

The Power of Literacy Generated by “Pantai Yang Kurindukan” Book for Early Years’ Children

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ABSTRACT

The purpose of this study is to introduce literacy to young children with the help of appropriate electronic books. This study utilizes an electronic book by Ni Nyoman Ayu Suciartini entitled "Pantai yang Kurindukan" as a learning material. The book contains a campaign about children's care for the environment, especially plastic waste and ocean cleanliness. This book is perceived as an effective medium to educate how children read and write critically and creatively. This research is a qualitative descriptive study. Data were collected through observation, interviews, and questionnaires. The data were analyzed by employing data reduction techniques, data analysis, and data presentation. The study found that "Pantai yang Kurindukan" book could be an effective medium to introduce literacy and early childhood awareness of environmental issues, especially plastic waste and ocean cleanliness. The study is expected to give a long-term impact on how children analyze information in a reading material, and understand its messages to help protect the surrounding environment.

Keywords: *Literacy, media, early childhood*

1. INTRODUCTION

Literacy is a person's ability to access, understand, analyze and evaluate the contents of messages from mass media (Tamburaka, 2016). This literacy has many forms. Literacy is not merely related to a simple activity of reading or writing. It enables students to analyze information and absorb what is being conveyed through texts. Literacy skills will also help a person to convey the information obtained and provide views related to the information s/he received. It is important for children, from an early age to be able to think critically and imaginatively. One that can stimulate the growth of creative and innovative thinking is through exposure with quality reading material. Unfortunately, the availability of reading materials for early years' children is indeed limited. Readings that are close to the child's environment are very rarely found. In this context, media that can be used are books that contain images or illustrations and texts, which create or stimulate children's interest in reading. By seeing pictures, children can easily imagine the events conveyed, and clearly understand the information delivered.

It is important for children to understand media literacy from their early age. By educating as early as possible about the use of media, especially social media, there will be a growing sensitivity in being able to use media wisely and responsibly. It is not easy to educate children about the use of media, especially social media. An effective strategy is needed to introduce children about media literacy. one of them is through picture stories in the form

of an electronic book. For this reason, this article will discuss media literacy through illustrated stories for young children. The purpose of this study is to describe the use of pictorial story media in the form of an electronic book as a medium to socialize and educate literacy and campaign media for environmental care, especially related to the issue of plastic waste for young children.

2. RESEARCH METHOD

This study is a qualitative research. It includes describing research data in the forms of written and oral words collected from interviews and observations. According to Sugiyono (2006) "Descriptive is used to analyze data by describing what it means without intending to make a generalization". The overall aim of this research are to explore the use of a picture story book entitled "Pantai yang Kurindukan" by Ni Nyoman Ayu Suciartini as a medium to socialize literacy and environmental awareness. The data collection techniques used in this study are interviews, observation, and literature reviews. The data were analyzed by using Miles & Huberman's model for data analysis that focus on three components, namely: data collection, data reduction, and data presentation (Sugiyono, 2006).

3. DISCUSSION

This research was conducted at the Pustaka Biru learning center that provided "Pantai yang Kurindukan" book to

children as a medium of environmental campaigns (Suciartini, 2019).

In their golden age, children's brain begins to grow and develop rapidly. Parents could stimulate them with a variety of general knowledge. The stimulation process has to be done in a fun way. One of which is by using a picture story book. For children who do not know how to read, picture books are clearly more meaningful than words (Mueller, 2006). Through images, children learn to interpret stories and understand them. Not only that, children can also learn about things that they have never seen in the real world. This is one of the reasons why picture books are so important to be introduced to children as early as possible. Children will be enthusiastic when they find a picture book rather than a text book that contains only texts.

In today's technological sophistication, children's reading choices are shifting. Nowadays, children have turned to electronic books (eBooks) on the grounds of their practicality and easy access.

When reading the electronic book of "Pantai yang Kurindukan", children were enthusiastic because it could be accessed digitally, and contains interesting images. Children's critical power began to emerge by imagining the state of the beach, vacationing, swimming, and other things mentioned in the book. Children could also easily re-convey the contents of book in their own language. Every child has his/her own language and ways in retelling the story. They expressed something more than the atmosphere of the beach, the holiday, the dirty beach, or the advice not to throw away plastic rubbish carelessly. They showed varied views even though the story is only one plot. This proves that the book could provide imaginative power and high creativity to the perspective of children.

