IMPLEMENTATION OF CHARACTER-BASED EDUTAINMENT IN LEARNING

Umul Musyayyadah[1] dan Tutuk Ningsih[2]
{musyayyadahgts9@gmail.com[1], tutuk@uinsaizu.ac.id[2]}

UIN Prof. K.H. Saifuddin Zuhri Purwokerto

Abstract. Learning should be designed as fun as possible, so as to create a learning atmosphere in the classroom that feels comfortable, not monotonous and boring. For this reason, one strategy that can be implemented to make learning fun is to use a character-based edutainment strategy. Character-based edutainment is a fun and entertaining learning process, but still instills character values in students. The purpose of this paper is to determine character-based edutainment in learning. The approach used in this paper is a literature review. The results of this paper are that the application of edutainment in learning can be applied by varying various learning methods such as the playing method, the field trip method, the conversation method, the singing method, the demonstration method, the storytelling method, the project method and the computer utilization method while still instilling the values character value.

Keywords: Application of Edutainment, Character, Learning.

INTRODUCTION

Education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have religious spiritual strength, self-control, personality, intelligence, noble character and the skills needed by themselves, society, nation and the State. (Undang-undang No 20 Tahun 2003 tentang Sistem Pendidikan Nasional) For this reason, education should be prepared to achieve a goal.

Learning is a means to enable the learning process to occur in the sense of changing individual behavior through the process of experiencing something created in the design of the learning process according to Udin cited by Ngalimun. (Ngalimun, 2016) Learning the substance is the media used by the curriculum to convey objectives and material. (Kurniawan, 2015) According to Wina Sanjaya, there are several important characteristics of the term learning, including: Learning means teaching students, The learning process takes place anywhere, Learning is oriented towards achieving goals.

In essence, learning is a teacher's activity in teaching students. This means that the learning process is to create or put students in learning conditions. (Yusriana, 2012) The student learning process which is sometimes monotonous makes student learning conditions unpleasant. So that it can hinder the process of achieving learning objectives.

Even though we know the age of the piaud child is the golden age. The period in which children have high-speed leaps and bounds for us needs to maximize the learning process well. In addition, character education is also very necessary. Because from a young age the child's personality begins to form. As said by Ibn Qoyyim, at the age of children really need someone who can foster and shape their morals, because from that figure a child will grow and develop according to the habits he has been used to. (Marzuki, 2015: 76).

For piaud students, fun learning can be done by playing. As stated by Greeberg in Isjoni's writing, which the author quotes from the book Model Edutainment in PAUD learning, which says that learning can be effective if children learn through working, playing, and living together with their environment. (Saripudin & Faujiah, 2020) Playing is an activity that is carried out with or without the use of tools that generate understanding or provide information, give pleasure and develop imagination in children. (Sudono, 2006)

Joy and pleasure in learning can be created in various ways such as a clean and conducive environment for learning, learning while having fun, role playing, musical accompaniment, and so on. The interaction between teachers and students is considered the biggest contributing factor in helping create a fun learning atmosphere. As a teacher we must be able to design learning that is fun not boring and certainly students don't feel pressured.

For that we can use an entertaining and fun strategy, namely edutainment. Edutainment here is character-based, namely a learning process that is fun and entertaining, but still instills character values in students. In other words, learning is done in a fun way, not otherwise boring and under pressure but still instilling character values in students.

RESEAERCH METHOD

1.1 Types of Research

The research method can be interpreted as a scientific way to obtain valid data with the aim of finding, developing, and demonstrating certain knowledge so that in turn it can be used to understand, solve, and anticipate problems in the field of education. (Sugiyono, 2013) This study uses a qualitative approach, namely the data obtained (in the form of words, pictures, behavior) are not set forth in the form of numbers or numbers but remain in qualitative form, are analyzing and giving an explanation of the situation being studied in the form of a narrative description.

The type of research used in this research is libraryresearch , namely collecting, studying and reviewing data or scientific papers.

1.2 Data Collection

Techniques in data collection are the most important thing or step in a research, because the purpose of the research itself is to get data. (Sugiyono, 2009) There are various techniques to get the data yourself. As for obtaining the data needed in this study, researchers will collect data using the following techniques: documentary studies & library studies.

Documentary Studies, namely studies conducted to study and review information from data sources that have been collected, then turned into documents. The document is then read and understood in its entirety. In this process, the data which is the focus of the research is systematically grouped and then a comparative analysis is carried out.

Library Studies, namely studies carried out by searching the literature by reading and recording literature related to issues discussed through library research to obtain data from reading materials such as books, articles, journals, encyclopedias, biographies, and so on.

1.3 **Data Analysis Model**

Data analysis is parsing and processing raw data into data that can be interpreted and understood more specifically and recognized in the same scientific perspective, so that the results of good data analysis are processed data that are precise and interpreted the same or relatively the same and not bias or lead to different perspectives. (Herdiansyah, 2010) According to Nasution quoted from Sugiyono's book (Sugiyono, 2009), he stated "Analysis has started since formulating and explaining the problem, before plunging into the field, and continues until the research results are written. The process of analyzing the author's data using qualitative data analysis, namely data analysis techniques that are non-statistical or descriptive methods.

In analyzing the data, the method used is descriptive analysis which aims to get a proper understanding of the research object accompanied by arguments. Then describe the data discussed by describing it systematically and formulated in such a way as to arrive at a comprehensive conclusion.

