



Development of E-Comic Based Learning Media to Increase Student Learning Motivation on Journal Material Adjusted by Service Companies for Class XII High School Students

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Abstract. *This study aims to develop e-comic-based learning media to enhance the motivation of Grade XII students at SMA Kolombo in learning adjusting journal entries for service companies. The research employed the ADDIE development model with a control group experimental design. Media evaluations indicated that the e-comic is highly feasible, scoring 4.77 from media experts, 3.88 from material experts, and 5.27 from Accounting teachers. Data collected through observations, interviews, and questionnaires showed a significant motivation improvement in the experimental class, with average scores increasing from 90.62 to 105.69, compared to a less significant increase in the control group. An independent t-test confirmed significant differences between the groups ($p < 0.05$), demonstrating the e-d effectiveness. This study recommends e-comic media as an engaging, interactive, and efficient innovation to improve students' motivation in learning accounting concept..*

Keywords Learning Media, E-Comic, Learning Motivation, Adjusting Journal

1. INTRODUCTION

Motivation is very important in the learning process because it can help students complete tasks and achieve success in school, and currently, educators are very focused on encouraging students to be more motivated in learning, which is a big challenge in the world of education, because someone who is highly motivated will show interest, attention, concentration, perseverance, and focus on achievement without feeling bored, bored, or giving up (Filgona et al., 2020; Puspitorini et al., 2014; Rosadi et al., 2021) However, not a few students lose their motivation to learn. If low motivation to learn is not addressed immediately, it will cause students to participate less in the learning process.(Lintang et al.,2019). On the contrary, if learning motivation is handled well, they will achieve great academic achievements (Broussard & Garrison, 2004).

Motivation can be increased with the help of external parties such as a teacher who has an important role in the world of education, because he not only teaches but also guides students in the teaching and learning process at school. Teachers must try hard to make learning effective, one of which is by using learning media to attract students' attention besides books.

Mok, (2021), said that with the passage of time, digital technology has changed many things and become an important component in the world of education. This development has an impact on the opening up of information and knowledge as well as learning media throughout the world (Usmaedi, et al., 2023). But, with the changes in technology and information, it affects learning media because an educator can create learning media to be

creative, interactive, and innovative, so that students are motivated to actively seek literature sources and expand their own knowledge (Indriani & Sakti, 2022; Putri & Dewi, 2020). With the use of creative and innovative learning media, it can create motivation, stimulate learning activities, and improve understanding (Payanti, 2022; Sapriyah, 2019).

The learning media is everything that serves as a link between students who receive and teachers who convey information, with the aim of encouraging students to follow the learning process thoroughly and meaningfully (Hasan et al., 2021). The use of learning media can help teachers in delivering material in order to attract students' interest. (Wulandari et al., 2023). The importance of learning media to take into account illustrations that can help students understand the message conveyed. (Junaedi, 2021). One of the best ways to achieve effective learning is by using appropriate and accurate learning media (Ibrahim et al., 2022).

Colombo High School, a private school in Yogyakarta with good facilities, faces challenges in optimizing the use of information technology-based learning media. Observations in class XII IPS showed that learning was still dominated by conventional media such as textbooks and lecture methods, while students often showed a lack of motivation, such as playing smartphones or ignoring the teacher. Accounting materials, especially adjusting journals that involve abstract concepts and high cognitive load, become difficult for students to understand, thus reducing motivation and learning achievement. The lack of variety in learning media also exacerbates this condition, making students quickly bored and difficult to maintain concentration. The following is a diagram of the results of observations of students in class XII IPS.

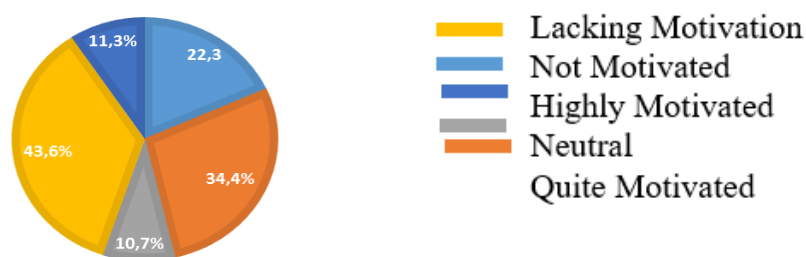


Figure 1. Diagram of Observation Results

Based on the results of a pre-survey of student learning motivation in accounting learning, especially in the material of adjusting journals, it was found that 43.6% of students were less motivated, 11.3% were not motivated, 34.4% were moderately motivated, 10.7% had neutral motivation, and only 22.3% were highly motivated. This data shows that the majority of students have a low level of motivation, so a varied, interactive, and interesting learning media is needed to increase learning motivation and ensure the learning process runs more effectively.

