The Role of Media Literation in Growing Students' Creativity for Reclame Making (Qualitative Research on Grade VI Elementary School Students)

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Abstract: This research is motivated by the importance of online learning media in fostering students' creativity, especially during the COVID-19 pandemic. Based on this background, the study aims to find facts about the students' ability to master the types of media technology and creativity in making reclame. This study took 5 students at an elementary school in West Java Province. This research was conducted using qualitative research methods. The primary data, in this research, were collected by using observation, interviews, and documentation. The data analysis process was carried out using four stages, namely data collection, reduction, data display, and conclusion drawing/verifying stages. Based on the results of this research, it can be concluded that the role of online media literacy in fostering students' creativity is less than optimal because not all students use online media in fostering creativity in making reclame in the form of images or videos. There are limited facilities such as learning facilities, time, and knowledge about the making of reclame are factors that hinder the development of these students' creativity.

Keywords: Media Literacy, Creativity, and Reclame

INTRODUCTION

At the moment, the challenge of the 21st century is one that is debated, because it requires literacy in the development of knowledge and technological science to prevent the existence of information. A country's progress is largely determined by the quality of human resources are through good education through formal, non-formal, and informal education. Based on the statement (Jamun, Y., 2018) stating that science and technology it's growing continuously and incredibly fast. In this case, development is not only months, years, or days, but hours or seconds, particularly in terms of technical information and communication supported by electronic technology. Its' influence extends to various areas of life, including those of education.

Education is very important in human life. Education is basic for the realization of a smart and able country to compete on the international scene. Education can also change their mindset. This is in line with the statement, (Kodrat, 2019) explains that the process of changing the mindset even though it looks simple, but take a long time and one of them is about education which must be a reference to face challenges in the world education.

Therefore, in the case now happened with the outbreak COVID-19 demanding students to learn at home. Learn at home with using the media online technology. Students can communicate with teachers by using online media. The teachers to be able to follow technological developments with the media anything can take advantage of the technology to apply her education the changes in the world will be increasingly visible. The government's effort, in this case, is students expected to learn at home with mentored by parents and monitored by the teacher with the media App in the learning process, for good learning to be going.

In this case, the creativity of students to be considered in the online learning process. In the use of online media can be using some App there are WhatsApp, zoom, google classroom, etc. The result of this App can make a product such as a video and a picture. The result of video products can give good information, this same with (Rahman et al., 2019) explain that the video stories local wisdom children are media who have element voice and good picture and can introduce information to the receiver.

The students should always monitor the learning process at home for activities of their more meaningful. In this activity is the learning process by the online model in the making of reclama result video and picture. The students must be creative and could use technology in these circumstances. The result of an interview on some students that, when students are less master technology. Students will be difficult to develop self-creativity, but some students will use a few alternatives in making of reclama itself. Without the means of creativity, everything will be left by the development of the world is very dynamic.

The observation from a few students in the countryside is that students are not being monitored and was given an assignment by his teacher at the time of the COVID-19 pandemic, because it wasn't all teacher and parents are tech-savvy and access to the internet for guidance his child is in the process of teaching-learning activities and spawning the student's creativity itself. This coincides with research by (Prayogi et al., 2019) which suggest an internet teacher literacy level being affected by some aspects of gender are dominated by woman, between ages 21-39 years old the last education was dominated by scholars, employment status 54% of civil apparatus (ASN) and 46% honorary, and the working days of 2-16 years. In this case, deep literacy using technology or the internet is essential for students and teachers to carry out the learning process walkies under the COVID-19 pandemic.

Sometimes during the production process, early ideas come out of the blue, this reality shows that teachers are less guiding the student well, collapses, and it's interesting because it doesn't look directly and lacking in social presence. This is in line with the results of research conducted by (Agustin et al., 2020) which state that PAUD teachers experience obstacles and confusion in the selection and determination of appropriate and effective learning methods for students. The teacher feels confused about the right learning method. In this case, the learning method in learning activities is very important and the teacher must be able and understand in applying various learning methods so that teachers can be designed interesting, fun, and meaningful learning. This is so that students can understand the learning they are doing better. Besides, it is related to the existence of a social presence that is not optimal, in line with the research results (Tantri, 2018) state that social relationships can be presented through online class learning in the eyes of learners who have experienced the learning. In this case, indeed social presence is the deeply important process of online learning for learning to achieve the purpose.

