

The Use of Educational Stickers as Indonesian Language Learning Campaign Media in the Era of Multilingual Communication

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Abstract

Technological advances have caused numerous changes in every aspect of human life, including the languages used in communication. Indonesia is one of the countries with a multitude of languages, so in general, the Indonesian population communicates in more than one language. However, Indonesian serves as the national language that unites the nation amid the various regional and foreign languages that exist. The position of the Indonesian language should be prioritized over others because it is used as the national language and for communication in public spaces. However, over time, the existence of the Indonesian language has begun to erode. To preserve its existence, a campaign for the Indonesian language is necessary, and this can be achieved through the creation of educational stickers using Canva as a medium. This research employs a qualitative descriptive method. The production of stickers through Canva is expected to be one of the efforts to preserve the Indonesian language and its status as the national language for communication in public spaces.

Abstrak

Kemajuan teknologi menyebabkan banyak sekali perubahan dalam setiap aspek kehidupan manusia, termasuk bahasa yang digunakan dalam berkomunikasi. Indonesia ialah salah satu Negara dengan bahasa yang banyak, sehingga secara umum masyarakat Indonesia akan berkomunikasi dengan lebih dari satu bahasa. Namun bahasa Indonesia hadir sebagai bahasa nasional pemersatu bangsa dari sekian banyak bahasa daerah maupun bahasa asing yang muncul. Kedudukan bahasa Indonesia seharusnya diutamakan dibandingkan bahasa yang lain karena digunakan sebagai bahasa nasional dan komunikasi di ruang publik, tetapi lama kelamaan eksistensi bahasa Indonesia mulai tergerus, untuk mempertahankan eksistensi tersebut perlu dilakukan sebuah kampanye bahasa Indonesia yang dilakukan dengan pembuatan stiker edukatif menggunakan media Canva. Penelitian ini menggunakan metode kualitatif deskriptif. Pembuatan stiker melalui media Canva diharapkan mampu menjadi salah satu upaya pelestarian bahasa Indonesia dan eksistensinya sebagai bahasa nasional dalam komunikasi di ruang publik.

Keywords: Media Kampanye Pembelajaran Bahasa Indonesia di Era Komunikasi Multilingual

INTRODUCTION

Globalization has a very significant influence on every aspect of human life, both from an educational, economic, social perspective and even the language used in communication. Technology as one of the fruits of the era of globalization will boomerang for us if we cannot respond to it wisely. Technology continues to develop, where now society is in an all-digital world (Sumarno & Gimin, 2019). There are many technological products that cannot be separated from human life, for example social media. ...Social media is on the list of many social tools (Carr & Hayes, 2015), social media is a means of communication that is fast, easy and can be accessed by anyone who has the internet.

The languages used in communicating on social media are very diverse, as are the sociolinguistic phenomena that occur in society. Indonesia is a nation rich in culture and language, making this country a

multicultural country with many languages. According to Ethnologue, an online site Language of the World states that there are approximately 715 regional languages in Indonesia, this makes Indonesia the second country with the most regional languages after Papua New Guinea with 840 languages. Indonesian is a national language as well as a unifying language among the many regional languages that exist. As time goes by, the languages in Indonesia are not only colored by regional languages but also foreign languages. The phenomenon of language acculturation that occurs actually causes attention to and the good and correct use of Indonesian in public spaces to be increasingly ignored (Fradana, 2022).

The 2020 Language Development and Development Agency underlines that Indonesian plays a very important role as a unifying element, in line with the spirit of the Youth Pledge which was announced on 28 October. In the third part of the Youth Pledge,

the Indonesian people swear to use Indonesian as a means of national communication. The principles related to the recognition and use of the Indonesian language are contained in various articles of the Constitution, especially the 1945 Constitution. However, the current reality shows that the existence of the Indonesian language is starting to decline in daily communication, both directly and via social media, especially among the younger generation. millennial. They do not always comply with standard Indonesian language use norms (Arsanti & Setiana, 2020). According to (Suwito, 1985: 39) when there are at least two languages or can be used interchangeably by the same speaker, language contact will occur between one language and another (language contacts) in communication events (Laiman et al., 2018). As an effort to maintain the existence of Indonesian as a national language and steps to make it an international language in the process of language contact that occurs, it is necessary to carry out a campaign for good and correct use of the language through various platforms, both social media and print media, by taking advantage of technological advances.

Language campaigns via social media are indeed easier and faster because of wide access, but real implementation and direct behavior are more important.