Students' understanding of the service company's adjusting journal material can be overcome by using appropriate and interesting learning media. Interactive media such as e-modules, learning videos, augmented reality (AR), and e-comics have been widely used by teachers in schools. (Nilawati et al., 2022). Among these media, e-comics have become an effective and popular choice due to their simplicity and ability to enhance student understanding, both among students and adults (Suparmi, 2018).

Comics are interesting learning media that help students understand the material, increase their interest in learning, and motivate them to learn more actively as well as being one of the alternative means (Mikamahuly & Fadieny, 2023; Nafis, 2016; Sevty Nuranis dan Fitriani lubis, 2021; Sugiartinengsih, 2018). With a combination of verbal and visual narratives, comics are not only effective in conveying complex ideas but also in boosting students' confidence (Calafato & Gudim, 2022). Since 1992, comics have become a popular learning media at various levels of education, ranging from primary education to higher education (Vassilikopoulou et al., 2011). Along with the development of technology, comics have also transformed into electronic comics or E-Comics, which not only deepen concept understanding, but also attract students as a learning tool ((Syarah et al., 2018).

Previous research found that E-comic as learning media is effective for improving concept understanding and student motivation in general subjects (Badeo & Ong Kian Koc, 2021; Gunawan & Sujarwo, 2022; Syaferi et al., 2022). Research on the use of e-comics in accounting subjects shows an imbalance of results. The use of digital comic media or e-comic is proven to increase students' understanding and motivation to learn, compared to the use of conventional learning media (Aryansyah et al., 2023; Lintang Madina Cahyani, Sudiyanto, 2019). However, Maharani Fijri, (2018) states that the use of educational comic-based learning media is not proven to increase student learning motivation in accounting subjects.

The reality in the field encourages researchers to use learning media that can motivate students in learning Accounting, especially the material of adjusting journal of service companies. In this study, the material was developed into an E-Comic entitled Jenius Accounting, a digital comic that discusses the concepts and stages of adjusting journal transactions with interesting and easy-to-understand stories. This comic can be accessed through Anyflip software, a web-based application that converts static documents into interactive digital publications, making it easier for students and teachers to access. Learning media in the form of comics is expected to strengthen the learning process so that students are eager to understand the material being taught.

In accordance with the above background, the researchers took the title “**Development of E-Comic Based Learning Media to Increase Student Learning Motivation in the Material of Adjusting Journal of Service Company in Class XII Students of Colombo High School**”.

2. METHODS

This research uses the Research and Development (R&D) research model with the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation) which aims to develop digital-based comic learning media (Maydiantoro, 2019). This model was chosen because it is able to produce innovative learning products, such as e-comics, as well as test their feasibility and effectiveness in increasing student learning motivation, while allowing a thorough evaluation of the media development process and its implementation in learning (Cahyadi, 2019; Rohaeni, 2020).

The population in this study were XII social studies students at Colombo High School, Sleman, Yogyakarta, totaling 52 students. The research subjects were students of class XII of SMA Kolombo Sleman Yogyakarta, with the division of classes into control class (XII IPS 1) and experimental class (XII IPS 2). The method used was a quasi-experiment with a pre-survey and post-survey design in the control and experimental groups, adapted from Sugiyono 2012.

