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Encyclopedia Book as Javanese Culture Education Media for Grade 4-6 Children

Duta Hidayatulloh*, Sayid Mataram
Visual Communication Design, Faculty of Fine Arts and Design, Sebelas Maret University
Jalan Ir. Sutami No. 36A, Kentingan, Jebres, Surakarta, Central Java, 57126, Indonesia
***Corresponding author:** *dutahidayatulloh@student.uns.ac.id*

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Abstract:
Indonesia is a country with cultural diversity, which is a valuable asset that needs to be preserved. One of these is Javanese culture. However, along with the rapid development of the times, this also has negative impacts such as the decline in children's interest in Javanese culture, which leads to a lack of knowledge of children as the next generation of Javanese culture. Therefore, effective media is needed as a means of Javanese cultural education to foster children's interest in learning and preserving Javanese culture. Encyclopedias were chosen as an effective medium in presenting factual information, supported by illustrations that facilitate understanding for the target reader. The research method used is a descriptive qualitative method and data collection was carried out through literature studies, observations, interviews, and written questionnaires to obtain the necessary relevant data. Alpha test trials by cultural experts from the Temanggung Regency Culture and Tourism Office and design experts showed that the material in the encyclopedia book was appropriate and suitable for children. Beta test trials on 27 students as respondents. The beta test results showed an average score of 4.47 on a scale of 5, with a feasibility percentage of 89.5% which is included in the "very appropriate" category. These results indicate that the designed encyclopedia book has a high level of acceptance and is effective in helping increase students' understanding and interest in Javanese culture. Thus, the designed encyclopedia book received a very positive response from students. The high level of acceptance indicates that the designed encyclopedia book media is able to attract reading interest while helping students understand Javanese cultural material more easily and interestingly for students.

Introduction

Indonesia is one of the countries with the most cultural diversity (Ardiansyah et al., 2021). According to 2010 data from the Central Statistics Agency (BPS), Indonesia boasts a rich culture consisting of more than 1,340 ethnic groups, or 300 ethnic groups spread throughout its territory (Ningrum et al., 2023). Indonesia's cultural diversity reflects all elements of national life (Nadhiroh & Setyawan, 2021). This demonstrates that Indonesia's cultural diversity is an asset that must be protected and preserved (Farhaeni & Martini, 2023).

The development of the times, along with cultural developments, has had negative impacts, such as a lack of attention from children as the nation's next generation to Indonesian culture, which has been eroded by foreign cultures (Handayani, Beng, et al., 2024). In Indonesia, there is often a lack of awareness among children regarding cultural values. This problem creates an opportunity for other nations to claim Indonesian culture, thus hampering cultural preservation in Indonesia (Turnip, 2022).

Of the many cultures in Indonesia, Javanese culture, especially Javanese culture in the Temanggung area, Central Java is one that receives less attention from children as the next generation of the nation's culture (Erika & Azizah, 2024). A case study conducted on 63 respondents in grades 4-6, aged around 9-12 years at SDN Kandangan, Temanggung, with a Javanese cultural background, showed that the average child was unfamiliar with Javanese culture, and 31.7% did not know Javanese culture. The data was obtained by distributing an initial questionnaire to 63 students in grades 4–6 as a preliminary study to identify the level of understanding of Javanese culture. The phenomenon of children's lack of attention to Javanese culture has prompted the need for action to preserve Javanese culture, supported by the statement that culture is a region's identity (Kapojos & Wijaya, 2018). Therefore, action is needed to support the preservation of Javanese culture, especially for children as the next generation of culture, such as elementary school children (SD) as one of the best targets that can be facilitated by educational media so that Javanese culture can be preserved again (Aisara et al., 2020).

Follow-up observations at Kandangan Elementary School (SDN Kandangan) revealed that Javanese culture learning still uses conventional textbooks without communicative visual support. A questionnaire survey of 60 students in grades 4–6 revealed that approximately 88% of respondents either liked or strongly preferred reading books with pictures. This data demonstrates the need for more visually engaging learning media tailored to the characteristics of elementary school-aged children.

Cultural preservation efforts are inseparable from the provision of educational media that are appropriate to the characteristics of children (Suwardani et al., 2021). The need for cultural educational media that is appropriate to the characteristics of the younger generation is increasingly important along with changes in the way children receive information (Rabbani & Jasjfi, 2024). Efforts to provide Javanese cultural educational media are supported by the Temanggung Regency Culture and Tourism Office (Dinbudpar). Currently, the Temanggung Regency Dinbudpar still only reaches adults, especially school teachers, and has not been able to preserve Javanese culture for children. This creates a crucial gap, where cultural preservation must actually begin at an early age and include the younger generation, such as elementary school children (SD). Instilling a love and knowledge of culture must be done at the elementary level so that awareness becomes a strong foundation before they are exposed to foreign cultures.

Elementary school children are an ideal target for various media platforms to help preserve Javanese culture (Rahmawati & Rigianti, 2023). The use of media in cultural education activities for elementary school children has been shown to help them understand complex cultural material (Rohim & Wardhani, 2024). Media, as a means of conveying messages and information, is one reason why media selection must be considered (Mataram, 2022). Producing effective media is crucial for increasing elementary school children's motivation to learn Javanese culture (Maulida & Syamsuyurnita, 2025). Previous research by Ikawira (2014) showed that media innovation in the design of illustrated books depicting the Reog Ponorogo legend, which still focused on introducing children to a traditional art form through legendary stories, with the primary goal of reducing fear of the mystical elements inherent in Reog, proved effective and aligned with children's interests in the media created. However, in the research conducted, Javanese culture is still presented limited to folklore and one art object, without any facts, so it does not depict the elements of Javanese culture as values, attitudes, and the results of the habits of Javanese society. In addition, the narrative form of the illustrated book makes this book more of a story reading, rather than an educational medium that can encourage children to know and explore cultural knowledge more broadly. This condition indicates the need for media design that is able to present elements of Javanese culture that are close to everyday life, and easy to understand by children.