The use of stickers in language campaign media allows people to practice directly because they can be seen without the need for an internet connection or via a gadget. Here, the target recipient reach is much wider because they can be accepted by anyone, whether they are technologically illiterate or technologically illiterate or people who do not have accommodations for gadgets. and the internet itself. Stickers are printed paper that is pasted or attached for a specific purpose, whether promotion, advertising, or notification and dissemination of information.

Canva is an online graphic design program that provides several features for creating designs such as infographics, billboards, flyers, invitation cards, stickers,

presentations, etc. Canva can be accessed via an application or website from a device or computer, this program also has a photo and video editor function that is easy to understand even for beginner users (Fahminansih et al., 2021). Through Canva, we can create stickers with an educational and interactive appearance so that they attract people's attention to see them and can further remember the Indonesian language contained in the stickers which can then be studied in more depth.

Based on previous research conducted by (Mawardah et al., 2023) regarding the socialization and education of Covid-19 through the media of educational stickers, it was concluded that the public accepted these stickers well and understood information about Covid-19 better. Then, similar research using Canva media was carried out by (Fahminansih et al., 2021) stating that using Canva media in terms of graphics was very helpful and easy to use. The next relevant research is related to language campaigns, according to (Fradana, 2022) regarding language campaigns on social media stating that social media is an effective medium for carrying out this campaign.

Based on previous research, there has been no research that specifically examines language campaigns using sticker media. Therefore, this research was carried out by combining several relevant studies that have been carried out previously. It is hoped that this research can optimize the role of technology in maintaining and increasing public knowledge regarding the existence of the Indonesian language in the era of multilingual communication which allows people or language users to communicate in more than 2 languages. Canva, as a product of technological development, is used as a medium for making stickers which will be distributed to people of all ages and groups. The stickers are made as interactive as possible to attract people's attention to learning good and correct Indonesian in public spaces. The specific objectives of this research are, (1) knowing and explaining how to make educational stickers using Canva media, (2) knowing and explaining the

messages you want to display on the stickers, (3) knowing and explaining the role of educational stickers in language preservation campaigns Indonesia.

RESEARCH METHOD

The research method used is descriptive qualitative. Descriptive qualitative research is research that aims to explore or see the social conditions that will be used as research objects in a universal context. This research was carried out by analyzing the Canva application which will be used as a medium for making stickers, then the stickers that have been made are distributed and pasted in certain places with the consent of the respondents who will then be interviewed regarding the effectiveness of this media in Indonesian language campaign activities.

The subject of this research is society in general. The sampling technique used is nonprobability sampling technique. Furthermore, this research uses a nonpurposive sampling technique, which is a type of nonprobability sampling technique where the researcher does not set certain criteria for the subjects being studied. The population in this research is all people who communicate multilingually or use more than one language, both regional and foreign languages. This research sample involved 3 respondents with age criteria representing the productive age, namely 15-64 years with different backgrounds.

According to (Sugiyono, 2019) qualitative research is generally carried out in several stages, namely, (1) introduction, (2) implementation, and (3) report preparation. Data obtained through the process of observation and interviews with respondents was then analyzed and reduced to obtain the results. Then, in order to obtain the data, a triangulation technique was carried out by observing the stickers that had been installed, as well as checking through question and answer with the respondents (Huberman & Miles, 1984).

RESEARCH RESULTS AND DISCUSSION

In this section, the research results are explained and a comprehensive discussion is provided.

Research result

How to Make Educational Stickers Using Canva Media

Canva provides various features that users want related to graphic design, such as stickers, invitations, slidespresentation, book covers, etc. Canva can be used with a computer, PC or device, in the form of an application or website. When using the Canva website, make sure your device contains a desktop display format to make it easier to view.

The first steps to log in to your Canva account. However, if you don't have an account, the user must create or register an account first. Users can click on the sign up text in the left or top right corner of the screen. Users can register with a Google account, Facebook, or email address. Then Canva is ready to use. The following is what the page on Canva looks like when registering an account.



Figure 1. Canva's initial appearance.

Then to create a design, click "create design" then select the desired graphic design or visual content. Adjust the size according to your needs, you can use the display provided or set your own size by clicking "custom size".

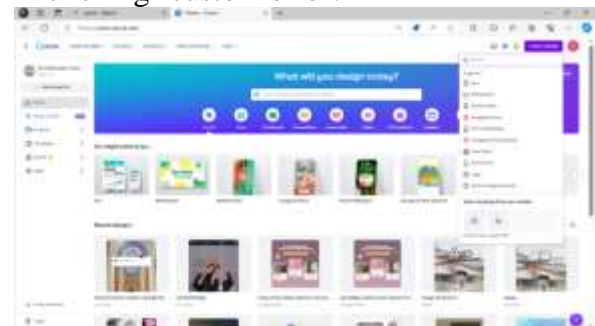


Figure 2. Canva design view.

