

E-Book as Edutainment-Based Learning Media as Active Learning in Social Studies Learning in Elementary Schools

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Abstract: Education continues to develop along with the development of science and technology. The development of science and technology has changed many things, The use of technology as a learning media has been more advanced to the digital era, creating challenges and opportunities for teachers in developing a learning process that involves multi-modalities of student learning with multisensory presentations in learning materials. E-books are textbooks that are converted into digital format. E-books as learning resources have multimedia and edutainment characteristics The e-book is packaged in an attractive appearance and equipped with a mix of video, animation, and audio. The combination is expected to help students to visualize a abstract subject content so that students can understand the material, which are believed to increase interaction between students and learning resources. Based on the findings with a mixed method to investigate, E-books improve their learning outcomes gained positive results. Additionally, E-book based on edutainment very helpful for teachers in using this e-book in their teaching plans.

Keywords: e-book, edutainment, active learning

Introduction

Education today is challenging. Student can obtain knowledge from anywhere and everywhere. Technology has changed how people learn, the way the learner wants to learn, and the setting they prefer to learn. The educator's part has also lifted from who affords resources, monitors improvement, and encourages students to problem resolve; hence education environment needs to be creative, inventive and room for discoverers.

The ideal learning process has at least three main aspects, namely students, educators, and learning resources. However, there is often an inequity between these three aspects. Teaching and learning has long relied upon instructional approaches that favor text-based learning. These approaches are sometimes referred to as factory models of teaching because they include top-down management and favor outcomes designed to meet societal needs and rely on age-based classrooms (Bezemer and Kress 2016; Phuong et al. 2017; Sankey et al. 2010). On the other hand, the increasing use of multimedia in teaching has provided many opportunities to present multiple representations of content (text, video, audio, images, interactive elements) to cater more effectively to the different learning styles and modal preferences of an increasingly diverse student . So it is very important if learning involves multimodal learners. Multimodal learning environments allow instructional elements to be presented in more than one sensory mode (visual, aural, written). In turn, materials that are presented in a variety of presentation modes may lead learners to perceive that it is easier to learn and improve attention, thus leading to improved learning performance.

Currently in education there is a transition to more interactive, engaging, experiential learning methods. in many countries. Especially today's youth are growing up in a time where technology is constantly at their fingertips. The growing world of social media applications and internet sites spike interest in children. Additionally, cell phones, computers, tablets, free Wi-Fi, gaming systems, and electronic-based toys are all the rage in today's society. (Carstens 2021). Schools across the world are trying to adapt classrooms with Artificial

Intelligence based education, having greater reach, lifelong learning and options for diverse career opportunities. With the use of technology, provides various tools that help in improving academic outcomes. There are a variety of technology which have been integrated in the teaching and learning process such as flipped classroom, Moodle, Kahoot, Google Classroom You Tube Edu and a whole variety of other technologies. the usage of technology in the classroom brings many advantages which can enrich the learning experiences of the students and developing active learning among students Stephanie (2011), Holmes (2015) Silberman. (2002).

E-books as learning that is characterized by edutainment are believed to be able to facilitate learning activities that can develop the multi-modality of students The use of technology as a learning media has been seen as a the replacement of conventional student handbooks into digital books or electronic books (e-Books). The e-book is packaged in an attractive form and well-appointed with a mix of video, animation, and audio. The combination is likely to help students to picture a abstract subject material so that students can comprehend the material. The expectation is an increase in student learning outcomes due to new desires and interests, motivation and stimulation of learning activities that arise as a result of the use of e-books. Apsari (2017); Masykur (2017); Suryani (2012).

This paper describes the results of developing an even more interesting media, namely e-books, by displaying visual images and attractive designs, it is hoped that students can be more interested in studying history, can be easily accessed, not only making it easier for teachers and students to do learning, especially in social studies teaching learning.

Methods and Research Design

Methods. This research was conducted using the Research and Development method. using the ADDIE model developed by Reiser and Molenda in the 1990s and has 5 main elements consisting of Analysis, Design, Development, Implementation, and Evaluation Martianingtiyas, (2019).

The ADDIE development model is more appropriate for developing a web-based learning media or software, the development stages are used systematically, and are easy to understand in developing a learning media.