Encyclopedias are easily accessible and effective media for elementary school children in learning a material, because encyclopedias contain a number of fact-based information aimed at obtaining existing information and facts for the target audience (Sanjaya & Streit, 2023). Encyclopedias

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containing material and images have been proven to facilitate effective message delivery for children in grades 4-6 of elementary school (Aini & Kusumandyoko, 2024). Images as one of the visual communications in encyclopedias have a role in supporting the delivery of material content to help children understand narrative texts (Rabbani & Jasjfi, 2024). This is a strong reason for the importance of designing a Javanese cultural encyclopedia as an alternative educational medium that is able to present cultural information in a structured, interesting, and friendly manner for children.

This research specifically focuses on introducing Javanese cultural elements relevant to the characteristics of elementary school students, including traditional arts, traditional clothing, local traditions, and cultural values developed in Temanggung Regency. This focus was chosen based on the urgency of preserving local culture through educational media appropriate to children's cognitive developmental stages. The problem description outlined above is the basis for designing the Encyclopedia book "Njowo tapi Njawani" as a Javanese cultural education medium for children in grades 4-6 with a focus on: (1) How to foster children's interest in Javanese culture as an effort to preserve Javanese culture? (2) How to design effective educational media for children in grades 4-6 in an effort to help preserve Javanese culture?The aim of this research is to assist efforts in preserving Javanese culture so that it remains sustainable and to create effective educational media for children in grades 4-6 so that they are more interested in learning Javanese culture.

Method

The research method that uses qualitative methods is descriptive in nature and is based on research and development to produce and test the feasibility of educational media.

The research subjects in the beta test stage were determined using a purposive sampling technique, namely the selection of respondents based on certain criteria relevant to the research objectives. Respondents consisted of students in grades 4–6 of Kandangan Elementary School, Temanggung Regency, with an age range of 9–12 years as the main target users of the developed media. The selection of this age range was based on the stage of children's cognitive development, where at that age students are able to understand factual information, classify concepts systematically, and develop insights through independent reading activities. The subject criteria included students who had received Javanese cultural material at school and had the ability to read independently.

The data in this study were obtained from literature studies, observations, interviews, and written questionnaires. The literature study was conducted by reading books and journals related to the development of Javanese culture, children's cognitive development, the characteristics of visual learning media, and the concept of encyclopedias as visual educational media. Observations were used in the analysis stage to identify the state of Javanese cultural knowledge at SDN Kandangan, Temanggung Regency, including the media used in the Javanese cultural learning process, as well as the need for visual educational media. Interviews were conducted with the Head of the Cultural Sector of the Temanggung Regency Culture and Tourism Office to obtain information on the development of Javanese culture, preservation efforts, and the validity of the material to be included in the encyclopedia. The media feasibility test was conducted through a questionnaire with an alpha test and beta test compiled using a five-level Likert scale (1 = strongly disagree to 5 = strongly agree). The alpha test was conducted by involving cultural material experts and media experts to assess the accuracy of the cultural content presented, the appropriateness of the language used for the target age, the consistency of the visual appearance, and the suitability of the book design as a learning medium. Furthermore, a beta test was conducted with 27 students in grades 4–6 to evaluate user responses to the book, including the level of visual appeal, ease of reading the text, clarity of illustrations, and ease of understanding the content. The results of the alpha and beta tests were used as a basis for assessing

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the effectiveness of the encyclopedia book in increasing children's interest in learning Javanese culture.

This research is limited to elementary school students in grades 4–6 (ages 9–12), so the findings obtained represent the characteristics of learning interests in that age range and are not intended to be generalized to other levels. In addition, the development is focused on printed encyclopedia media with contextual Javanese cultural materials in the Temanggung area, so the discussion emphasizes aspects of visual design, systematic content presentation, language readability, and the appeal of illustrations in physical format as a medium for cultural education.

The research model in designing an encyclopedia book as a medium for Javanese cultural education for children uses the ADDIE model (Figure 1) according to Robert Maribe Branch which consists of five stages, namely Analysis *(Analisis)*, Design *(Perancangan)*, Development *(Pengembangan),* Implementation *(Implementasi),* and evaluation *(Evaluasi)*.

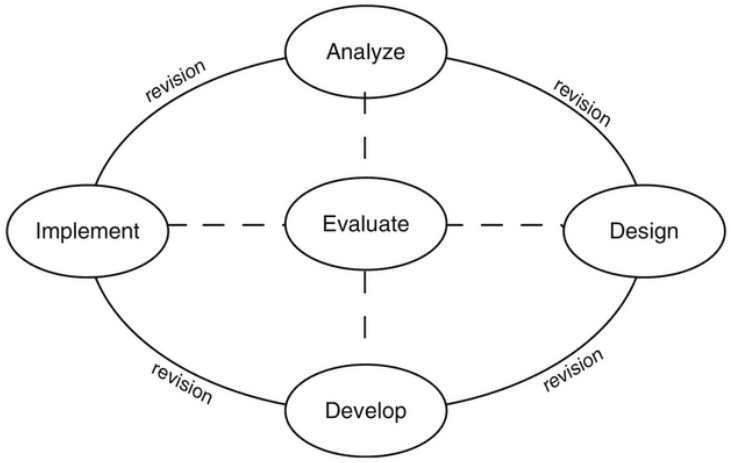


Figure 1. ADDIE Stages
Source: Branch, 2009

The ADDIE model according to Branch which has five stages; Analysis, Design, Development, Implementation, and Evaluation is used in the research because it has systematic process stages from the beginning of planning to the end of the design in producing media and testing its effectiveness in supporting the design objectives in this research, namely efforts to preserve Javanese cultural activities so that they remain sustainable and make educational media as an effective delivery of Javanese cultural information for children in grades 4-6 so that they are more interested in learning Javanese culture.

