons the suitability of selecting fonts and font sizes in cartoon comics accuracy images used for clarity of material in suitability comic cartoons pictures with material, the presentation of the material is in order, the description of the material is very clear, visual communication, communicative, simple and engaging, creative so it can developed as a medium of learning in schools.

Keywords: Visual Media, Comic, Cartoon, and Learning

Abstrak

Penelitian ini bertujuan untuk mengetahui kriteria yang digunakan untuk pengembangan dengan menggunakan media pembelajaran kartun dan komik. Data yang yang digunakan untuk pengembangan produk media kartun merupakan data kuantitatif dan data kualitatif. sil penelitian menunjukkan pengembangan media kartun komik teks dalam kartun komik dapat terbaca dengan baik proporsional layout (tata letak teks dan gambar) pada kartun komik sudah baik kesesuaian pemilihan background pada kartun komik kesesuaian pemilihan jenis huruf dan ukuran huruf pada kartun komik ketepatan gambar yang digunakan untuk kejelasan materi dalam kartun komik kesesuaian gambar dengan materi, penyajian materi sudah urut, uraian materi sangat jelas, komunikasi visual, komunikatif, sederhana dan memikat, kreatif sehingga dapat dikembangkan sebagai media pembelajara disekolah.

Kata Kunci: Media Visual, Komik, Kartun dan Pembelajaran

INTRODUCTION

The development of media has been very rapid and has become a new innovation in the world of education. The use of learning media in the teaching and learning process can also generate new desires and interests for students, generating motivation to learn. One of them is using the visual media of comics and cartoons in the learning process. Comics and cartoons are visual media used in the world of education and have illustrated readings that contain various messages that are interesting for children. By using this media, children can create a sense of comfort in understanding material, can attract children's interest and attention, and arouse children's curiosity. This can be one solution in making the teaching and learning process effective

METHOD

This research uses a qualitative descriptive research type. The aim is to find out the use of comic and cartoon media in learning so that students learn happily and do not feel bored.

RESULTS AND DISCUSSION
A. Understanding Comic and Cartoon Visual Media
1. Understanding Comic Visual Media

Comics can be defined as a form of image that expresses character and depicts a story in a series that is often connected by images and is designed to provide entertainment to readers. (Nana Sudjana: Bandung, 2011).

Comics can also be interpreted as stories that emphasize actions and actions that are shown through a sequence of images that are typically designed guided by words. Another definition of comic is a work of art that requires a response because of its uniqueness as narrative but also visual art (Zaldy: Jakarta, 2016).

Based on the definition above, comics are learning media in the form of pictures and writing that have characters and

storylines and are arranged in such a way, they can be in the form of strips in newspapers, published in magazines, or in the form of books, they are interesting and entertaining, easy to understand and remember.

2. Understanding Cartoon Visual Media

Cartoon media is an image that gives an impression by using symbols to convey a message quickly and briefly with an attitude towards certain people, situations or events. Its ability to attract people's attention and influence attitudes and behavior. Cartoons usually only provide the content of the message that must be conveyed by pouring it into simple images, without details, using symbols and characters that are easy to recognize and understand quickly. If the cartoon is well received, the message to be conveyed can be presented briefly and the impression will be long-lasting and long-lasting to remember (Yudhi Munadi: Jakarta, 2008).

A cartoon is an image that is reflective and symbolic, contains elements of satire, jokes or humor. Cartoons usually appear in publications on a regular basis, and most often examine political issues or public issues. However, social problems are sometimes also targeted, for example by highlighting people's living habits, sporting events, or getting to know someone's personality. In other words, cartoons are visual paintings that produce expressions and interpretations of the socio-political environment being faced by the artists who create them (Nugroho, 1992: 2).

The true definition of cartoon is to use terms from the field of fine arts. Cartoons use the Italian language, carton, which means "paper". The word cartoon is used to create a design or sketch in full size to be depicted with oil paint, tapestry or mosaic. The word acquired the meaning known to people today deliberately. Cartoons (line drawings that are rough caricatures of fictional or real people, animals or events) are a very well-known and familiar visual format.