Table 1. R&D Design Pretest- Post test Control Group Design

<i>Group</i>	<i>Pretest Measure</i>	<i>Treatment</i>	<i>Posttest Measure</i>
Kelas Eksperimen	O ₁	X	O ₂
Kelas Kontrol	O ₃	-	O ₄

Description:

O1 = Pre-Test

O2 = Post-Test

X = Treatment in this case using e-comic-based learning media

O3 = Pre-Test

O4 = Post-Test

The data collection technique uses observation interviews and questionnaires, using a rating scale in this questionnaire using a Likert scale which aims to measure a person's attitudes, opinions, and perceptions (Sugiyono, 2022). Data from pretest and posttest results will be analyzed using parametric statistical tests, the t-test, paired t-test and Independent t-Test.

3. RESULTS

Product Feasibility Test

The learning media that has been developed is then validated. At this stage E-comic will be validated by media experts, material experts and accounting teachers.

Media Feasibility Validation by Media Experts

Table 2. Validation by media experts

No	Aspect	Total Score	Average	Description
1	Display Aspect	42	4,67	Very Feasible
2	Presentation Aspect	44	4,89	Very Feasible
3	Benefit Aspect	19	4,75	Very Feasible
Total		105	4,77	Very Feasible

Source: Processed Data 2024

Based on the table above, the average score of the E-comic media display aspect of 4.67 is included in the very feasible category, the average score of the media presentation aspect of 4.89 is included in the very feasible category and for the aspect of media benefits getting an average score of 4.75 with a very feasible category. The overall average score of 4.77 for the results of media expert validation based on the aspects of appearance, presentation and benefits of E-comic-based learning media. Based on media expert validation, these findings indicate that E-comic-based learning media with the title “Jenius Accounting” is included in the very feasible category.

Media Feasibility Validation by Material Experts

Table 3. Validation by Material Experts

No	Aspect	Total Score	Average	Description
1	Display Aspect	27	3,86	Feasible
2	Material Aspect	24	4,00	Feasible
3	Presentation Aspect	26	3,71	Feasible
4	Benefit Aspect	16	4	Feasible
Total		93	3,88	Feasible

Source: Processed Data 2024

Based on the table above, the average score of the media display aspect is 3.86 with a decent category, the average score of the material aspect is 4.00 with a decent category, the average presentation score is 3.71 with a decent category and for the average score of the benefit aspect is 4 with a decent category. The overall average score was 3.88 for the validation

results from the material expert. Based on the validation of this material expert, it shows that E-comic-based learning media with the title Jenius Accounting is included in the feasible category.

Media Feasibility Validation by Accounting Teacher

Table 4. Validation by accounting teacher

No	Aspect	Total Score	Average	Description
1	Content	39	4,88	Very Feasible
2	Comic View	57	4,75	Very Feasible
3	Benefit Aspect	20	5	Very Feasible
Total		116	5,27	Very Feasible

Source: Processed Data 2024

Based on the table above, the average score on the content aspect is 4.88 with a very feasible category, the average score of the comic display aspect is 4.75 with a very feasible category and for the average score of the benefit aspect is 5 with a very feasible category. The overall average score was 5.27 for the accounting teacher validation results. Based on these findings, it shows that e-comic-based learning media with the title Jenius Accounting is included in the very feasible category.

Product Trial

Implementation of Product Trial

First Meeting

In the first meeting, the activity began with an introduction to introduce the service company adjusting journal material to students in both groups, both experimental and control classes. Before the learning method was applied, a pre-questionnaire was distributed to all students to measure the level of learning motivation with 27 statements. The results of the pre-questionnaire showed that the average questionnaire score of the control class (XII IPS 1) was 93.77, while the experimental class (XII IPS 2) obtained a mean of 90.62. Thus, it can be concluded that students' learning motivation in XII IPS 2 class is lower than XII IPS 1 class before the treatment is applied.

Table 5. Questionnaire PreTest Results

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre EksPerimen	90.62	26	9.920	1.945
	Pre Kontrol	93.77	26	11.546	2.264

Source: Processed Data 2024

Second Meeting

In the second meeting, after checking students' learning motivation in the first meeting, it was found that some students had low learning motivation, especially in the material of service company adjustment journal. In the control class (XII IPS 1), the teacher used conventional learning media in the form of accounting textbooks and lecture and discussion methods. The teacher explained the material starting from the concept to the process of recording adjusting journal transactions, by asking questions to maintain student concentration. After the explanation, students were divided into groups to discuss examples of adjusting journal transactions and present the results of their discussions.