The following is a description of the stages of the ADDIE model used in designing an encyclopedia book as a medium for Javanese cultural education:

Analysis *(Analisis)*

The analysis stage is the initial stage for identifying problems, needs, and the context of media use (Branch, 2009). The analysis stage is carried out to obtain information on what needs to be studied and why media needs to be developed (Azizah & Eliza, 2023). This stage involves data analysis, which begins with identifying problems through distributing questionnaires, with results indicating that children in Kandangan, Temanggung, Central Java, on average, do not know Javanese culture. This phenomenon prompted the idea of designing the encyclopedia book "Njowo tapi Njawani" as a medium for Javanese cultural education for children in grades 4-6. The encyclopedia book was chosen as an educational medium because it contains information, knowledge, and images. This is supported by the results of an interview with the head of the Temanggung Regency Culture and Tourism Office

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to determine the development of Javanese culture. The interview results showed that the development of Javanese culture in the current era is being surpassed by foreign cultures. In addition, the actions of the Temanggung Regency Culture and Tourism Office are only able to provide Javanese cultural education to teachers through workshops and have not been able to provide actions as an effort to preserve Javanese culture for children. At the analysis stage, Dinbudpar becomes one of the partners to collaborate as a source of information on the development of Javanese culture and a source of information on factual Javanese cultural materials regarding Javanese culture.

Further analysis was conducted on children in grades 4-6 as the target audience, based on a journal literature study which stated that children in grades 4-6 at the age of 9-12 years have optimal cognitive development, high memory for learning objective knowledge (Syahriani & Santoso, 2024), in addition, based on a questionnaire distributed to children in grades 4-6 have an interest in books with pictures in them, this is in line with the results of a journal literature study which shows that children in grades 4-6 have a high interest in reading books with a combination of text and visual images (Jannah et al., 2025). The combination of text and visual images that are appropriate to the encyclopedia format is one of the reasons why encyclopedias can provide a learning experience that suits the interests of children in grades 4-6.

After identifying the problem and collecting supporting data from questionnaires, literature studies, and interviews with the Temanggung Regency Culture and Tourism Office, the next step in the analysis stage is creating a moodboard (Figure 2).



Figure 2. Moodboard Compilation
Source: Personal Document

A moodboard is a tool used to respond to and develop ideas from a design brief or problem. It also serves as a medium for inspiration through a combination of colors, shapes, textures, and images (Anggarini et al., 2020). The moodboard process is carried out to translate the results of the target audience needs analysis and material information into a visual representation that will serve as a visual style reference (illustrations, colors, typography) for the Encyclopedia book design. The moodboard includes visual elements of Javanese culture presented in a visual style that is attractive to children aged 9-12 years (grades 4-6 of elementary school), in accordance with their interest in picture books. Visual reference sources, such as examples of cheerful and easy-to-understand illustrations, as well as

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the selection of easy-to-read fonts. With a moodboard, the design concept will have a visual guide that ensures the resulting educational media can attract children's interest in reading and learning while maintaining the Javanese cultural values that are intended to be conveyed.

Design *(Perancangan)*

The design stage includes preparation of concepts and content as well as preparation of information delivery strategies (Branch, 2009). In the design stage (Design within the ADDIE framework), the design of the encyclopedia book "Njowo tapi Njawani" was carried out systematically through the PPE approach (Pre-Design, Design, and Evaluation) as an operational framework for visual communication design. This approach positions the creative process as an activity based on needs analysis and planning the concept of the encyclopedia book.

The pre-design stage begins with an analysis of the visual interests of 4th-6th grade elementary school students as the target audience, followed by a design stage focused on developing the book's content structure and visual system. The material is structured based on Koentjaraningrat's seven cultural elements, then visualized through illustrations, structured layouts, child-friendly typography, and the use of communicative colors. At this stage, Javanese cultural values are transformed into educational visual forms that support children's integrative understanding between text and images.

The design phase used in this encyclopedia encompasses the entire creative process to produce an informative and engaging product for children. The design phase includes determining the main concept, followed by writing a narrative of the cultural content, sketches (Figure 3), layout (Figure 4), and illustrations (Figure 5).

The first step is to write a narrative text about Javanese cultural material using the Google Docs application. The sources of narrative text material contained in the Javanese cultural encyclopedia book were obtained from literary books, journals, and obtained from the Temanggung Regency Culture and Tourism Office as one of the partners and the center of Javanese cultural information represented by the head of the cultural sector as an intermediary source of Javanese cultural information.

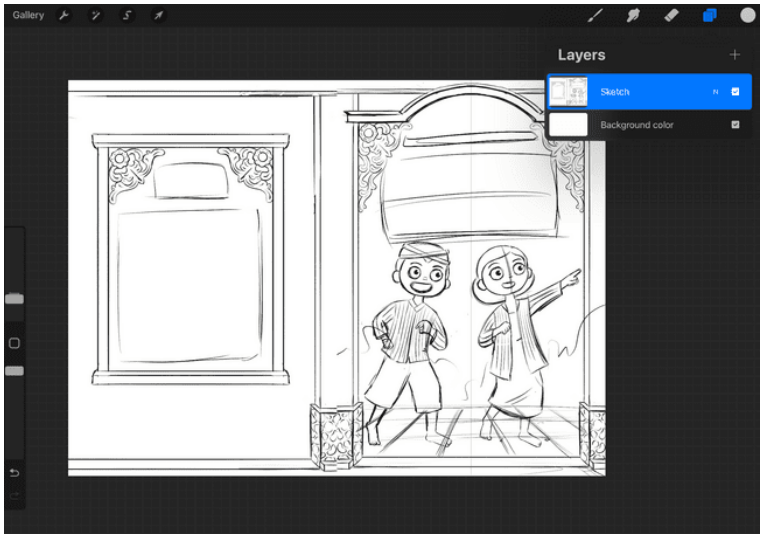


Figure 3. Sketching Process
Source: Personal Document

The sketching process begins after the book's narrative is complete. The sketching process is carried out using the Procreate app, using a 6B pencil brush in the sketch brush option. The sketch is created by drawing a half-page sketch, with each character or element in the sketch tailored to the moodboard used as a drawing guide.