B. Types of Visual Media Comics and Cartoons

Types of Comics:

1. Comic strip

Serial comic strips are a type of comic strip. This type of comic is often found in newspapers and on the web. Serial comic strips are presented in a collection of pictures that explain briefly and sequence each version in an orderly manner. Another comic strip is a cartoon comic strip. Usually this type of comic strip is a satire on rumors that are currently occurring in society but is presented with a humorous approach.

2. Comic book

Comics presented in a book cannot be separated from other printed media such as comic books. Comic books are a type of fiction book, the contents of comic books are fictional stories that are not based on real life. Comic books in Indonesia are known as picture story books, a type of comic or picture with text or a story in it. The technique in drawing cergams is made according to the story with various interesting depiction points of view.

3. Graphic novel

This type of comic is a comic that displays stories that have serious themes. The weight of the graphic novel story is presented more to adult consumers. The story presented is like a novel and is presented with pictures resembling a comic book. The packaging of graphic novels is also different from other comic books; the content of graphic novels is usually presented in more than one hundred pages and is usually packaged in a hard cover (Bonnef: 1998).

Types of Cartoons:

1. Cartoon Gag

Gag cartoons are cartoon images whose aim is simply to provide funny images without the intention of discussing an actual problem or event

2. Editorial Cartoon

Editorial Cartoons are cartoon images in the picture column that contain satire in newspapers to comment on news and issues that are currently popular among the public. These editorial cartoons are often called political cartoons.

3. Cartoon Caricature

Caricature cartoons are cartoon images that have been drawn by changing the face or shape of the person being painted.

C. **Characteristics and Examples of Comic and Cartoon Visual Media**

Characteristics of Comic Visual Media:

1. Proportional

First, one of the main characteristics of comics is that they are proportional. The proportional nature means that comics can arouse emotional feelings or feelings from readers. This trait will create

The reader enters the story and feels like he or she is playing the role of one of the comic characters being read.

2. The existence of conversational language

The next characteristic of comics is the presence of conversational language. As a visual medium that has a story line, comics very often use conversation, to further strengthen the story as well as a way to make it easier for readers to understand the images in the comic. Apart from that, comics more often use every day conversational language so that it is easier for readers to understand.

3. A Heroic Attitude Appears

One of the next characteristics of comics is the emergence of a heroic attitude from one of the characters or from the main character. This is what often gives rise to feelings or attitudes of heroism in readers.

4. Character Portrayal

The next characteristic of comics is that they provide character depictions. The figures used in comics mostly have simple characters. This easy and simple character depiction aims to make it easier for readers to understand the figure and his character.

5. Contains Humor

The final characteristic of comics is that they contain humor. As a work of art that has many fans, comics are liked because they contain a lot of humor. This is what makes many readers entertained and enjoy reading comics

Characteristics of Cartoon Visual Media:

There are three characteristics of cartoons that are effective in learning proposed by Sudjana and Rivai 2005: 59.

1. Usage According to Experience Level First consideration,

The meaning of cartoons should be understood by students when the cartoon is used. For example, cartoons about foreign aid or the cold war will have little meaning for sixth graders who have not studied these titles. Students may already be able to interpret rather in-depth cartoons about traffic observations or agility in sports, for example. Scaffer's research in Sudjana and Rivai 2005: 59 regarding children's interpretation of socio-political cartoons revealed that, in general, children begin to interpret these kinds of cartoons at the age of 13 years. Lack of adequate background in giving proper meaning to the words used is the main cause of misinterpretation of cartoons.

2. Simplicity Estimating cartoons is understandable

There are several physical characteristics that good cartoons want to show. One of them is simplicity. In general, it can be said that good cartoons only contain important things. Cartoons often rely on key characters to introduce extensive photographic details. A few sharp lines, some shadows and a brightly sketched background are the basic mechanical ingredients of a good, quality cartoon. The ability of imagination and artistic inspiration of cartoon creators can be seen from the overall impact that can be achieved through the physical elements and ideas. Another physical characteristic is the brevity of the description.

