

Optimizing The Learning Process Using Edutainment

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3 Optimizing the Learning Process in Classroom Using **Edutainment**

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ABSTRACT

In the world of education, the term edutainment is known as education practice that collaborate with entertainment. Edutainment is a breakthrough in the existing world of education to solve existing problems. With this method, it is able to attract students' interest in participating in learning. This is in accordance with the characteristics of students who are easily attracted to something that is fun without any pressure. Learning is packaged attractively and students are actively involved in it. So that by applying this method will be able to improve the quality of learning. Edutainment takes full advantage of technological developments in learning. The learning media used in the edutainment method are audio-visual tools that apply natural learning methods.

Keywords: edutainment, interesting learning, technology

1. INTRODUCTION

Childhood is a period of growth and development that is important in the life of every human being. Starting from the cognitive, motoric, sensory, physical, language and emotional aspects of children, they need special attention. This age is an age that is closely related to the word play. Playing is a medium for children to learn [1]. The learning process must be packaged by not forgetting the process of playing as the main activity of learning [2]. So that with the existing demands, an innovation is needed in the world of education that can facilitate children's needs.

Edutainment is something that is familiar in the world of education. The concept of edutainment learning was formally introduced in the 1980s, and has become a successful learning method and has had a tremendous impact on education and training in this millennium era. This learning concept begins with the use of games in learning to use audio-visual media. Sorathiaa & Servidio's research recorded the responses of students who think edutainment is new [3]. However, they showed enthusiasm during the course activities. Meanwhile, in Ardani, et al, most of the teacher's mathematics teachers believe that educational games can improve the quality of learning and increase student interest in learning

mathematics at home [4]. So that this method becomes an effective way of learning.

2. EDUTAINMENT

11 Edutainment consists of two words, namely education and entertainment. It can be said that edutainment is a fun learning concept. Hamid states that edutainment is a learning process that includes education and entertainment, which are combined harmoniously to create a pleasant learning atmosphere for students [5]. Classes and learning activities are associated with technology. Activities can be carried out in cafes, parks, museums, offices, galleries, and other public spaces that suit the learning topic with a relaxed atmosphere. The **7** basic concept of edutainment considers that entertainment is the media and education is the content [1].

9 Edutainment is a new technology that is considered a combination of modern technology and teaching and learning through entertainment. Edutainment as a new technology of real learning with the main motive of fun and happiness [6]. Edutainment is an act of learning that cannot be separated from television programs, desktops, computers and video games, films, music, websites, multimedia software whose activities are technology-based [7]. Rapeepisarn, et al, stated that edutainment is

very dependent on technology, especially computers [8]. Meanwhile, Sorathiaa & Servidio argue that Edutainment is not limited to computer-based games, but provides opportunities for users to interact and collaborate with educational information [3]. So, it can be concluded that edutainment is a learning concept that is packaged in the form of fun entertainment by utilizing modern technology and providing opportunities for users to interact with learning resources.

3. EDUTAINMENT IN LEARNING

In terminology, edutainment is entertainment designed for education. That is, edutainment asks students to learn while playing [9]. Meanwhile, epistemologically, edutainment is learning that provides opportunities for students to be involved and enjoy a learning process that is relaxed, fun, and free from pressure, both physical and psychological [2]. Learning that is fun according to the edutainment concept can be done by inserting humour and games into the learning process, but also in other ways, for example by using role-playing, demonstration, and multimedia methods [10]. In other words, edutainment is learning designed like fun entertainment using role-playing, demonstration, and multimedia methods and so on.

The same thing was expressed by Prihadi, games, music, films, videos, motion, and humor in learning can increase student motivation [11]. This results in students being happy and easy in understanding the learning material without feeling that they are learning [12]. Rokib emphasizes that, there are many advantages possessed by learning with the edutainment method, apart from making children feel happy in learning and making lessons look easy, edutainment learning can also strengthen students' understanding of material because learning is designed with educational games and technology [13]. The delivery of material is also appropriate for the age of the student and [10] be done anywhere such as parks, cafes and markets. **On the other hand**, because the learning process is fun, the communication between teachers and students is good and can motivate students to study hard.