Books are something very important that need to be introduced to children. Many studies have shown that books have great benefits, so they must be introduced as early as possible to children. To create the perception that books are fun, it is important to start introducing picture books. Initially, children may only be able to listen to their father, mother, or people around them to tell stories. After accustomed to hearing stories, children generally begin to be curious and want to read their own stories from storybooks. The stages for children to read by their own are still very long. The habit of reading fondness that grows from the early years will be carried to adulthood. Later, children will grow into individuals who are broad-minded, intelligent, and have a strong foundation value. Children who love reading will also have a wide range of linguistic repertoire. Children's linguistic skills will be better than those who are not introduced to reading books from an early age.

Many stories can be modified to children's linguistic and emotional development stages. With an attractive book display, children's reading interest will increase. Some values on using the media wisely and making sense of information carefully can be inserted in various stories in the book.

The book entitled "Pantai yang Kurindukan" is also a medium of socialization and education related to children's care for the environment, especially plastic waste. After reading this book, questions began to emerge, especially around how the beach could become a landfill or how could plastic waste be in the ocean, who brought it, and what was the impact of plastic waste on the Bali sea?.

Once they have a simple discussion, the children begin to understand that plastic waste is endangering the environment, especially the sea which is a source of fish, sea food, and human life in other forms. Children begin to be able to do small things to reduce the impact of plastic waste on the sea and the earth.

E-books help to socialize hot issues to children with simple and friendly language, equipped with illustrations to make them interested. e-books are very easy to carry in many files, so the educators will not run out of learning materials for students. For students, e-books are also very helpful for the learning process outside the classroom or at home. Students' knowledge will be more complex. Instead of preferring video or computer games, it would be better if children read books, because this activity would be more beneficial for them.

Introducing children to books is a good idea as it could divert them from playing games. When we introduce children to books, they could still use a computer, but not play video games.

Images generally attract children's attention, because they have interesting shapes and objects. Media images play a very important role in the process of understanding the contents of the story. We find many pictures in picture story books. A picture book is a story in the form of a book where there are pictures as representatives of related stories. Besides pictures, there is also writing that can represent the story displayed by the pictures. The images can strengthen children's memories and improve their understanding of the contents of the story. Children have different abilities in honing language skills (listening, speaking, reading and writing), including in understanding picture stories. Proper reading can support the growth and development of various aspects of child development. Activities aimed at improving language skills will help to make children able express their thoughts through simple language precisely and effective communication.

Being good at languages does not only mean mastering many languages, but the child has the ability to process language. As Montessori said, "When children learn to speak through interactions with adults, children not only learn the words and sentences, but also the structure of words and the sentence itself " (Suyadi, 2010).

Through picture books, a person will introduce many new things to children. Teachers can start stimulating children to ask questions about things they do not know yet. Basically, without being told, children will surely ask if they are interested in something. This is very good for honing children's abilities and developing their curiosity. Children who have a good curiosity will grow into children who are critical and logical, obviously if we provide "intake" of the right knowledge.

Through stories or conflicts in picture story books, children will learn about how to behave when facing something new. Children will try to express themselves and their thoughts. This includes a critical analysis of any information obtained, both orally and in writing.

4. CONCLUSION

This research was conducted at the Pustaka Biru learning center that provided an electronic book of "Pantai yang Kurindukan" as a medium of literacy activities and environmental awareness campaigns, especially plastic waste. When reading this electronic book, children were enthusiastic because it could be accessed digitally, and contains interesting images. began to emerge by imagining the state of the beach, vacationing, swimming, and other things mentioned in the book. The children could also easily convey the contents of the book in their own language. Children could also easily re-convey the contents of book in their own language. Every child has his/her own language and ways in retelling the story. They expressed something more than the atmosphere of the beach, the holiday, the dirty beach, or the advice not to throw away plastic rubbish carelessly. They showed varied views even though the story is only one plot. This proves that the book could provide imaginative power and high creativity to the perspective of children The book is also a medium of socialization and education related to children's care for the environment, especially plastic waste. After reading this book, questions began to emerge, especially around how the beach could become a landfill or how could plastic waste be in the ocean, who brought it, and what was the impact of plastic waste on the Bali sea? Once they have a simple discussion, the children begin to understand that plastic waste is endangering the environment, especially the sea which is a source of fish, sea food, and human life in other forms. Children begin to be able to do small things to reduce the impact of plastic waste on the sea and the earth.

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