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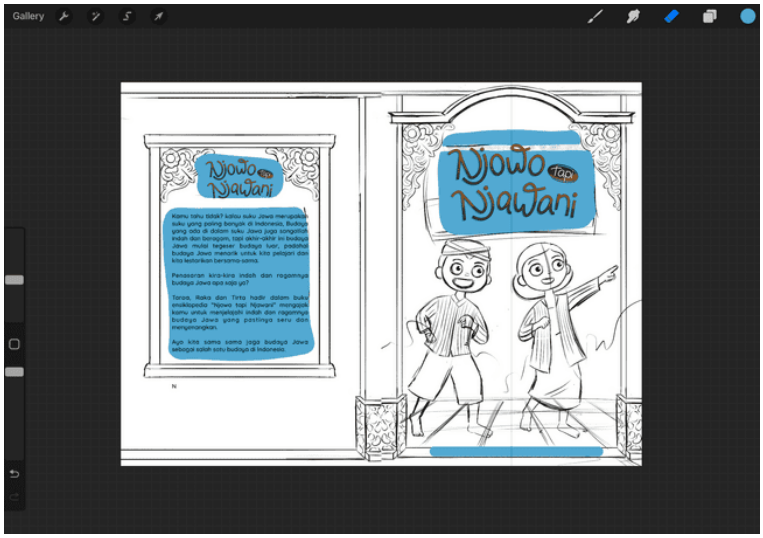


Figure 4. Layout Arrangement Process
Source: Personal Document

The layout arrangement process is carried out using the Procreate application, the placement process is carried out to arrange the composition between images, subtitles, narrative text, and page numbers so that the visual composition can be easily accepted by the target audience.

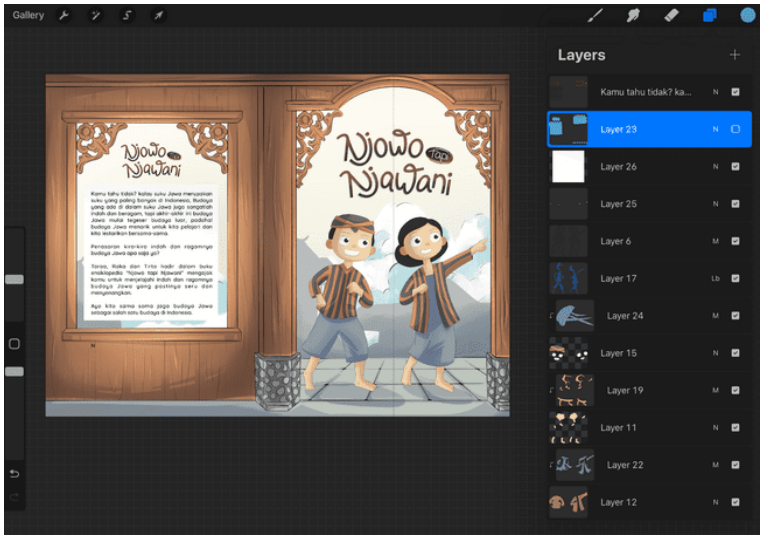


Figure 5. Illustration Process
Source: Personal Document

The illustration process involves creating lines and coloring using the Procreate application. After the sketching and layout process is complete, the lines are drawn on the sketch where the drawing lines were created. The next step is coloring, or applying color to the smoothed lines.

The evaluation phase is conducted through a conceptual review of the alignment between learning objectives, content, and visual strategies. This evaluation ensures design consistency and the accuracy of cultural representation in the media. Thus, the application of PPE in the Design phase of ADDIE demonstrates that Javanese culture can be systematically realized in visual educational media that is structured, contextual, and academically sound.

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Development *(Pengembangan)*

The development stage includes the realization of what has been created in the previous stage and the media is starting to be ready for production (Branch, 2009). The development stage includes the completion of illustrations, layouts, and checking all content that has been designed in the design stage into one planned media (Figure 6).

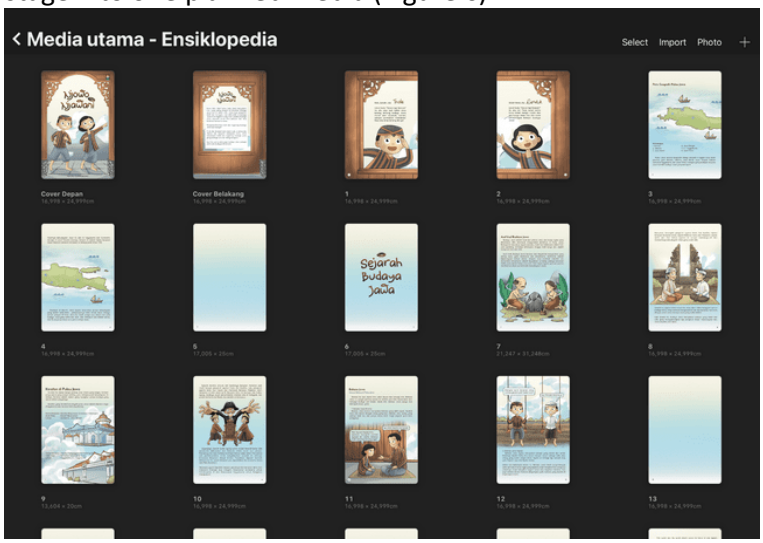


Figure 6. Inspection Process
Source: Personal

The development stage is carried out page by page by checking the work before entering the implementation stage to ensure that the encyclopedia book is ready to be tested on the target readers at the implementation stage.

Implementation *(Implementasi)*

The implementation stage is where the encyclopedia book that has been developed is used in the learning process to see how the media works in real conditions and how users respond to the media (Branch, 2009).The implementation stage includes direct testing of dummy books, starting with testing with cultural experts and design experts, and continuing with testing with children in grades 4-6 (Figure 7).



Figure 7. Book Reading Experiment by Children in Grades 4-6
Source: Personal Document

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The implementation phase involves alpha and beta testing using a Likert scale. Alpha testing is a media test conducted by the developer, while beta testing is a test conducted on users or the target audience.

