Animation Video Of "Tory-Boo" To Improve English Literacy in Early Children

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Abstract. The use of animated videos in English learning for young children offers significant benefits in improving literacy skills. First, animated videos enhance engagement by capturing children's attention in a fun and interactive way, increasing their motivation to learn English. Additionally, they strengthen visual understanding by using images, animations, and graphics to present vocabulary, grammar, and sentence structures in an easily digestible manner. Moreover, animated videos help simplify complex or abstract concepts, making learning more enjoyable. They create a positive and engaging atmosphere, which enhances children's overall learning experience. The study found that students who watched animated videos showed significant improvements in vocabulary recognition, pronunciation, and contextual understanding. The Tory-Boo animated video method stands out due to its attractive visuals, interactive storytelling, and seamless integration of entertainment with education. These elements actively engage children, making learning more effective. The findings indicate that the Tory-Boo method is more effective than conventional teaching methods in enhancing English literacy among young children.

Keywords: Animation Video, English Literacy, Early Age Children

1 Introduction

Education is the process of changing the attitudes and behavior of individuals or groups of people with the aim of achieving maturity through educational and training initiatives, educational processes, methods and actions. Education is an important factor in the formation of individual abilities and skills, including language skills. One important aspect of education is English literacy, which has a crucial role in facing the challenges of globalization and competition in the modern era.

According to Alberta, literacy is the ability to read, write, develop knowledge and skills, think critically in solving problems, and communicate effectively so that a person can develop his or her potential and participate in social life. The Educational Development Center (EDC) states that literacy is more than just the ability to read and write. But more than that, literacy is a person's ability to utilize all the possibilities and abilities they have in their life. With the understanding that literacy includes the ability to read words and read the world.[1]

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English literacy is an important skill in the current era of globalization. Children who have good English literacy skills have a competitive advantage in education and future careers. Therefore, it is important to develop effective learning methods in improving the English literacy of young children. Children are a group that is very vulnerable in developing their English literacy, and therefore, effective efforts are needed to improve their abilities in this language. One innovation in education is the use of animated videos as an interesting and effective learning tool.

One interesting approach is the use of technology, such as animated videos, in English language learning. Previous research has shown that animated videos can help increase children's interest and motivation in learning and facilitate English language comprehension in a fun and engaging way. Animated videos are often used in a variety of contexts, including entertainment, education, advertising, and other creative industries. Animated videos can be an effective tool for conveying complex information in an engaging and easy-to-understand way, as well as for enhancing a user's learning or entertainment experience. In educational contexts, animated videos are often used to present learning material in a visual and interactive way, helping students understand difficult concepts better. [2]

English literacy problems in children can vary, but some common problems that often arise include: limited vocabulary, difficulty reading fluently, difficulty understanding sentence structure and grammar, and lack of motivation in reading and writing. One solution to overcome English literacy problems in children is to provide context-based learning. Context-Based Learning applies an interesting and interactive learning approach, such as watching English videos or creative writing activities. Departing from this problem, we intend to conduct research entitled "Tory-Boo Animated Video to Improve English Literacy for Early Age Children".

2 Literature Review

Animated video is a type of visual media consisting of moving images created using animation techniques. In animated videos, the images are placed in sequence and displayed at high speed, creating the illusion of movement. The process of creating animated videos involves the use of computer software or traditional techniques such as hand drawing or stop motion.[3]

Below are some definitions of animated videos. Animated video is the movement of one frame after another that differs from each other within a predetermined time duration, thus creating the impression of movement and there is also sound that supports the movement of the image, for example speech or dialogue and other sounds.[4]

Apart from that, we quote from (Alameri 2020) who explains that animated videos are a means of images that have the impression of being alive (moving) accompanied by audio that is created using a simple programming application on a computer so that it can store learning messages.[5]

Animated videos can vary in style and technique, including 2D animation, 3D animation, stop motion animation, and others. 2D animation uses two-dimensional images that are moved sequentially, while 3D animation uses three-dimensional models that are given movement and visual effects. Stop motion animation involves taking

shots of real objects that are moved little by little between shots, creating the illusion of movement.[6]

Learning media, including animated videos, have become an important component in modern learning. Using appropriate learning media can increase students' interest and motivation to learn, as well as facilitate understanding of difficult concepts in an interesting and interactive way.

