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by Gita Prima

Development of kidungan Jula-Juli as a media for children's literacy

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Abstract: Kidung jula-juli is known as a sustainable art in East Java which has its own uniqueness. This uniqueness becomes a cultural value to be introduced to students. Kidungan Jula-Juli is a song development reseach with good messages from local wisdom. This research was conducted with a quantitative type of R&D from the use of the ADDIE flow. Data collection techniques were obtained from the needs of observations and questionnaires The results of the research material experts get a score of 5 and linguists a score of 4,386. Questionnaire responses from teachers and students from 13 assessed aspects indicate that media literacy is very good. Kidungan Jula-Juli which was developed as a literacy media is a medium that can fill literacy strengthening activities in elementary school environmental activities.

Keywords: Kidung Jula-Juli, song development, Literacy

INTRODUCTION

Culture related to attitudes that are ingrained in a society in a certain area is a valuable culture (Cohen & Varnum, 2016). Like the cultural products of civilization, cultural values are highly upheld (Azis & Jufri, 2018). Artists participate in introducing cultural values from generation to generation, for example by creating dances and song lyrics that describe cultural values. Many studies describe the message conveyed as in the lyrics of songs and dances (Herlina, 2021; Ramlan, 2013).

Regions in Indonesia have a lot of different local wisdom, culture, traditions, customs, languages, and rituals or traditional ceremonies, which distinguish one region from another. The local wisdom and culture have almost the same philosophy and meaning, they are the nation's wealth that is protected and preserved by the state. (Habibi & Kusdarini, 2020; Hilman et al., 2020). East Java is one of the provinces that has a variety of cultures produced by its people (Nurlailiyah & Wijayantini, 2022). The people of East Java in particular have an artistic spirit which is used as a means of public entertainment that has good meaning in it (Erstiawan, 2020). Preserving the cultural heritage that has been developed is an attitude of appreciating all the heritage left by the ancestors. (Lestari, 2019). The culture produced by the people of East Java is the Kidungan Jula-Juli as a way of delivering moral messages to the listeners (Wicaksono, 2018). Kidung jula-juli is a means of entertainment for the community in influencing through singing to the accompaniment of gamelan music which indirectly leads to the mindset of the community with the meaning contained in the verse (Ridlo, 2019).
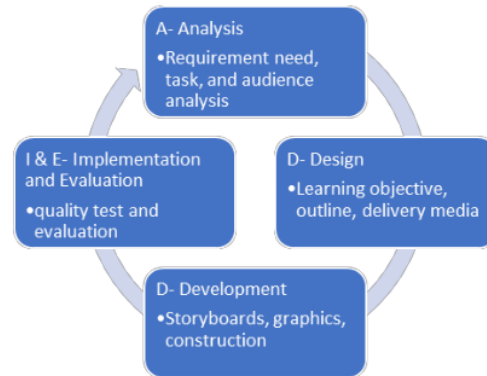
kidungan of Jula-Juli can be enjoyed by one through the song of the poet. The message contained in a lyric is very closely related to the socio-cultural life of the community where the song was created. Kidung jula juli menjadi bagian kearifan lokal di jawa timur sebagai seni panggung yang menjadi unsur pentas pertunjukan ludruk(Fadhila et al., 2015). Through singing, it is also possible to describe the socio-cultural background of the speakers or users of the language so that their insights are wider, especially in the cultural repertoire of their own region. (Lampuhyang et al., 2019). This needs to be considered to face challenges in the 21st century as a process of children's literacy skills (Turiman et al., 2012). The need to have a planned strategy for pedagogical practice that enhances a child's competence in all developmental domains such as cognitive, social, emotional language and literacy(Zulfikri, 2021). Literacy is a person's ability to process the information obtained for life skills in taking something obtained from processing the information obtained (Byundyugova et al., 2021). Other research shows that media literacy is effective as a study of the ability of the quality of learning for students (Martaulina et al., 2021; Sesariani et al., 2012).