RESULTS AND DISCUSSION

1.1 **Character-Based Edutainment Concept**

Character-Based Edutainment Edutainment is interpreted as learning that provides opportunities for students to be involved and enjoy the learning process in a conducive atmosphere and with a learning process that is relaxed, fun, and free from pressure, both physical and psychological. (Roqib, 2016) As for character-based edutainment, according to Erwin, character-based edutainment is a fun and entertaining learning process, but still instills character values in students. (Widiasworo, 2018) Edutainment practices can be carried out with humor inserted in the middle of delivering material or humor designed for interesting factual examples related to the material being studied.

Character-based Edutainment Model Requirements Character-based edutainment learning strategies can be applied using various learning models. The selected learning models should meet the following requirements: Oriented to the material to be studied and appropriate when applied, Contains elements of entertainment so that it is fun for students, Loading character values.

Listed in the lesson plan. In this case, the teacher's character values that want to be developed must be demanded to be more careful in bringing out the values that are targeted in each learning process. character the character values must be written clearly in the learning objectives. The learning steps must also facilitate students to acquire targeted knowledge and skills and develop the character that was previously stated in the learning objectives.

Based on this, the concept of character-based edutainment emerged. In detail, the concept of character-based edutainment is based on the following: Science is a collection of knowledge obtained through a series of observations, experiments, and ideas; Studying scientific concepts is synonymous with a series of learning activities. Learning activities that are carried out continuously and monotonously will make students feel bored because they are always in a serious condition; It takes a certain attitude to be able to carry out learning activities well. These attitudes contain character values that need to be developed.; Instilling character values is urgently needed to develop individuals who master scientific concepts, but are still able to preserve nature, put forward the public interest and are oriented towards the prosperity of the nation.; Character values are needed for the lives of students, both in their relationship with God, fellow human beings, and with the natural environment.; A learning

strategy is needed that is able to give students the freedom to study science with pleasure, is entertaining, and promotes the cultivation of character values.

Learning science can be done in various ways. Apart from experiments and observations, there are many other methods that can be used. These methods include discussions, simulations, games, exploration, and so on. In fact, some of these methods can be combined with the use of various learning media and learning resources. In addition, humor, ice breaking, or singing can be added to make the atmosphere more enjoyable

1.2 Learning

Learning is a deliberate and purposeful effort that focuses on the interests, characteristics, and conditions of other people so that students can learn effectively and efficiently. (Thobroni & Mustofa, 2011) According to the National Education System Constitution No.20 of 2003, learning is a process of interaction between students and educators and learning resources in a learning environment. Learning is a series of activities that involve information and an environment that is arranged in a planned manner to facilitate students in learning. The environment in question is not only the place where the learning takes place, but also the methods, media, and equipment needed to convey information. Learning is an effort made by educators to help students to be able to receive the knowledge provided and help facilitate the achievement of learning objectives.

1.3 Application of Character-based edutainment in learning

Learning with the concept of character-based edutainment is learning that can be done by incorporating humor and games into the learning process, but still instilling character education values. The goal is for learners (students) to follow and experience the learning process in an atmosphere that is happy, fun, entertaining, educating and forming character values. To achieve this, students receive additional lessons on "learning-how-to-learn" (learning about "how to learn") which can improve their understanding, memory, and learning abilities. To create learning that is able to make students feel comfortable, entertained, and relaxed when participating in learning, the role of the teacher is needed. Various methods can be used by teachers to create interesting learning with character-based edutainment nuances.

The following are the steps for learning using edutainment:

1.3.1 The teacher chooses natural media according to the learning objectives.
1.3.2 The teacher gives a foothold before starting the lesson.
1.3.3 The teacher carries out learning with an edutainment strategy with natural media and by instilling character values.

Edutainment tries to teach or facilitate social interaction to students by incorporating various lessons in the form of entertainment and instilling character education, one of its applications in learning.

Teachers need to modify learning so that it creates an impression that can stick in students' memories. If learning leaves a pleasant and meaningful impression, students will more easily remember what they did during the learning process. When students remember what they did during the learning process, it will be easier for them to remember what they have learned together. A good impression when learning is easy for students to remember. One way to make learning more memorable is by using a variety of methods.

Various methods that can be used, for example the playing method. The playing method itself can be done indoors or outdoors. In addition there are field trip methods, conversation methods, singing methods, demonstration methods, storytelling methods, project methods and methods of using computers. This variation will also make it easier for students to learn because each student has a different character when studying. One way that teachers can use is by conducting character-based edutainment-based learning.

Edutainment-based learning has quite a lot of applied forms. The application of edutainment includes a variety of learning strategies and methods. Thus learning will become more varied and able to leave a meaningful impression with the application of character education and fun.

CONCLUSION

Character-based edutainment learning has quite a lot of applied forms. The application of character-based edutainment includes various learning methods. Thus learning will become more varied and able to leave meaningful impressions by instilling character values and being fun. Character-based edutainment seeks to teach one or more specific subjects or seeks to change behavior by producing behaviors of good character. Then the application of character-based edutainment in learning can be applied by varying various learning methods such as the play method, the field trip method, the conversation method, the singing method, the demonstration method, the storytelling method, the project method and the computer utilization method.

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Umul Musyayyadah[1] Dan Tutuk Ningsih[2]

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