After determining the desired size, users can choose the desired appearance according to the template provided or users can create their own template with several features that Canva has. Users can select the "background" feature to add a background to the sticker they want to create, users can also use photos they have on their device by clicking the upload feature, photos or videos can be used for design purposes. Users can also change the color of the background display according to their wishes.



Figure 3. Canva background design display.

Step Next, users can add writing, shapes or other decorations using the features in the left corner of the Canva display. Users can be creative according to their creativity. However, please note that there are several designs intended for premium users which are marked with a crown symbol on the design or related features, but don't worry, users with free services can still enjoy other very diverse designs.

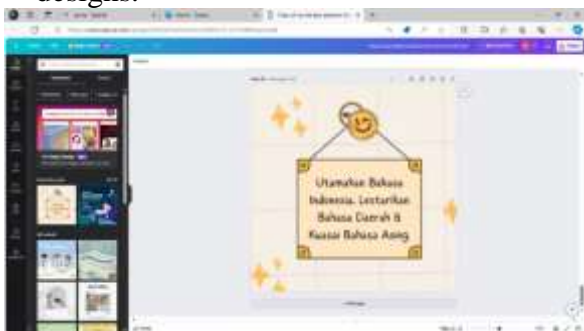


Figure 4. View of the completed sticker design.

Once finished, users can download the design results by clicking on the share sign and then download, selecting the desired format. For sticker designs it is recommended to choose the PNG format so that it is not blurry when printed.

Messages Displayed on Stickers

In general, learning Indonesian as tested in the UKBI (Indonesian Language Proficiency Test) includes several things including standard words, synonyms or equivalents, antonyms or opposite words, effective sentences, equivalent words, proverbs, as well as slogans for preserving the Indonesian language. This educational sticker, designed using Canva media, contains several messages related to basic knowledge related to Indonesian according to UKBI, apart from increasing knowledge, it can also foster a love for Indonesian, which has many interesting fields of study to study.



Figure 5. Example of a sticker made with Canva media.

The stickers above are designed with a minimalist size so they can be stuck anywhere, whether on cupboards, laptop surfaces, helmets or vehicles. However, even though the sticker is small in size, it is designed with short, concise and easy to read writing. The colors and designs chosen are made eye catchy to attract the attention of the people who see them so

that in the long term it will be easier to remember the writings conveyed regarding the use and preservation of the Indonesian language.

The Role of Educational Stickers in the Indonesian Language Preservation Campaign

The printed stickers are then distributed to the general public. The target for distributing these stickers is random without any specific criteria. When distributing stickers, researchers also conducted short interviews regarding respondents' mastery of the Indonesian language and their opinions regarding the use of these educational stickers in the context of language campaigns. Researchers obtained 3 sample respondents who represented the productive age of Indonesian society. The results of the interview can be seen in the following dialogue fragment.

The first respondent is a 21 year old student from Tegal City, in his daily life he uses regional languages, namely Javanese Ngapak as his mother tongue and Indonesian in communication in public spaces.

E: Do you know what the word gadget is equivalent to?

S: Gadgets, right?

E: Yes, exactly. Where do you know this term from? And what do you think about the existence of the Indonesian language today?

S: You know from Instagram, sometimes people talk like that. In my personal opinion, the development of the Indonesian language has been very rapid, yes, it has even started to spread to the international arena, because on my campus there are also several foreign students studying Indonesian. However, on the other hand, sometimes the Indonesian people themselves rarely use Indonesian, and many even prefer to use a foreign language like South Jakarta, which is, literally like that, sis, perhaps so that it seems cooler and more slang.

E: Well, this is interesting. Do you think it is necessary to carry out a campaign

regarding the use and preservation of the Indonesian language?

S: It's really necessary, bro, don't just campaign for legislative candidates, Indonesian language must also be campaigned.

E: So what media do you think is effective for carrying out this Indonesian language campaign? And what do you think about the Indonesian language campaign with educational stickers like the one I shared?

S: Actually, it's social media, sis, because it has a wide and fast reach, but personally I prefer studying using print media, sis, if I'm on social media, I'm definitely annoyed and want to watch TikTok, and sometimes I'm not too interested in educational things like this, hehe. If you use this sticker, it's actually easier to remember because, for example, if I put it on my motorbike, every day I look at it for a long time, I'll remember what it says.