In the experimental class (XII IPS 2), the teacher used learning media in the form of an e-comic entitled Jenius Accounting, which discussed the adjusting journal of service companies. The teacher distributed the e-comic link and explained how to access and the reading flow. Students study the e-comic according to the specified time and can study anywhere according to their convenience. The learning process with e-comic is conducive and students show enthusiastic responses.

Third meeting

The control group's learning in the third meeting consisted solely of repeating content that they had not fully comprehended, followed by a Q&A session between the students and the lecturers. Following the lecture, students were provided with a link to a post-questionnaire on learning motivation, which they were required to complete based on their experiences during the learning process.

The experimental group's education was more centered on using an e-comic called Jenius Accounting to provide content. The instructor asked and received questions about the students' comprehension of the e-comic's content. Then, using a Google Form link, students were invited to complete a post-questionnaire on learning motivation that included questions about learning motivation when using e-comic media.

Table 6. Pre-post Questionnaire Test Results

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 2	Post EksPerimen	105.69	26	8.303	1.628
	Post Kontrol	98.23	26	8.645	1.696

Source: Processed Data 2024

Based on the results of the posttest (questionnaire) of learning motivation, the experimental group showed an average score of 105.69, while the control group had an average of 98.23. This shows a difference between the two groups. This average difference indicates that the increase in motivation is higher in the experimental group, indicating that the treatment using e-comic-based learning media to the experimental class is more effective in increasing student motivation to learn.

The following is the data on the increase in pre and post test questionnaires for each group:

Table 7. PreTest and PostTest Questionnaire Results.

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PreTest_Eksperimen	90.62	26	9.920	1.945
	PostTest_Eksperimen	105.69	26	8.303	1.628
Pair 2	PreTest_Kontrol	93.77	26	11.546	2.264
	PostTest_Kontrol	98.23	26	8.645	1.696

Source: Processed Data 2024

Based on the table above, the experimental group showed a significant increase in pretest and posttest scores. The average pretest score of the experimental group was 90.62 with a standard deviation of 9.920, while the average posttest score increased to 105.69 with a standard deviation of 8.303. This difference shows a significant increase in learning motivation after being given treatment in the form of e-comic-based learning media.

On the other hand, in the control group, the average pretest score was 93.77 with a standard deviation of 11.546, and the average posttest score increased to 98.23 with a standard deviation of 8.645. Although there was an increase in the average score, the difference was not as great as in the experimental group.

Comparison between the two groups showed that the increase in the average score in the experimental group (from 90.62 to 105.69) was much more significant than the control group (from 93.77 to 98.23). Thus, the use of e-comic-based learning media proved to be more effective in increasing students' learning motivation compared to the conventional teaching method applied in the control group.

Pretest and Posttest Results of Student Learning Motivation.

Paired T-Test Test

Table 8. Paired T-Test Test

		Paired Samples Test							
		Paired Differences							
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		t	df	Sig. (2-tailed)
					Lower	Upper			
Pair 1	PreTest_Eksperimen - PostTest_Eksperimen	-15.077	13.839	2.714	-20.667	-9.487	-5.555	25	.000
Pair 2	PreTest_Kontrol - PostTest_Kontrol	-4.462	12.084	2.370	-9.342	.419	-1.883	25	.071

Source: Processed Data 2024

The results of the paired samples test showed a significant difference between pretest and posttest scores in the experimental group, with an average difference of -15,077 and a Sig. (2-tailed) 0.000 (smaller than 0.05). The 95% confidence interval is in the range of -20.667 to -9.487, which confirms the increase in learning motivation in this group is statistically significant. In contrast, in the control group, the mean difference of -4.462 was not significant, with a Sig. (2-tailed) of 0.071 (greater than 0.05) and a 95% confidence interval in the range of -9.342 to 0.419. These results indicate that the use of e-comic media significantly increased students' learning motivation in the experimental group, while the conventional method in the control group did not have a significant effect.