Alpha testing was conducted to evaluate the suitability of the content and design quality of the encyclopedia book before the media was tested on target users. The first stage of the alpha test was conducted with the Temanggung Regency Culture and Tourism Office as a partner providing data and material sources, with the aim of assessing the accuracy, relevance, and suitability of the cultural information presented. Next, the alpha test was conducted again by involving visual communication design experts, namely design lecturers from Sebelas Maret University (UNS), to assess the conceptual and technical aspects of the design, including visual strategy, typography, layout, illustrations, and integration between text and images. The involvement of these two validators aims to ensure that the developed media is not only accurate in terms of content, but also visually and communicatively effective.

After going through the expert validation stage, a beta test was conducted on students in grades 4–6 as the target audience to determine the extent to which the encyclopedia "Njowo tapi Njawani" meets the criteria for increasing interest in and understanding of Javanese culture. The beta test involved 27 students in grades 4–6 of Kandangan Elementary School. This stage aimed to obtain a direct picture of user responses, particularly regarding visual appeal, text readability, clarity of illustrations, and ease of understanding the material presented.

Data collection was conducted in a beta test using a questionnaire with a Likert scale of 1-5, where each response was scored from 1 (strongly disagree) to 5 (strongly agree). The questionnaire consisted of nine items. The data obtained were then analyzed using standard quantitative descriptive analysis formulas. The mean value was calculated using the following formula:

$$M = \frac{\Sigma x}{n}$$

M = Rate-rate
Σx = AmountAll Scores
n= Amount of Data
And for the likert scale it becomes:

$$M = \frac{\Sigma x}{Number\ of\ Respondents\ x\ Number\ of\ Items}$$

And for the feasibility percentage, use the formula:

$$Percentage = \frac{Score\ Obtained}{Maximum Score} \times 100\%$$

With interpretation of eligibility based on:

Table 1. Interpretation of the suitability of encyclopedia books

Presentation	Example
81-100%	Very Worthy
61-80%	Eligible
41-60%	Enough
21-40%	Not enough
0-20%	Not feasible

Source: Personal Document.

Evaluation *(Evaluasi)*

The evaluation phase is the stage of assessing the effectiveness of the media that has been implemented. Evaluation is conducted to determine the achievement of objectives, strengths, and

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weaknesses of the media (Branch, 2009). The evaluation phase is conducted to assess how effective the encyclopedia "Njowo tapi Njawani" was implemented after the implementation phase was used. The evaluation phase was carried out by collecting feedback from children as the target audience, as well as from the Temanggung Regency Culture and Tourism Office. The results of this evaluation are very important to see the success of the book in achieving its objectives, as well as provide input for improving the book so that it is ready for distribution through collaboration with relevant partners.

Qualification Test for Dummy Encyclopedia Books

The feasibility test of the prototype encyclopedia book was conducted through a series of tests to ensure the quality of the content and the effectiveness of the media during the implementation stage. The first test was conducted through an alpha test by the Temanggung Regency Culture and Tourism Office as a partner donor of Javanese cultural data. The test results showed that the material content was appropriate and suitable for children. After that, the encyclopedia book was tested through a beta test on 27 students in grades 4-6 of Kandangan Elementary School. Based on the results of the Likert scale, the children assessed the encyclopedia book "Njowo tapi Njawani" interesting, easy to understand, and the illustrations helped them recognize elements of Javanese culture. Feedback from both parties then became the basis for evaluating and improving the encyclopedia book before being presented as a final work.

Results and Discussion

The discussion on the book's results began with an alpha test involving cultural experts and visual communication design experts. This test aimed to assess the suitability of the material's substance, the accuracy of the cultural content, and the quality of the visual design, including typography, illustration, layout, and visual communication strategy. The results of the experts' assessments were then analyzed and used as a basis for evaluation to make improvements and refinements to the product before being tested with users. After going through a revision stage based on the alpha test's recommendations, the product was then tested through a beta test with the target audience to obtain data on the level of attractiveness, readability, ease of understanding, and media acceptability. Data obtained from the beta test were then analyzed using a quantitative descriptive statistical approach through the calculation of average values and percentages of suitability. The results of these calculations were used as a basis for interpretation to determine the level of validity and acceptability of the product as a medium for Javanese cultural education.

Results

The design produced an encyclopedia book entitled "Njowo tapi Njawani" which presents Javanese cultural knowledge in a continuous and interesting manner consisting of the front cover and back cover (Figure 8) as well as the contents of the book (Figure 9).

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Figure 8. Front Cover and Back Cover of the Book
Source: Personal Document

The cover of the encyclopedia book "Njowo tapi Njawani" displays a visual of two main characters who guide the flow of the book's contents. The title of the book cover or book cover has an important role because it is the first element that attracts attention and can influence the interest of the target reader to read. On the front, the cover displays the title and subtitle that reflect the contents of the book. The title "Njowo tapi Njawani" was chosen because it describes the contents of the encyclopedia book that focuses on knowledge and content related to Javanese cultural elements. The subtitle "Children's Encyclopedia" displayed on the front cover above the title is one part that shows that the encyclopedia book "Njowo tapi Njawani" is intended for children, especially children. The cover of the book is equipped with the figures who guide the encyclopedia book, namely Thole and Gendhuk, as well as the names of the author and illustrator of the book. Meanwhile, on the back of the cover there is a short synopsis that provides an overview of the contents of the book, thus helping readers understand the topics presented before starting to read further.



Figure 9. Example of Book Contents
Source: Personal Document

The book begins with an introduction to the figures and the origins of Javanese culture, providing readers with a basic overview of how this culture developed. It then continues with a discussion of the seven elements of Javanese culture according to Koentjaraningrat, which include religious systems,

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language, art, livelihoods, technology, social organization, and local knowledge (Koentjaraningrat, 1983). Each chapter also includes cultural topics such as traditions, customs, art, clothing, language, and local wisdom values often found in Javanese society.

The encyclopedia "Njowo tapi Njawani" uses colorful illustrations to support the material's explanation. The layout is arranged from top to bottom, so that information is presented in an orderly manner, starting from the title, subheadings, and finally the content of the material. The use of sans-serif typography makes the writing look clean, modern, and comfortable to read for children, the target audience. Overall, the visual style of this book is designed to be modern, bright, and educational, with consistent and child-friendly illustrations, so that the target readers can understand each cultural topic more easily and enjoyably.