Besides, parents' guide students in the learning process at home. Teachers need to work on reducing innovative learning with the intent to learn to be accomplished especially in the learning process. The most thing is important for creativity to foster strong self-drive training oneself to be creative continuously and must be a great distraction bored and insecure, and took the time to be able to pour ideas into the work to be made.

Therefore, the study aims to find facts about the student's ability to master media types of technology and creativity in making reclame during the COVID-19 pandemic. It's hoped to provide information about the role of online media literation in spawning student creativity for the creation of the initiative.

METHOD

This research using qualitative research. As for the research, the participant is as much as 5 students in the province of West Java. The reason he chose 5 participants because certain characteristics of the researchers would be scrutinized about the ability of creativity and students who had the good in the class. The technique of data collection used observations, interviews, and documentation. The instrument research used is an interview, guideline observation, and documentation. As for the analysis techniques used in this research are analysis data Miles and Huberman techniques. The stage is data collection, reduction, display, and conclusion: drawing or verifying. The stage is described in the picture below.
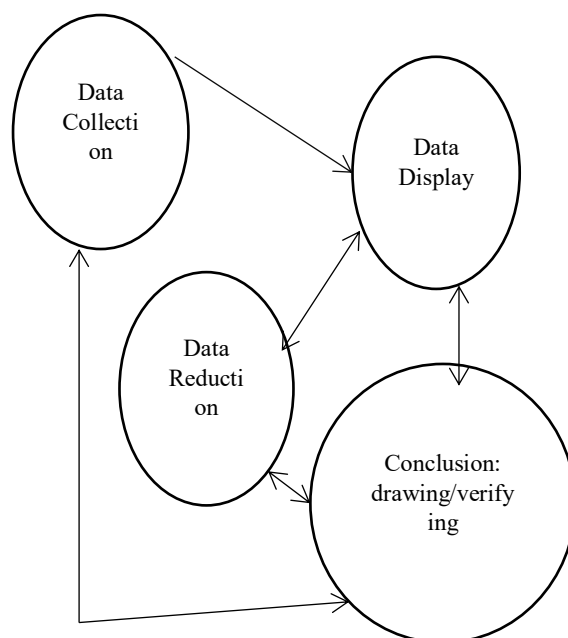

Figure 1. Data analysis technique, adopted from (Miles, Huberman, & Saldana, 2014)

RESULTS AND DISCUSSION

Based on the research that has been done that efforts at growing student creativity are media literacy through online process with manufacturing reclama about COVID-19. As for student creativity in making reclame that is by drawing a picture and video App. The student made the reclame by finding from the source any internet or television media they've ever seen. Students start to try I yourself and some students were previously mentored by their parents or her brother. But when they did, they immediately made their own with each other's creativity. Students who chose to draw a picture because the picture was simple, not difficult, and didn't upset the student himself because have to come up with ideas, it's enough to make with color pencil then blend with the cooler they need. The example of student work.
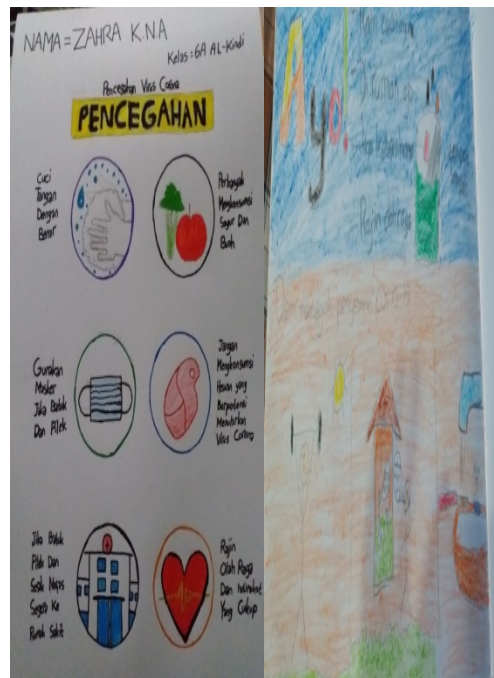
Figure 2. Student Work

The students immediately started to test applications, for example, Canva, Meitu, Kinemaster diamond, and Pixellab. They made a video about COVID-19 that said how to prevent it, etc. The students poured out their creativity through the making of the

reclame video and the result was very interesting because they were making a lot and enthusiastic about the idea. In making a video they match words and pictures so well and interesting to read because of their knowledge of making reclame in the form of the video. The students who made the picture delivered the writing with a color, the picture and writing can't move because they're only pictures, it's different that make a video because the written material and the picture will move. For those make with images, they're not mentored by parents or brothers, they strive alone with their creations, but there is some result which still not maximum because they're unwilling to make the maximum.