Therefore, the researchers tried to develop the kidungan jula-juli east java to students as a literacy media. This research was conducted to introduce children from the existing regional culture through education by providing messages that have information in building children's personalities to love their culture. The development of the Jula-July kidungan in the educational environment presents a theme that reflects the social life that is currently happening. Social life that contains life problems was chosen as the theme in the contents of the kidungan of Jula-Jul. This research has never been done, so it is interesting to develop it as a kidungan of jula-juli as a literacy media for students in understanding social life in their environment.

METHODS

Research Design

The research carried out is research and development (RnD) of digital content with Scheme using the ADDIE research model. This model has 5 necessary stages, namely: Analysis, Design, Development, Implementation, and evaluation (Muruganantham, 2015).

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A- Analysis
•Requirement need,
 task, and audience
 analysis

I & E- Implementation
and Evaluation
•quality test and
 evaluation

D- Design
•Learning objective,
 outline, delivery media

D- Development
•Storyboards, graphics,
 construction
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Participant

Participation in this study were 2 schools, namely SDN Gading III and SDN Putat Jaya IV which consisted of 2 classes. The number of students at SDN Gading III is 56 and the number of students at SDN Putat Jaya IV is 59. The instrument of this research is questions from a questionnaire.

Material

Data collection techniques were carried out from observations and questionnaires to teachers. Through the validator, it is tested by material experts who have doctoral educational qualifications in the field of basic education in the field of learning and linguists who have doctoral qualifications in basic education in the field of language. Furthermore, to determine the effectiveness of this literacy media, a response questionnaire was conducted to teachers and students from schools.

Procedure

The analysis stage is needed to determine the object to be developed. The Design stage is to create word lyrics in the writing that is made. The development stage and the media that have been designed then become a ready-made prototype with a certificate of material validity and language validation. The implementation stage is that the developed media is ready to be tested by teachers and students as the object of literacy strengthening.

Data Analysis

Determining the average value of the validation results / practicality results with the formula

$$V_i = \frac{\sum_{j=1}^{n} V_{ji}}{n}$$

V_{ji} data value of the validator/practitioner to *j*. *i* is the number of validators. Second, determine the average value for each aspect (Ai) with the formula.

$$A_i = \frac{\sum_{j=1}^{m} l_{ji}}{m}$$

I_{ji} is the average value of the indicator to *j*. on the aspect to -*i*. *m* is the number of indicators on the th aspect to-*i*.

Third, determine the value of validity (Va) or value of practicality (Pa) by using the formula

$$V_a \ atau \ P_a = \frac{\sum_{j=1}^{q} A_i}{q}$$

q is the number of aspects   (Lestyanto, 2021).

Data analysis used descriptive qualitative techniques with product development carried out through language validators and material validators. The calculation results are converted into the following table according to the hormones in table 1.

TABLE 1. Criteria for level validation

Criteria	Score	description
Very less	$1 \le Va < 2$	Total Revision
Less	$2 \le Va < 3$	Macro Revision
Average	$3 \le Va < 4$	Micro revision
Good	$4 \le Va < 5$	No revision
Very good	$Va = 5$	No revision

After that, a recapitulation of the calculation of student responses was carried out in interpreting the kidungan of jula juli as literacy media which will be displayed in the percentage of results. Then the criteria shown in the practicality of the media are presented in table 2.