Independent T-test

Table 9. Independent T-test

		Independent Samples Test								
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
hasil motivasi belajar	Equal variances assumed	.556	.459	3.174	50	.003	7.462	2.351	2.740	12.183
	Equal variances not assumed			3.174	49.919	.003	7.462	2.351	2.740	12.184

Source: Processed Data 2024

Based on the results of the Independent Samples T-Test test, the Sig. (2-tailed) of 0.003, which is smaller than 0.05, indicates a significant difference between the use of e-comic-based learning media in experimental classes and conventional learning methods in control classes on student learning motivation. The average learning motivation in the experimental group is higher than the control group, with a difference of 7.462. The 95% confidence interval shows that this difference is within the range of 2.740 to 12.183, which confirms that the difference is real and not due to chance factors. Thus, it can be concluded that the use of e-comic as learning media has a significant effect in increasing students' learning motivation compared to conventional methods.

4. DISCUSSION

This research produces e-comic-based learning media titled “Jenius Accounting” for service company adjusting journal material to increase student learning motivation. Development using the ADDIE model, which consists of the stages of analysis, design, development, implementation, and evaluation, was chosen because it is systematic and comprehensive, so as to produce products that are effective in improving students' knowledge, abilities, and attitudes (Boyman et al., 2020; Muflianah, 2023).

The material used is a service company adjustment journal for class XII SMA. Aspects to measure learning motivation using ARCS (Attention, Relevance, Confidence, Satisfaction). Learning media should be designed to attract students' attention with interesting elements, relevant to their needs and interests, and build confidence through positive feedback. Students' satisfaction with the learning experience is also important to ensure continued motivation. By integrating these aspects, learning can be more effective and motivating (J. Keller, 2006; J. M. Keller, 1987).

The e-comic-based learning media was rated in the very feasible category by media experts by giving a score of 4.77, a score of 3.88 with a feasible category from material experts and a score of 5.27 with a very feasible category from Colombo High School accounting teachers. Overall, this e-comic learning media is declared valid and eligible for use in the teaching and learning process, with minimum assessment results in the feasible category. Therefore, students can utilize this media as a learning tool that meets the basic standards of eligibility (Plomp & Nieveen, 2013).

The pre- and post-assessment results showed a significant increase in learning motivation in the experimental group after using e-comic media, with an average increase from 90.62 to 105.69 (15.08 points increase). Meanwhile, the control class also experienced an increase in motivation, but smaller, from 93.77 to 98.23 (an increase of 4.46 points). The independent samples t-test resulted in a Sig. (2-tailed) of 0.003 (smaller than 0.05), indicating a significant difference between the experimental and control groups, with e-comic media proving more effective than conventional learning methods.

This suggests that using e-comic-based learning resources to modify journal content has a more beneficial effect on students' willingness to learn than that stated by Budiarti & Haryanto, (2016). It has been shown that the use of digital comic media has a good and significant impact on the learning motivation of students during the learning process. This can be seen in the scores that were obtained from the pre-test to the post-test. The experimental group's learning motivation has significantly increased in comparison to the control group.

The results of this study are in accordance with previous research conducted by (Puspitorini et al., 2014) showing that the learning process using comic media in science learning can increase students' learning motivation. In addition (Pratama, 2019)said that through digital comic media students more easily understand the material and learn in a fun way, thus increasing learning motivation.

5. CONCLUSION

E-comic-based learning media is an innovative and creative media that combines visual and narrative elements to deliver material in an interesting and interactive way. The use of e-comic proved effective in increasing students' learning motivation on the material of adjusting journal of service companies at Colombo High School. Assessments from media experts, material experts, and Accounting teachers show that e-comic is very feasible to use. The independent sample t-test results also revealed a significant difference in the increase in learning motivation between the experimental class using e-comic and the control class using conventional learning methods. Therefore, e-comic can be an effective alternative to increase motivation and understanding of difficult material for students.

6. LIMITATION

Research on the development of e-comic-based learning media for adjusting journal material faces several limitations. First, e-comic development requires specialized hardware and software as well as graphic design skills that may not be possessed by researchers or teachers. Secondly, some students had difficulty accessing the e-comic due to the limited network and facilities available so that it could hamper learning activities. Thirdly, the limited time of the pilot test hindered the exploration of the potential use of e-comic in the long term. Finally, an insufficient number of respondents may affect the results of statistical tests and reduce the accuracy of the research findings.

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