In this case from the research results is the students who made that image in their work felt exhausted, depressed because using her hands to write and draw for two days, because there are many components to be made, but for making a video, they take 30

until 60 minutes, and it takes less time result are excellent and rewarding. Time can also affect one's creativity in making or writing something that produces a product. Based on (Budiarti, 2015) says some driving factors can enhance creativity one of which is time. When a time is too short for collection creativity students will be disrupted by the time of stressed and should be finished in time. When they feel relaxed and a lot of inspiration in their environment, they will get a brilliant idea of making a product. The environment can affect students' creativity in making products because they often see the phenomenon and often encountered it, they will be more easily to out the idea for making the product, but when they can't see phenomenon or rarely look at a situation, then they will hard to out idea. Based on the research, as for the scheme role literacy, online media in fostering students' creativity in the making reclame about COVID-19 is:
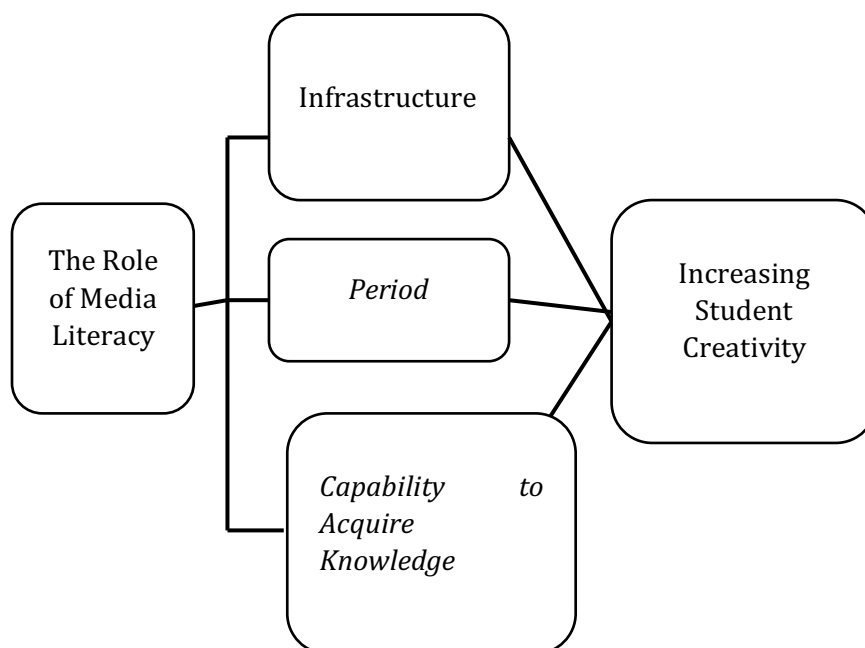

Figure 3. Schematic of the role of media literacy in fostering student creativity

Based on the image above, as for the role of literacy online media in fostering student's creativity through the means, time, and the opportunity to gain knowledge. The means is provided by the parents in fostering

students creativity in made a reclame when they facilitated, they will be happy and can regenerate student's creativity itself. At the time they were given free time and no pressure they will be able to resolve all his

job properly, as well as parents give a chance to students so access the media that agree in making the video or image of reclame, but when they forced, they will be tired. Students were allowed to get the knowledge that students released looking for the knowledge as much as possible to be able to pour the idea into the image or video.

The difficulty with making this video is managing duration and draw a color containment line. Besides, there is also the difficulty in fostering creativity itself it's the competition between his friend who makes it will not be confident in making a product then the limited environment. So, not all students do the same thing, watching the media, making the App, because they get inspiration from different sides, Especially, when now that's an activity in the house when the child was facilitated by his parents and mentored well, then the child will be inspired in making the product, because there are some students when too long in the house they will be lazy to produce a product itself.

CONCLUSION

The role of literacy online media in fostering students' creativity is less optimally. Not all students are using the online media in fostering creativity in the making reclame in form of picture or video, because they have the different ability and not all have the same means time in making reclame itself. The role of literacy online media in fostering students' creativity through the means, time, and the opportunity to get knowledge. The advice of researchers this namely give students self-confidence with the positive comment so that the students can make the better work, to find the information as much as possible to forget information and can regenerate our creativity in write or make a product itself. Guide and give direction for the student to can study at home better and give the facility by its' needs. Encouragement parents so that students can be more poured the idea. Don't forget we have to take advantage of media that can know the technology and could use it well.

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