TABLE 2. Criteria for level practicion

Criteria	Score	description
Very less	$0\% \le Pa < 20\%$	Total Revision
Less	$20\% \le Pa < 40\%$	Macro Revision
Average	$40\% \le Va < 60\%$	Micro revision
Good	$60\% \le Va < 80\%$	No revision
Very good	$80\% \le Va < 100\%$	No revision

RESULTS

Analisis

The analysis was carried out using a literacy strengthening instrument strategy given to the class, which showed that the results of the questionnaire given to 4 teachers showed that of the 10 aspects of literacy strengthening the highest was 2. Classrooms are decorated with pictures, illustrations, student assignments, and words taken from the learning theme. The books are grouped and neatly organized by genre and level). However, there are aspects that are not found for strengthening literacy, namely students have access to learning technology that supports literacy (software, audio text, communication tools, computers, etc.). The follow-up given to the questionnaire questions from 4 teachers stated the need for cultural literacy and the need for media as understanding to students. The weakness seen in the analysis of teacher needs as literacy strengthening is the development of media from sources of cultural knowledge in their area.

Another review of literature on the adjustment of the new curriculum in Indonesia, namely the independent curriculum, learns about the focus of character strengthening (Rachmawati et al., 2022). In this case the form of cultural heritage is able to shape the character of the child. In addition, language learning is able to shape children's character in the form of religious, nationalist, integrity, independent, and mutual cooperation (Ginting, 2020). Research on language learning in Javanese culture recommends the development of Javanese literature as a medium to increase knowledge (Prasasti, 2018).

Design

The researcher designed the lyrics in the form of sentences according to the song teacher and the wilangan teacher. Focus on literacy materials to preserve the cultural heritage of the Javanese people and language studies that are straightforward, easy to understand, interesting. Kidungan of Jula-Juli that was created refers to a writing system that has moral values and rhymes (a, a, a, a) and (a, b, a, b). Then use a mixed language between Javanese and Indonesian, and adjust the beat of the tone through the accompaniment of the songs that have been prepared. The kidungan of jula-juli stanza consists of Opening, Lombok Rhythm, Double Rhythm, and Dangdud Rhythm. Kidungan of Jula-juli accompaniment song without vocal used is five minutes and eighteen seconds long.

Development

The development in this research creates content that is prepared for literacy needs. The researcher used a karaoke melody recording in the MP3 version (the recording was done by entering the lyrics of the Kidung Jula-Juli). The researcher asked the validator to provide notes on the prototype.

The validation used consists of material and media aspects as an indicator of finding a valid media category to use. The validation criteria in the language used have aspects of being straightforward, communicative, dialogical and appropriate to the child's development (Sa'dun Akbar, 2013). Furthermore, the material validation criteria consist of content and media validity in media literacy development products (Nesbit & Leacock, 2009). The validation results show the values presented in table 3.

TABLE 3. Result of validation expert

Expert	Aspect	*score*	Score maks	Mean
Material	Content Quality	25	25	5
	Media Eligibility	10	25	
linguistic	straightforward	8	10	
	Communicative	9	10	
	Dialogic and Interactive	10	10	
	Student development suitability	4	5	4,386
	Conformity with language rules	8	10	
	Use of terms, symbols, icons and word choice	18	20	

The validator is a material expert with a background as a lecturer in Javanese literature at a state university. The material expert validator assessment format by displaying 2 aspects produces an average value of 5 which shows the results of a good category without revision, Others in linguistics have a background in the humanities as teachers in linguistics in a basic education master's program in higher education. For the linguistic validator assessment format by displaying 6 aspects, it produces an average value of 4,386 which is included in the very good category without revision.

Table 4. The Kidungan Theme of the cinta budaya (Karangan : Cak Gita)