The education system should be directed at the main goal of the essence of human life-happiness [14]. This [6] in line with Okan who explains the purpose of Edutainment is to balance the emotions of computer screen users with colorful graphics and designs with interactive learning [15]. This is to convince students that learning is an exciting and entertaining process [16]. Learning that emphasizes the fun aspects rather than "serious" learning content. So that there is a process of transfer of knowledge and the opportunity to learn new things from trusted sources. However, this method is not able to replace formal education which can be used for all groups. The learning process is transformed into an active student activity in learning. So that not only

teachers are the main actors in learning. The learning process that uses Edutainment technology features a two-way interaction process (subject-subject communication).

Structure, learning objectives, content and a set of modern tools, such as computers, board games and videos, movies, music, websites, multimedia, etc. work together in the learning process [7]. Edutainment gives students fun and creative time. Students can use information sources and teaching methods. Students' enthusiasm and excitement can be increased during learning. Teaching can be made easier by attracting students' attention. This makes the subjects and information to be taught using the Edutainment approach more enjoyable [17].

4. EDUTAINMENT LEARNING APPROACH

Edutainment learning principles according to Suyadi, namely: (1) a series of approaches in learning to bridge the gap that separates the teaching process and the learning process so that it is expected to improve learning outcomes; and (2) Efforts to ensure that learning takes place in a conducive atmosphere, namely an atmosphere that pays attention to the conditions and circumstances of students and is pleasant [9].

In the edutainment learning method, there are several learning approaches, namely Somatic, Auditory, and Intellectual, known as SAVI. Theories that support SAVI learning are Accelerated Learning, right/left brain theory, triune brain theory, choice of modality (visual, auditory and kinesthetic), multiple intelligence theory, comprehensive (holistic) education, experiential learning, learning with symbols [18].

The SAVI Learning Model (Somatic, Auditory, Visual, and Intellectual) is a model that presents a complete system to involve the five senses and emotions in the learning process which is a natural way of learning. Somatic means learning by moving and doing, Auditory is learning by speaking and listening, Visual means learning to observe and draw, Intellectual means learning by solving problems and explaining [19].

The learning media used in the edutainment method is audio-visual tools. Included in the audio-visual category are: projection media (overhead projectors, slides, films and LCDs), non-projection media (whiteboards, posters, sticky boards, cartoons, flannel boards, comics, charts, picture diagrams, graphics and others. Other, three-dimensional objects include artificial objects, dioramas, dolls, masks, maps, globes, exhibitions and museums [20].

In the International Edutainment Conference in Germany in 2012, discussed several matters regarding edutainment. Topics covered include: (1) the concept of e-learning, (2) animation techniques, (3) design and

development of games, games and mobile games, (4) games for kindergartens for games in schools and universities based on team games, (5) environment-based learning for individuals or groups, and (6) distance learning systems.

5. TYPES OF EDUTAINMENT

Edutainment is considered a breakthrough that relies on modern technology. edutainment has several advantages, among others, to increase student interest in learning, improve the quality and efficiency of teaching, and train their creative ideas [21]. On the other hand, edutainment is a shortcut that also involves classical teaching methods. There are several types of edutainment which are grouped according to several aspects [3].

5.1. Based on Trait

Based on traits edutainment can be seen as (1) interactive & participatory. students can participate directly in learning, or (2) non-interactive & audience. students just observe and enjoy just like watching movies, science shows, museums, and zoos.

5.2. Based on Content

Based on content, edutainment can be seen as (1) informal education to improve life skills, and (2) experiential skills education such as simulation.

5.3. Based on Aims

Based on the aims, edutainment can divide as (1) students with common interests, and (2) students of the same age.

5.4. Based on Media that Contains

Based on media that contains, edutainment can divide as: (1) edutainment on TV (skits, history, travel, interactive television), (2) edutainment on computers (adventure games, quizzes, simulations, interactive power points), and (3) edutainment on the Internet (web-based education, interactive videos uploaded by public).

6. CONCLUSION

Edutainment is a learning concept that is packaged in the form of fun entertainment by utilizing modern technology and providing opportunities for users to interact with learning resources. In the learning process students are actively involved and the teacher is not the main actor. Teaching is designed to increase students' enthusiasm for learning. so that the information received by students is easier to understand. By applying the edutainment method, the quality of learning will increase and be more efficient. The learning media used in the edutainment method is audio-visual tools.

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