3. Clear Symbols

Namely the clarity of symbolic meanings. Symbols that convey more abstract concepts, such as state rights, humanity and independence, are difficult to convey. So in this case the ability of the cartoon creator is faced with a tough challenge. That way, teachers must be careful when choosing cartoons with symbols that are not too difficult for students to understand. Making a cartoon requires reviewing the characteristics of an effective cartoon, so that the cartoon matches the character you want to build in the cartoon. The characteristics of an effective cartoon include three things, namely use according to the level of experience, simplicity, and clear symbols Examples of Comic Visual Media
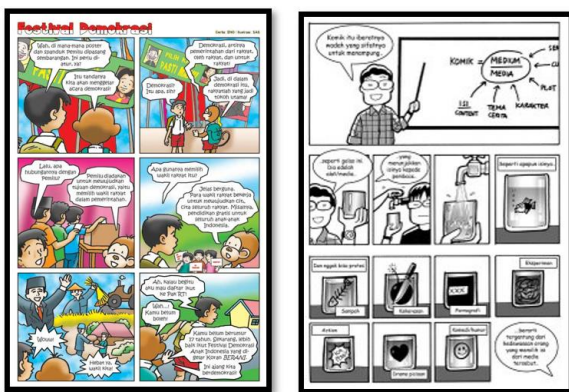
Tampilan visual dari sebuah komik pada umumnya dalam satu halaman terdiri dari beberapa panel yang dalam tiap panelnya berisi gambar yang saling berkaitan dan didalamnya juga terdapat balon kata.

Examples of Cartoon Visual Media

D. Designing Comic and Cartoon Visual Media Materials

There is a book entitled "Making Comics", there are two things you want to achieve from comics, namely. So that readers understand the content of the story and can read the story to the end. (GarySpencer Millidge) Dave Gibbsons, in his writing as an introduction to the book Comic Book Design (Watson Guptill Publications, 2009) states that to achieve the first goal clear communication is needed, and to achieve the second goal requires material that can persuade readers to continue following the comic. In comics, the story is expressed in the form of a series of images and can also be equipped with words. The steps in designing comic and cartoon visual media materials:

1. Determine the theme of the story
   The theme of the story in comics plays an important role because the visualization of the main character created and others depends on the theme of the story being developed or desired.
2. Creating story characters (characters)
   In this section, we are required to really imagine so that we can come up with references to what we have seen, thought and so on. Starting by writing down the visual form of the character according to

the chosen theme, then we have to know the nature of the character created,

3. Visual style

   Visual style or image style will be the first aspect that readers encounter. There are several types of visual styles in making comics, namely cartoon style, semi-cartoon style, realism style, and fine art style.

4. Create a story script

   In creating a story script, the creator must be critical and think about the structure of the story or story. In the structure of a story or story, the story must have a beginning, an end and a series of stories that connect the two.

5. Make a rough sketch

   A rough sketch is a rough drawing, which is the basis of the finished drawing. Can be drawn using a pencil, here we can adjust the proportions of the character, point of view, background, etc. Once the rough sketch is complete we are ready to do the inking

6. Finishing

   After the rough sketch is finished, we are ready to do the inking, then give it a layer of emulsion reinforcement in the form of fixative or clear, so that the drawing ink is more durable and the colored paint is not eaten by insects or fades quickly in the weather.

7. Layout (layout)

   According to Surianto Rustan (2009:74), layout is described as the layout of design elements in a particular area in a particular media to support the concept/message it carries. Layout is a process/work stage in design. Layout principles are also basic principles of graphic design, including:

   a. Sequence (Sequence)

      In design, not all information can be displayed equally strongly because it can make it difficult for readers to grasp the message. Sequence is sorting information from what must be read first to what can be read after the main message.

   b. Emphasis (Emphasis)

      In design, emphasis can be placed on key information so that it becomes the center of attention. Emphasis can be done in several ways, including: giving it a much larger size than other elements, giving a color that contrasts with the background and other elements, placing elements in a position that attracts attention, and using a shape/style that is different from its surroundings.

   c. Balance (Balance)

      Even distribution of weight in a layout area. The purpose of weight distribution is to produce a balanced impression by using the necessary elements and placing them in the right place.

   d. Unity

      The principle of unity is to mix and match all design elements so that they are related to each other and arranged correctly. (Rustan, 2009:74).