Music rhythm	lyric	*Translation*
Opening	*Tuku ketan ning tengah kota, enake golek nang tunjungan.* *Ketemu lagi dengan pak gita guru kelas sing paling tampan.* *Mugo mugo kabeh diparingi kesehatan.* *Ketan ireng arep di pangan. Ayo sinau timbang hapenan.*	Buy sticky rice in the middle of the city, it's good to find in the tunjungan Meet again with the most handsome class teacher. May you all be given health Black sticky rice I want to eat. Let's learn than play handphone.
Lombok	*Sugeng enjang salam literasi* *Anak-anakku sayang,kabeh sing tresnani* *Ayo belajar gawe mbangun negeri .* *Iki wawasan tekan sekolah yo dipelajari*	Good morning literacy greetings My dear children, all I love Let's learn to work to build a country. This is the insight from the school must be learned.
Rangkap	*Pinarak lenggah anak-anak, ayo bareng sinau* *Iki pak guru arep gawe lagu* *Iki anak-anak, jenenge kidungan budaya asli wong jawa timuran.* *Budaya jowo, ojo dilalikno* *Iku tinggalan, leluhur kito* *Sumonggo bareng, kudu ngelestarikno* *kanggo ciri khas, budaya bongso.* *Warisan leluhur ayo dijogo* *Supoyo tetep lestari widodo*	Please sit down boy, let's study This is a teacher going to make a song These are children, the name of the song the original culture of the East Javanese people. Javanese culture, don't forget It's a legacy, our ancestors Together, we must preserve it for its distinctive, youngest culture. Let the ancestral heritage be preserved so that it lasts forever
dangdut	*Manuk dara akeh nang latar* *Manuk emprit akeh nang dalan* *Anak anak ayo podo kudu sadar* *Jawa timur iku panggone kesenian* *Iwak enus arep di towo,* *Iwak Bader arep di pangan* *Ngelestarikno budaya jowo,* *Ben ora ilang ditinggal kemajuan* *Kembang kantil kembang kenongo* *Manuk kintil mlaku ning duwur* *Dulur dulur ayo podo mbangun bongso* *mergane amanah tekan para leluhur*	Many pigeons are in the background Many emperor birds are on the road Children should be equally aware East Java is a place of art The enus fish is about to grow, Bader fish are going in food Preserving Javanese culture, Ben didn't lose his abandoned progress Kantil flowers kenongo flowers The kintil bird walks high Everyone, let's build a family because of the trust of the ancestors
	Bajol Gede warnane ijo *Suro ayu warnane jambon* *Wayangan, tarian, lan sastra boso* *Ayo dipelajari sing penting alon alon*	Big crocodile is green in color a beautiful pink shark Puppetry, dance, and language literature Let's learn the importance of slow -moving
Panutup	*Cekap semanten kidungan kulo* *Mbok bilih lepat nyuwun pangapurooo*	Enough while my kidungan Perhaps it is wrong to apologize

Implementation

At this stage it is done by providing questionnaire responses to teachers and students who are participants in the development of this product. This is used to determine the practicality of media as a literacy reinforcer. The trials were conducted in school activities when the literacy researcher described the results of a product that had been validated to be tested on grade IV students and found out how the classroom teacher's response was. Findings on literacy strengthening activities in teachers and students are shown in table 5.

Table 5. Recapiltulation teacher and student for respons

No	Aspect	Respons SDN Gading III		Respons SDN Putat Jaya IV		Criteria
		teacher	student	teacher	Student	
1.	The media is very interesting to introduce learners through literacy activities.	100%	100%	100%	94%	Very good
2	The kidungan of jula-juli help to understand the importance of cultural preservation	100%	100%	100%	95%	Very good
3	Kidungan of Jula-juli fun in literacy activities	100%	95%	100%	95%	Very good
4	The development of kidungan of jula-juli song adds insight to the students	100%	95%	100%	95%	Very good
5	The content of the Jula-juli song has the meaning to preserve the culture	100%	95%	100%	95%	Very good
6	The content of kidungan of jula-juli has the meaning to preserve the culture	100%	95%	100%	95%	Very good
7	Students are easy to hear the music and vocal audio lyrics clearly.	100%	95%	100%	95%	Very good
8	It is easy to read the texts/writings contained in the media of Kidungan Jula-Juli	100%	95%	100%	95%	Very good
9	Students are interested in learning the kidungan of Jula-Juli	100%	95%	100%	95%	Very good
10	The media of the kidungan of Jula-Juli can be studied over and over again	100%	95%	100%	95%	Very good
11	Students feel that singing while learning is fun	100%	95%	100%	95%	Very good
12	By listening to the media of the kdiungan Jula-Juli,you can understand the importance of preserving culture.	100%	95%	100%	95%	Very good

From table 5. As the trials were carried out on continuing literacy activities using the media development of kidungan of jula-juli which covered 12 aspects according to the grid, it increased the literacy of students. The average value of the teacher and student response questionnaires in grade IV is evidenced by the very good criteria in the experiment of 2 schools with the same level.