Animated videos offer great potential as effective learning tools in education. By using attractive visuals and dynamically presented stories, animated videos can help convey complex concepts in a way that is easy for children to understand.

Animated videos have their own advantages and can certainly motivate students to learn. This media has the advantage of increasing learning motivation. First, we take a statement from (Nuswantoro & Vicky Dwi Wicaksono 2019). He stated that the advantage of this animated video media is that the files are in MP4 format. This allows users to watch on their laptop or computer making it convenient for the user. Of course, it is very user-friendly because it is easy to carry anywhere, and easy to download because there is a YouTube link. Online learning can increase students' learning motivation.

English literacy refers to an individual's ability to read, write, listen, and speak English. This includes understanding texts in English, the ability to convey ideas and information effectively in English, and the ability to communicate with others using English.[7]

In addition, English literacy also involves understanding grammar structures, vocabulary, and other language skills that enable a person to use English competently in various social, academic, and professional contexts.

More broadly, English literacy also includes an understanding of culture, values, and norms related to the use of English in various situations and different cultural contexts. Therefore, English literacy is not only about language skills, but also about understanding how to use the language appropriately and effectively in various everyday life situations.[8]

"Tory-Boo" is an English story book that highlights the cultural background and motto of the Indonesian state, namely Bhinneka Tunggal Ika. This book is the work of Sriwijaya State Polytechnic students who were directly supervised by supervisor Ahmad Khoirul Akhir Tanjung, M. Hum. He is an English lecturer at Sriwijaya State Polytechnic. The initial idea for creating this book was because he wanted to take part in the Student Creativity Program (PKM) organized by the Ministry of Education and Culture. After going through a long process, finally the book "The Wondrous World of Tory and Boo Vol. 1” will be released in September 2023.

Minors do not have a hobby of reading books, as it is known that minors have an interest in smartphone technology, because at that time they still enjoyed playing. If it is too forced, it will hinder their psychological development. However, if left unchecked it will not stabilize his development in reading.

As time goes by, children will follow these developments by participating in foreign cultures in foreign languages, especially English. However, there are several things they must pay attention to in using English properly and correctly. From this problem, the writing team finally found an innovative way to open up business

opportunities by making fiction story books in English by highlighting stories from culture in Indonesia, namely making the book "Tory-Boo (Storybook from Indonesian Culture)". This fiction book will tell the story of two animated animal characters, namely "Tory" and "Boo", with their adventure stories.

3 Research Methodology

This research is research and development using mixed methods. Development research to produce certain products, and test the effectiveness of these products. (Sugiyono, 2019). In this report the author uses the Research and Development method modified by Sukmadinata. Sukmadinata (2019), in his book entitled Educational Research Methods, provides steps for conducting research and development which are divided into three stages, namely preliminary studies, model development, and final product testing.[9]

a. Preliminary Study

Preliminary studies are the first development stage in the research and development modification stage. The preliminary study consists of three steps:

1. Literature Study

Literature study is a study of concepts or theories related to the product developed in this research.

2. Field Survey

Field surveys are data collection activities for planning and implementing product development. There are several types of data that can be collected through field surveys. One type is demographic data, which includes information about the age, gender and education level of survey respondents' parents.

3. Draft Model

The draft model is intended to implement the results of field surveys and refers to basic theories or concepts concluded from the results of literature studies. This report serves as an initial version of the final product, outlining key findings and recommendations based on the data collected. The draft model is an important step in the research process because it allows for feedback and revision before the final product is created. It also helps to ensure that all relevant information has been included and that the conclusions drawn are supported by evidence. In this research, the experts needed are:

1. Expert in the Field of Animation Video

The expert must follow a special advertising training program and understand animated videos well. The author chose Mr. Muhammad Agus Triawan, M. Kom. . He is a lecturer in Computer Engineering at the Sriwijaya State Polytechnic. His educational background in the field of computer technology makes him very familiar with animated videos. Apart from that, he often makes animated videos both for learning and research.