8. Typography

   Typography plays an important role in designing a comic and in all forms of publication, because we have to know what size of writing we will use, the effect and form we will display so that the emotional content and nature of the message that appears is in accordance with the communication objectives we want to convey. to the public.

9. Design Elements

   The main role of comics as a learning medium according to Sudjana and Rivai (2002:68) is their ability to create students' interest in learning. As an audio-visual media, in order for it to function as it should, namely optimizing learning, in developing comics you must adhere to several things as follows (Arsyad, 2006):

   a. Form

      Shape is a body or mass that contains lines. The term shape is used to describe the appearance of an object. (Kusmiati et al, 1999 :6)

   b. Line

Lines are used to connect sequential elements. So it can be said that this line element will help in clarifying the story. Known as a scratch or streak, it is also the boundary of an area or color. Functions as a line element separator from one another in one area of the page, separating two differentiated/emphasized parts of the publication. The commonly known properties of lines are straight, curved and angular. Lines also have dimensions such as thick, thin, long and short, and are also interconnected in the form of parallel or parallel lines, radiating or radiation lines and opposing lines. Furthermore, lines in visual communication design play a role in providing accents, dividers and columns. (Kusmiati et al, 1999: 3)

c. Room
Space occurs because of the perception of inwardness so that it feels far and near, high and low, visible through the sense of sight. The relationship between spaces is part of the design planning, whether it is the distance between letters or letters and images located on a piece of paper. (Kusmiati et al, 1999: 8)

d. Texture
Texture functions to create a smooth or rough impression which can indicate an element of emphasis. Texture is the physical nature and quality of the surface of a material, such as rough, shiny, faded or dull, which can be applied in contrast, harmony or in the form of repetitions for a design. (Kusmiati et al, 1999: 8)

e. Color
Color is a physiological and psychological phenomenon that is formed by objects, observers and light according to Anne Damaria (2005:69). Understanding these three components allows us to better predict and control color perception and reproduction. In the world of design, color is a very important element in developing creativity

E. Use of Visual Media Comics and Cartoons in Learning

The use of comic visual media in learning consists of 7 steps, namely:
1. Determine the title of the material you want to create for the comic
2. Formulate ideas for the storyline and character formation in comics.
3. Creating text in comics.
4. Sketching, namely pouring ideas into rough drawings using a pencil.
5. Inking on pencil strokes in sketches.
6. Comic coloring
7. Comic printing

Use of Cartoon Visual Media in learning:
1. To motivate, according to its character, an effective cartoon will attract attention and foster students' interest in learning. Because it can increase willpower, it can be a useful motivational tool in the classroom.
2. As an illustration, a teacher reported effective results from using cartoons in illustrating scientific concepts in science teaching. Some are used to raise several questions about whether or not there are scientific situations that can be depicted in cartoons. Others described errors in interpreting the content contained in the cartoon. This means it can be used as an illustration in learning activities.
3. For student activities, another type of cartoon used is cartoon creations that students make themselves. The students created cartoons to generate interest in campaigns about cleanliness, driving safety, justice, eating and drinking etiquette, etc. (Muhammad Ramli, 2012:52

CONCLUSION

Comics and cartoons are visual media used in the world of education and have illustrated readings that contain various messages that are interesting for children. And comics are learning media in the form of graphics (pictures and writing) which have characters and storylines and are arranged in such a way, they can be in the form of strips in newspapers,

published in magazines, or in the form of books, are interesting and entertaining, easy to understand and understand.

Cartoons are an abstraction of individual or group activities in the form of images. Cartoons can be used as information media in the form of commands, appeals, invitations, warnings, and prohibitions and can even be used as information in learning.

SUGGESTION

The author thanks the readers and hopes that this article can be useful in increasing knowledge about the visual media of comics and cartoons.

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