Alpha Test Results

The first alpha test was conducted on the Head of the Culture Section, Temanggung Regency Culture and Tourism Office, to test the suitability of the material or content. The assessment instrument used a Likert scale of 1-5 with the following information: (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, and (5) strongly agree (table 2).

Table 2. Results of the Aplha test for cultural experts

Evaluation aspects	Assessment indicators	Mark
Cultural Content Appropriateness	Accuracy and Truth of the Javanese cultural information presented	4
	Relevance of cultural topics for children in grades 4-6	4
Language and Delivery of Material	Easy to understand for children in grades 4-6	4
	The delivery of educational material	4
Visuals and Illustrations	Visual accuracy in representing Javanese culture	4
	Visuals support understanding of cultural material	4
Function of educational media	The suitability of books as a medium for Javanese cultural education	4
	Recommendations for further development and use of the media	4

Source: Personal Document

The next alpha test was conducted on the Head of Visual Communication Design Lecturer, to test the quality of the visual design. The assessment instrument used a Likert scale of 1-5 with the following information: (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, and (5) strongly agree. (table 3).

Table 3. Alpha test results for visual design experts

Evaluation aspects	Assessment indicators	Mark
Cultural Content Appropriateness	Accuracy and Truth of the Javanese cultural information presented	5
	Relevance of cultural topics for children in grades 4-6	5
Language and Delivery of Material	Easy to understand for children in grades 4-6	4
	The delivery of educational material	4
Visuals and Illustrations	Visual accuracy in representing Javanese culture	5
	Visuals support understanding of cultural material	5
Function of educational media	The suitability of books as a medium for Javanese cultural education	5
	Recommendations for further development and use of the media	5

Source: Personal Document

The results of the alpha test conducted on two validators, namely cultural experts and visual communication design experts, showed a positive response to the encyclopedia book "Njowo tapi Njawani". The assessment from the two experts stated that the material presented had met the aspects of accuracy, relevance, and suitability to the characteristics of the target, while from the design side it was assessed that it had met the principles of good visual communication, including layout,

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typography, illustrations, and integration of visual elements. Based on the results of the evaluation, the product was declared feasible and ready to be implemented in the trial stage to users through beta testing to obtain response data related to the level of acceptance and effectiveness of the media.

Beta Test Results

The beta test was conducted using a closed questionnaire instrument consisting of 9 statements with a Likert scale of 1-5 with the following information: (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, and (5) strongly agree. The instrument was designed to measure aspects of the book's interestingness, readability, understanding of the material, and visual appeal. Details of the assessment indicators are presented in Table 4.

Table 4. Beta Test Results

Evaluation aspects	Assessment indicators	rate-rate	category
Understanding the material	Easy to understand language	4,63	Very Worthy
	The “Fun Facts” section fosters curiosity	4,67	Very Worthy
Legibility	The arrangement of text and images is easy to understand	4,48	Very Worthy
	Easy-to-read font	4,44	Very Worthy
Visual appeal	The illustrations are interesting and help understand the material.	4,59	Very Worthy
	Use of pleasant colors	4,37	Very Worthy
Attraction	Interested in reading the entire book	4,41	Very Worthy
	More enthusiastic about learning Javanese culture	4,44	Very Worthy
	Want to recommend the book to other friends	4,33	Very Worthy

Source: Personal Document

Based on the recapitulation of beta test data involving 27 respondents with 9 assessment indicators using a Likert scale of 1–5, a total score of 1087 was obtained from a maximum score of 1215. Analysis using a quantitative descriptive statistical approach resulted in an average value of 4.47, with a feasibility percentage reaching 89.5%. The results of the analysis showed that all indicators obtained an average value above 4.30 which is in the “very feasible” category. The indicators with the highest scores were in the “Unique Facts” aspect (4.67) and language use (4.63), which shows that the contextual and simple approach to presenting material was able to increase students’ curiosity and understanding. Meanwhile, the indicator with a relatively lower value was in the recommendation to friends aspect (4.33), although it was still in the very feasible category.

Referring to the product feasibility interpretation criteria in development research, this percentage falls into the "Very Feasible" category. These results indicate that the "Njowo tapi Njawani" encyclopedia has a very good level of acceptance from users and is considered capable of supporting increased student interest and understanding of the Javanese cultural material presented.

Discussion

The discussion section has a flow of problem - Media (as a solution) - Media function (Figure 10).



Figure 10. Discussion flowchart
Source: Personal Document

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The discussion in the design of the encyclopedia book "Njowo tapi Njawani" begins with an explanation of the cultural issues that underlie the urgency of media design. These issues relate to the decline in children's understanding and interest in Javanese culture, especially at elementary school age. Javanese culture is often perceived as something old-fashioned, abstract, and difficult to understand because its presentation is still dominated by textual, theoretical, and considered outdated (Rayhan et al., 2025). Furthermore, educational media specifically designed to suit the visual characteristics, language, and learning styles of children is still very limited, this emphasizes the importance of creating educational media that is engaging for children (Fajrie et al., 2024). This previous condition causes the process of inheriting cultural values to be less than optimal, thus potentially weakening the younger generation's awareness of Javanese identity and local wisdom.

Based on these problems, the discussion then directed to media as a solution, namely the design of the encyclopedia book "Njowo tapi Njawani". The encyclopedia book media was chosen because it is informative and easy to use as an educational tool (Nurdiansyah et al., 2021). The encyclopedia book "Njowo tapi Njawani" is visually designed with an illustrative approach, simple language, and contextual presentation of material that is appropriate to the cognitive abilities of children in grades 4-6 of elementary school. As an educational medium, the encyclopedia "Njowo tapi Njawani" not only presents factual information about Javanese culture, but is also packaged attractively through visuals, colors, and communicative content structures, thus bridging the gap between complex cultural material and a more concrete and visual learning method for children.