2. Linguistics Expert

For English language expert, the author chose Mrs. Wirda Ningsih, S.Pd., M.A. to assist the author in correcting the English version of the Tory-Boo story book. The reason he was chosen was because he has experience as an English grammar expert and also has experience in the field of linguistics.

b.Model Development

The second step is model development which consists of two steps, namely limited testing and more extensive testing. For those who are limited, the author will provide the model design to several experts. These criticisms, suggestions and advice will be used as material for revision in limited testing. For wider testing, after the product model or design has been revised in a limited tasting, the author will show the product model or design to students studying at Kumon AMD Talang Jambe, Palembang. Apart from that, the author carried out wider testing on people who like watching animated videos on YouTube, TikTok and Instagram accounts.

c. Final Product Testing and Dissemination

This step is the final step to develop the product. These steps have three stages, namely final tasting, revision, and dissemination. According to Sukmadinata (2005), due to limited time, money and knowledge, students can stop research until a more extensive testing stage. So, this is the final step of research and development of modifications in this research. Products that have been revised as test results are expanded to become the final research product.

4 Result and Discussion

Researchers have made observations at the Kumon AMD Talang Jambe Tuition Center. Based on the results of observations carried out by researchers, the researchers found that the Kumon AMD Talang Jambe Tuition Center has been operating for more than 3 years, and many students have studied here. Currently the Kumon AMD Talang Jambe Tuition Center has 4 teaching staff and more than 100 students. On average, students studying here are elementary school students who have low English literacy. Because the main subject taught here is Mathematics. But as time goes by, English is also one of the subjects that must be taught to students.

Another finding found by researchers is that there is no literacy corner and animated videos that assist the learning process and help students improve their English literacy. Even though there are already English subjects being taught, there is no animated video media yet. This was also confirmed by the leader of the Kumon AMD Talang Jambe Tuition Center, namely Mrs. Yuli Indah Sari, S.Si. He said that there were no animated videos that he used to improve students' English literacy at this tutoring school. Even though we know that one learning method that can improve students' English literacy is animated videos. Mrs. Yuli Indah Sari, S.Sc. also hopes that this Tory-Boo animated video can improve the English literacy of students at Kumon AMD Talang Jambe.

The draft design is prepared in accordance with the results of the needs analysis that has been carried out. The product draft was prepared by looking for animated video references. The following are the stages in the process of making a Tory-Boo animated video to improve children's English literacy.

Fig. 1. Characters design

In the Tory-Boo animated video, apart from Tory and Boo who are the main characters in this video, there are also several other characters such as Jet, Jio, Nori, and Nala.