The second respondent is a 9 year old 4th grade elementary school student. In daily communication he uses 3 languages, namely the regional language as his mother tongue, Indonesian in general communication, and English because he attended an international elementary school.

E: Do you think the stickers are cute?

F: It's cute, the colors are aesthetic and there are cartoons too.

E: If you learn Indonesian using stickers, do you think it will be easier or more difficult?

F: I like it because it's nice and easy to carry. You can stick it anywhere in your bag so it's easy to remember.

Then the last respondent was a moonlight trader who was over 40 years old. He communicates in two languages, namely regional language and Indonesian, but the Indonesian language used is still limited.

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- E: When you communicate at home you use Javanese, right?
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- A: Yes, sis, my father is originally Javanese. Sometimes this happens when selling something new if the buyer speaks Indonesian.
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- E: Do you think Indonesian is difficult or easy?
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- A: Actually, once you get used to it, it might be easy, sis, since I was little, I've always spoken Javanese, sometimes I'm confused when speaking Indonesian. If there was a sticker like this, I'd read it often, sis.
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Of the three respondents used as research samples, the researcher also made direct observations in several places where multilingual communication often occurs, such as in markets, on campuses and at stations, as well as distributing printed stickers.

DISCUSSION

Based on the research results above, Canva media is a graphic design media that is very easy to use because it has several features and templates that can be used to create visual designs including stickers. Stickers can be created according to the user's own interests. According to research conducted by (Tanjung & Faiza, 2019) the advantages of the Canva application or website are (1) it has various attractive design templates, (2) it is able to increase creativity in using media both in learning and other contexts because it has many features provided, (3) saves time because it is practical and easy to access, (4) design activities can be done with any device, including gadgets. Therefore, using Canva media can be a solution for creating educational sticker designs that will be used in Indonesian language campaign activities. Preserving the Indonesian language must be carried out primarily by the younger generation so that there is no loss of national identity due to a lack of understanding of the use of the Indonesian language (Juwita et al., 2022). Therefore, it is necessary to carry out conservation actions, for example with

language campaigns. Indonesian language campaigns can actually be carried out using any media, research conducted by (Fradana, 2022) states that social media is easy access in the language campaign process, this research accommodates information related to Indonesian by using the Instagram social media feature. However, in this research the Indonesian language campaign was carried out using print media in the form of stickers. This was done to expand the campaign target not only to technology-savvy people but to all groups of society. The trend of using diverse languages in public communication today is not only reflected in direct communication but also on social media, based on research conducted by (Fahmi, 2016) regarding the variety of languages used on Facebook social media, it is stated that the languages that often appear on These media are regional languages, and some use foreign languages, especially English. The use of language is heterogeneous, where its use appears in spoken dialogue and written language. In line with the results of the interview above, people who live in one area individually use different languages, especially in the era of technological development which really dominates social life, in everything including the world of education (Susanti & Nurhamidah, 2022). Technological developments do not always have a positive impact on society, technological developments must also be balanced with conventional things. This means that in learning, both general learning and at school, the use of digital media must also be balanced with the use of print media. One of the print media that can be used is stickers (Nanda et al., 2023). Stickers that are designed in a size that is not too large but still contain a message with clear writing, attractive colors and a creative appearance will certainly make an impression on everyone who sees it. Knowledge of Indonesian will slowly fade as a result of the many cultural and linguistic influences entering Indonesia, the tendency to use regional languages and the emergence of slang in public spaces narrowing the places where Indonesian should be used. The

information displayed on the sticker is related to understanding the Indonesian language in general as tested at UKBI, namely standard words, effective sentences, equivalent words, synonyms or equivalent words, antonyms or opposite words, proverbs, poetry, and not forgetting speeches as a form of campaign. preservation itself. Therefore, to create space for the Indonesian language to show its existence, you need to interpret technological developments wisely. Through this research we can prove that controlling technology as a concrete form of making educational stickers for the Indonesian language campaign is very effective.

CONCLUSION

There are several conclusions from this research, making educational stickers via Canva media is very easy, users only need to register or log in directly when they already have an account on the application or website, users can use a computer, PC or gadget. After that, users are free to create designs as desired using the features provided. The messages displayed on the stickers contain general matters regarding learning Indonesian, such as equivalent words, standard words, effective sentences, synonyms, antonyms, proverbs and calls for preserving the Indonesian language itself. These educational stickers will later be distributed to the general public from various backgrounds to be used as a learning medium and a form of socialization of the use and preservation of the Indonesian language itself.

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