The final stage in the discussion flow is the function of media, which explains the role of the encyclopedia "Njowo tapi Njawani" as one solution in efforts to preserve Javanese culture. Media functions as a means of education, introducing values, and forming an appreciative attitude towards local culture from an early age. Media is not only limited to being a source of information but also as an intermediary for conveying messages (Winni & Mataram, 2024). Through an interesting and easy-to-understand presentation, this encyclopedia is expected to increase interest in reading, foster curiosity, and strengthen children's understanding of the meaning and values of Javanese culture. Thus, the encyclopedia "Njowo tapi Njawani" as a medium for Javanese cultural education serves as a bridge between cultural heritage and the younger generation, as well as an effort to maintain the sustainability and relevance of Javanese culture amidst the changing times.

Problem limitations in designing a Javanese cultural encyclopedia book

Based on the results of the development and evaluation, the research was limited to targeting children in grades 4-6 of elementary school (ages 9-12 years), so the interpretation of the feasibility level of 89.5% in the "Very Feasible" category represents the cognitive characteristics and learning preferences of that age range and is not intended to be generalized to other levels. In addition, the media developed was limited to printed encyclopedia books, so the discussion of effectiveness focused on aspects of visual design, systematic content presentation, language readability, and the attractiveness of illustrations in physical format, without making comparisons with digital or audiovisual media. In terms of substance, the material presented was limited to elements of Javanese culture that were contextual and relevant to the students' environment, especially the Temanggung area and its surroundings, so it did not cover the entire spectrum of Javanese culture comprehensively throughout Java. Thus, the results and discussion emphasized the analysis of feasibility, user acceptance, and the potential effectiveness of the media in increasing interest and cultural understanding, rather than on long-term experimental testing of changes in behavior or academic achievement.

The problem of low cultural understanding in children

Culture is one of the valuable assets owned by the country (Asri, 2018). Culture is something that is produced by the thoughts and reason of humans in a group, culture is produced by previous individuals or groups that are passed down to the next generation to be preserved (Koentjaraningrat,

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1983). However, many of the next generation on average do not know what is in their culture. One of these is Javanese culture which is currently facing a major challenge because children on average are starting to lose interest and understanding of ancestral heritage. Javanese culture must be preserved because Javanese culture includes everything produced by their predecessors, including daily habits, ways of looking at things, and tangible works such as buildings, tools, or art that already existed before (Sumarto, 2019). The wide reach and spread from Central Java, East Java, and parts of West Java with cultural centers in Yogyakarta and Surakarta shows further urgency that with the wide reach of Javanese culture, Javanese culture must still be preserved.

The problem of children's lack of interest in Javanese culture is not only caused by the invasion of foreign cultures, but also due to the lack of learning media that are appropriate to children's interests (Ginting, 2025). This is compounded by a statement from a source at the Temanggung Regency Culture and Tourism Office (DINbudpar), that measures to preserve Javanese culture have not yet included children and are still focused on adults. This condition, based on the case of DiNbudpar in Temanggung Regency, has an impact on the low level of knowledge and understanding of Javanese culture in their own environment among children in Temanggung Regency. The lack of children's actions towards cultural introduction materials that are presented directly and according to age characteristics causes Javanese culture not to be part of children's daily learning experiences (Mulyani et al., 2023). This is in line with a case study conducted by researchers, where the results of observations conducted at SDN Kandangan showed that an average of 31.7% of 63 children did not know Javanese culture and on average did not recognize the basic elements of Javanese culture, such as the names of traditional arts, the function of traditional clothing, and the symbolic meaning of existing traditions. This condition shows that the approach to cultural preservation that has not actively involved children contributes to low Javanese cultural literacy at elementary school age, so that educational media specifically designed to bridge this gap are needed.

Introduction to Javanese culture should be instilled from an early age (Rahmadani et al., 2023). Cultural introduction for children in grades 4-6 with an average age of 9-12 years. Children aged 9-12 years are at a stage of concrete and logical thinking, where they begin to be able to think systematically and have the ability to remember quickly (Fadlin, 2021). This period is the best period for learning knowledge and is one reason why Javanese culture needs to be introduced and understood by children aged 9-12 years. The condition of cultural issues significantly influences the preservation of Javanese culture in the future. If children do not know and love Javanese culture from an early age, Javanese culture is threatened with extinction due to the loss of its future generations (Syakhsiyyah et al., 2025). Preserving culture is not enough just to store it in documents or teach it to adults; children must be the main focus because they are the ones who will keep this culture alive (Akbar et al., 2023).

Cultural preservation through media

The encyclopedia "Njowo tapi Njawani" was created with the main goal: to ensure that Javanese culture is not lost over time by introducing it to children in grades 4-6 and fostering children's interest in learning about Javanese culture. The encyclopedia format was chosen because this type of book can present cultural facts realistically and can be stored for a long time and is easily accessible to anyone (Assidik et al., 2024). Unlike ordinary storybooks that only focus on fairy tales or even myths circulating in society, the encyclopedia "Njowo tapi Njawani" can be a reference book that can be opened anytime when children want to learn more about their culture.

In an effort to preserve tradition, the encyclopedia "Njowo tapi Njawani" (Njowo Tapi Njawani) is not just a pile of paper containing data, but also a bridge of knowledge from generation to generation. Cultural material that is usually considered complex is visualized into simple parts that are familiar to children's daily lives. Currently, the biggest challenge is that authorities, such as the Department of Culture, often focus on introducing culture only to adults or teachers, and do not directly reach children. Therefore, this encyclopedia is a very important tool for connecting traditional

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values with children's learning interests, so that Javanese culture can be preserved (Handayani, Raini, et al., 2024).

The illustrations used in the encyclopedia "Njowo tapi Njawani" (Njowo Tapi Njawani) are designed with two main perspectives in mind: the cultural perspective and the perspective of children as the target readers. From a cultural perspective, the illustrations serve to represent elements of Javanese culture, including traditional clothing, houses, dances, and Javanese musical instruments. Previous research has focused on supporting images, but these representations were limited to myths and legends, failing to represent the elements of Javanese culture in a factual way that children can understand. The illustrations in each image serve not only as decorative elements but also as additional meanings that enrich the narrative, according to the semiotic model of text and images (Risi & Zulkifli, 2022).