Fig. 2. Background design

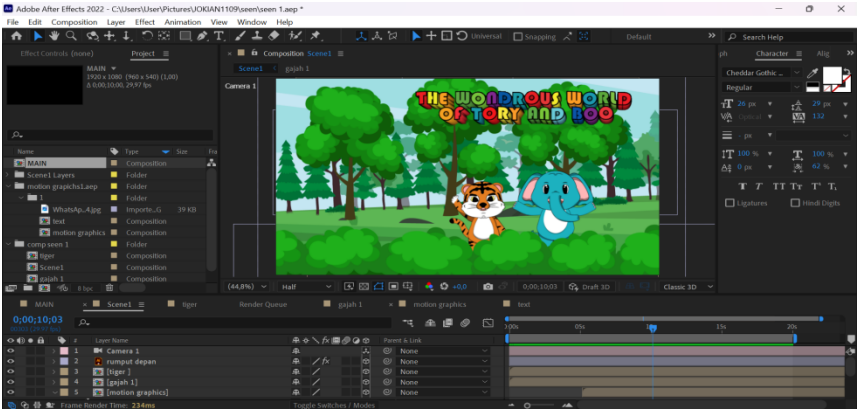

Fig. 3. Editing process

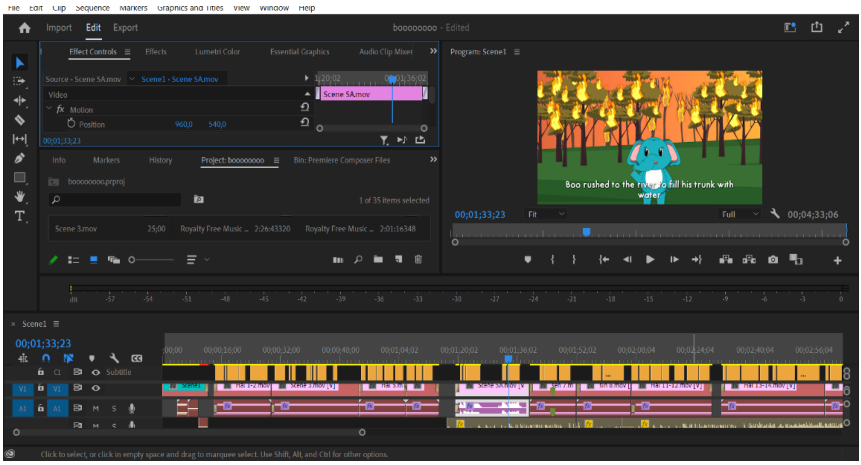

Fig. 4. Joining Seen & Rendering process

Then a draft transcript was designed to be used in the English animated video. The next step is to consult on the draft with a language expert, namely Mrs. Wirda Ningsih, S.Pd., M.A., from the English Department of the Sriwijaya State Polytechnic, Palembang. At this stage the linguist also validates linguistic aspects.
The next step is to validate its feasibility by a video design expert, namely Muhammad Agus Triawan, S.Kom., M.Kom. The design expert criticized creativity which according to him was still lacking so it had to be improved further. Even though creativity needs to be improved further, he stated that the video was suitable for use without revision.

Tory-Boo's animated videos are designed with design and narrative elements that directly support key areas of English literacy, such as vocabulary retention and understanding basic grammar concepts. In terms of animation design, this video uses attractive and colorful visual illustrations, designed to attract children's attention and help them remember new vocabulary through visual associations. Each keyword is supported by an animation that explicitly illustrates its meaning, so children can connect the word to a specific action or object more effectively. The narrative elements in these videos integrate a simple but relevant story line, where new vocabulary is introduced in a meaningful context, allowing children to understand how the words are used in everyday sentences.

To support basic grammar understanding, dialogue between Tory-Boo characters is designed using simple sentences with consistent structures, such as subject-predicate-object, which helps children recognize grammatical patterns. Additionally, interactive elements, such as questions asked by characters to the audience, encourage children to actively practice what they learn, strengthening their understanding of sentence structure. This approach not only helps in vocabulary retention, but also supports intuitive learning of grammar through repeated exposure in the context of stories. We will expand on this explanation in the manuscript to highlight how the animation and narrative elements in Tory-Boo effectively support early childhood English literacy.

5 Conclusion

Tory-Boo's animated videos are specifically designed to address literacy challenges in young children, including vocabulary acquisition and understanding sentence structure. To support vocabulary acquisition, these videos use visual and audio repetition, where each key word is introduced with a relevant illustration and clear pronunciation by the narrator or character in the story. This technique makes it easier for children to associate words with specific objects or actions, strengthening their memory. In addition, understanding of sentence structure is improved through dialogue between characters using simple and structured sentences, such as the subject-predicate-object pattern, which is often found in everyday communication. These videos also include interactive elements, such as simple questions that encourage children to respond verbally, thereby practicing newly learned vocabulary and sentence structures. All these elements are contextualized in an engaging and logical story, allowing children to understand the use of language in real situations. We will clarify these elements in the article to address the reviewer's concerns and highlight how Tory-Boo's animated video effectively addresses English literacy challenges.

The Tory-Boo animated video as a medium for increasing the English literacy of students at Tutor Kumon AMD Talang Jambe contains five stages, namely needs analysis, product design, product development, implementation and evaluation. The resulting product is digital media in the form of a Tory-Boo animated video which can be used by Tutor Kumon AMD Talang Jambe as a learning medium to improve children's English literacy. The Tory-Boo animated video contains the story of Tory and Boo's friendship and other animals in the forest. This animated video also contains a good moral message for children. So, it is very appropriate to use it as a medium to improve children's English literacy.

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