Research Design

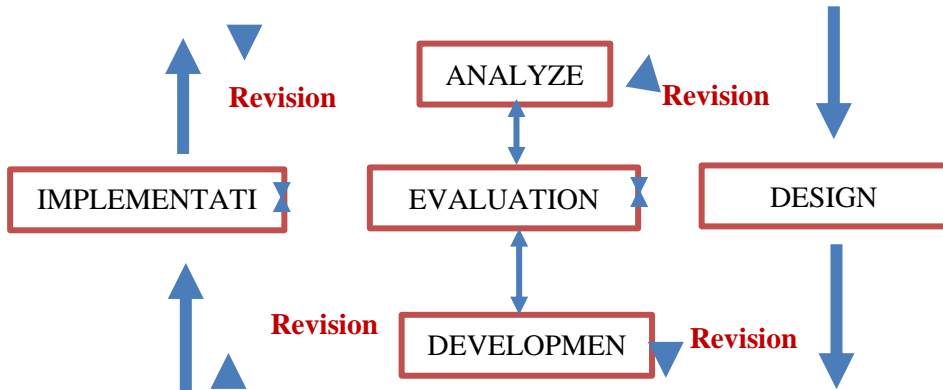


Figure. 1

Addie (Analyze, Design, Development, Impementation, Evaluation)
Research Flow

Table 1. Overview of ADDIE Model Development Stages

Analyze (Needs Analysis)	Analyzing the field at SD Islam Plus Al Kayyis located in Bantarsari District, Cilacap, Central Java, analyzing the required data and analyzing the media used.
Design	Make a matrix of material items, draft material and design E-books. The software that will be used to create the e-book is the Canva App and several other supporting applications such as the Pinterest App, Wordwall website and Google Eraser Background.
Developm ent	Product development in the form of digital books or e-books. Furthermore, the e-book is validated by material experts and media experts in deciding whether or not the product is appropriate for use.

Implement ation	Learning activities are carried out using the E-book and SD Islam Plus Al Kayyis which is located in Bantarsari District, Cilacap, Central Java. Documentation: photos, videos, field notes, interview notes.
Evaluation	This e-book is suitable for use as teaching materials and as a companion media for learning, the advantages of this e-book have a good design and the right pictures and writings if applied to elementary school students, contain games, and interesting features will involve learning activities.

Results and Discussion

The book structure was developed initial from the cover, preface, book information, table of contents, supplementary materials, bibliography, evaluation in the form of games. Evaluation in the form of games is expected to build students more interested in studying history as an effort to increase students' interest in learning about history around them. In addition, it is hoped that this e-book can be useful for teachers as a learning resources so the student get more active with books in general. The developed e-book has edutainment characteristics. Edutainment is a derived word that states a mixture of entertainment and education or marriage of education with entertainment. According Rose and Nicoll (2002) Characteristics of learning by using edutainment.

1. Creating a learning environment without stress (relax), a comfortable and safe environment, hopes for success are high.
2. Ensure that since the lesson is relevant because it must be understood that learning will run effectively if the person concerned understands and the importance of the lesson.
3. Consciously involve all the senses as well as the good thoughts contained in the right and left brain.
4. Challenge the brain to be able to think far ahead and explore what is

- being studied as much as possible.
5. Combining all the material studied while remaining calm and comfortable



Figure. 2
E-book Design

According to material experts, the e-book provides complete material, material that is easy to understand and systematically arranged with interesting learning evaluations.

Table 2
Expert Validation of Learning Materials

No	Aspek	Hasil Penilaian
1	Learning material	29
	Total score	29
	Maximal	35
	Score	82,9%
	Presentase (%)	Strog validation
	Criterion	

Furthermore, the evaluation by media experts related to aspects of e-book display and e-book media is presented in the following table.

Table 3
Media Expert Validation

No	Aspek	Hasil Penilaian
1	E-book Design	25
2	E-book as learning resources	15
	Total Score	40
	Maximal score	40
	Presentase (%)	100%
	Criterion	Strong validation

According to media experts, the selection of colors, letters and images is appropriate so that the balance of the proportions of designs and images is appropriate. Digital books are interactive, because they have been able to make it easy for readers to access books and read books through information technology facilities with the impression that it seems exactly like reading a printed book. The statement is a picture of learning that contains educational content.

Edutainment is a feature of the technology implementation of modern forms of entertainment in traditional lectures, lessons, classes, workshops and master classes. Without television programs, desktop, computer and video games, movies, music, web sites, multimedia software is already impossible to imagine a modern training and communication. Classes and activities held in the format of the technology Edutainment can be conducted in the cafe, park, museum, office, and gallery, club, where you can obtain information on any informative topic in a relaxed atmosphere. Edutainment is an acronym for education plus entertainment which means as an educational program that is packaged in the concept of entertainment, so that each student hardly realizes that they are actually learning invited to learn or to understand the value of each individual. Hamid (2012); Roestiyah (2008).

Conclusion

A major shift has taken place in education where a technology plays an important role in transformation from the traditional method of teaching and learning to a student centered approach. through technology as it would have a vast impact on their knowledge retention rate. Besides that, technology helps in further enhancing a classroom instruction. The transformation of paper book into digital e-book allows reduction of hundred pages of a book into a one page screen. This characteristic offers the possibility of delivering knowledge that is cheaper, faster and more effective. The content of e-books maybe can be different from books and not tied to a physical object for representation or distribution. Research result show that e-book make learning more interesting and students feel happy and understand the subject matter when learning is taking place. Also get a good response from students and have a positive impact on student learning outcomes.

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