From a child's perspective, illustrations are designed to address the visual characteristics and cognitive development of children aged 9-12. Bright colors and a simple drawing style are chosen to be child-friendly and captivate their attention (Oktaryanti & Anggalih, 2024). The top-to-bottom layout structure and the use of sans-serif typography make it easier for the target audience to connect the narrative with the supporting visuals (Setiawan & Sihombing, 2023). Research and trials indicate that children are more engaged and understand cultural material more easily through a combination of informative text and images. Therefore, illustrations are an important element that not only enhances the book's appearance but also enhances the effectiveness of learning Javanese culture for children.

Efforts to foster children's interest in issues that most children are unfamiliar with, namely Javanese culture, are achieved through the presentation of cultural materials factually, and supported by illustrations that are appropriate to the interests of children aged 9-12 years. Coherent content structure, such as the use of titles, subtitles, and brief narratives as well as the addition of "unique facts", makes it easier for children to understand the information. Meanwhile, the effective design of educational media is realized through an encyclopedia format with a top-down layout and sans-serif typography for increased readability. The beta test results with a feasibility level reaching 89.5% in the “Very Feasible” category indicate that the encyclopedia book “Njowo tapi Njawani” not only meets media feasibility standards, but is also superior to previous studies that focused on a legend-based narrative approach. While previous studies limited media to folklore and one cultural object, resulting in a mythological and partial presentation of culture, this encyclopedia book presents Javanese cultural elements factually, systematically, and comprehensively based on the seven cultural elements framework from Koentjaraningrat. The encyclopedic approach supported by child-friendly illustrations, structured layout, and simple language makes the presentation of the material easier to understand and more interesting for children aged 9-12 years. These results indicate that the encyclopedia format has a high level of acceptance and potential effectiveness in supporting Javanese cultural learning, so that it is able to answer the problem formulation and research objectives more optimally through the stages of analysis, design, development, implementation, and evaluation.

Encyclopedia books as mushrooms to grow children's interest in learning Javanese culture.

The main purpose of the encyclopedia "Njowo tapi Njawani" is to arouse children's interest in Javanese culture. Many children find Javanese culture boring or too complicated and are more interested in foreign cultures (Habbillah et al., 2025). The encyclopedia "Njowo tapi Njawani" presents material tailored to children's interests in the learning process through educational media; full of colorful images, using easy-to-understand language, and neatly arranged. This is very important because children in elementary school grades 4-6 understand information more quickly if the display is visually appealing (Zuroida et al., 2025).

The encyclopedia book "Njowo tapi Njawani" is designed so that children do not feel "forced" to learn. With a unique title, narrative complemented by images, and additional "unique facts", children can freely explore which cultural topics they most like independently. Children are no longer just passive spectators, but become active explorers who seek to learn about its origins. Unlike

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previous studies that focused on the goal of eliminating fear and preserving Reog as one of the elements of Javanese culture, however, the approach taken in this study still uses a cultural approach in the form of myths or legends that are not able to provide understanding with existing facts. Unlike the encyclopedia book "Njowo tapi Njawani", the encyclopedia book "Njowo tapi Njawani" is designed to provide cultural understanding to children with facts, the entire content of the book is designed with the results of analysis of Javanese cultural elements with facts and material content that has been tested with Javanese cultural information sources. The results of the experiment directly demonstrated that the combination of factual narratives and illustrations in the "Njowo tapi Njawani" encyclopedia successfully fostered children's understanding and interest in Javanese culture. One pressing issue is the fact that the Department of Culture (Dinbudpar) has largely focused on providing education to adults and teachers, while children remain largely untouched. The "Njowo tapi Njawani" encyclopedia aims to bridge this gap. This way, Javanese culture is no longer perceived as an "antique" from the past, but as a part of children's identity that is relevant to their daily lives.

Conclusion

The research on the design of the encyclopedia book "Njowo tapi Njawani" is based on the decline in children's interest and understanding of Javanese culture due to the limited educational media that suit the characteristics of elementary school children. Javanese culture has tended to be presented in an abstract, ritualistic manner, or focused on myths and legends, making it less relevant and difficult for children as the next generation of culture to understand. Through a descriptive qualitative approach with the ADDIE development model, this research produced the encyclopedia book "Njowo tapi Njawani" which presents elements of Javanese culture in a factual, structured, and easy-to-understand manner for children in grades 4-6 of elementary school.

Based on the results of the alpha test involving material experts and media experts, the book was declared suitable for use as a learning medium because it met the aspects of material accuracy, language suitability, visual consistency, and design feasibility. Meanwhile, the results of the beta test on 27 students in grades 4-6 showed a positive response in the category of suitable to very suitable based on the Likert scale questionnaire assessment on indicators of visual appeal, readability, clarity of illustrations, and ease of understanding the material. The design of this encyclopedia book shows that the presentation of Javanese cultural material supported by child-friendly illustrations, structured layout, and simple language is effective in increasing students' interest and understanding of Javanese culture as part of everyday life.

This research reinforces the concept that visual communication design principles, combined with a child cognitive development approach, can enhance the effectiveness of local culture-based educational media. Practically, the "Njowo tapi Njawani" encyclopedia can be used as a supporting medium for Javanese cultural learning in elementary schools and as a source of cultural literacy in educational settings.

This study is limited by its scope, involving only one elementary school in Temanggung Regency. Therefore, the findings cannot be broadly generalized and are still limited to similar contexts. Furthermore, the testing focused on aspects of feasibility and user response, thus not measuring the media's effectiveness experimentally on improving cultural literacy or internalizing cultural values in the long term. Therefore, further research needs to test the media's effectiveness through an experimental approach involving a broader and more diverse sample to obtain more comprehensive and consistent results. The development of an interactive digital version also presents a relevant opportunity to adapt the media to the learning characteristics of children in the digital era. Furthermore, a comparative study between print and digital media in improving cultural literacy and

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strengthening the formation of children's cultural identity can provide a deeper contribution to the development of visual communication design science in the context of local cultural preservation.

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