Evaluation

The Evaluation stage carried out is to review the media that has been tested which is then ready to be released to the public. From this, researchers can conclude the feedback needed by users so that the product created can be more perfect.

DISCUSSION

The culture of sound and dance, for example with kidungan of jula juli, is interesting for digital content as learning material for students. The performing arts have been known to

the public in the past as a form of regional art style through ludruk art performances.. The kidungan of July-July consists of 2 or 4 stanzas. The initial or second bait is called the opening bait, then the 3rd and 4th baits are the content or essens of the message to be given. (Prawoto, 2019). The number of stanzas and the structure of the kidungan of Jula-Juli adjusts the duration of the prepared gending.

In addition, the kidungan of Jula-Juli was used as a way to convey the sufferings of the people by the invaders (Erstiawan, 2020). The presentation was carried out with a ludruk performance by artist Cak Durationm, whose name is currently immortalized in a museum in Surabaya (Zuhriyyah, 2018). Cak Durationm's struggle to criticize the invaders with the media of Kidungan of Jula-Juli also has the value of nationalism that can be introduced to students. the periodization of the popularity of the kidungan of jula-juli in the 19th century suffered a setback, mainly because the function of the media which was originally show as a live spectacle, shifted to television media (Rahayu, 2014). Until now, all parties have begun to pay attention to the culture created in East Java through the media. Development research distributes kidungan of jula-juli as public literacy by utilizing YouTube, TikTok and Facebook as good message delivery (Prawoto, 2019).

Several studies have shown that the results of research on the response in preschool children (6 years) give a good response to the ludruk culture which contains jula-July, Bedayan, remo dance, kidungan figures, and also drama. players called dramas. (Ongko et al., 2022). found in the results of research conducted in a cultural studio environment consisting of several students in schools that have good potential to develop cultural preservation (Sisnia & Abdillah, 2021). The product of Kidungan Jula-Juli is a song that contains a meaningful message accompanied by gamelan music. Song is a medium that can improve children's understanding according to the characteristics of learning needs during school activities, especially on literacy competence (Lumbantoruan, 2020). As in the research on developing literacy competencies for multimedia and worksheets for students, it shows categories that are easy to use to improve literacy understanding based on material experts, media experts and language experts. (Ahmadi et al., 2022; Furwana & Syam, 2021). The continuation of the stages in this research are the results of media development in seeking teacher and student responses in student activities according to the ADDIE research flow (Kurniastuti & Prayogo, 2022).

CONCLUSION

The conclusions presented on the development of media literacy come from an analysis of the needs of teachers in strengthening literacy which is part of the independent learning curriculum program. Schools do need to fill things like literacy activities, especially in school activities, especially on language skills in learning and literacy in school activities. With this research method, the development of media literacy is an educator effort that needs to be developed. It's the same as making kidungan jula-july for media literacy that comes from the cultural heritage of school activities. In its development, the validation stage by the validation material expert was 5.0 while the linguist validation resulted in 4.386. The two values generated are in the category without revision. In the implementation of media as a strengthening of student literacy in the form of the July-July chant, the results of the development have been tested on teachers and students in responding to see how practical this media is for strengthening literacy activities. Based on 12 aspects assessed are in the very practical category. The output of this research can be a starting point for researchers in the field of education to dig deeper into cultural heritage as a material for developing literacy.

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