

Visual Communication in the Design of the "Fathiyah" Application as a Learning Media for Hijaiyah Letters in the COVID-19 Period

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INTISARI

Perkembangan teknologi ilmu pengetahuan semakin mengalami perubahan yang sangat pesat khususnya pada teknologi gadget. Media pembelajaran telah banyak mengalami transformasi dan menjadi alat dalam mensukseskan proses belajar mengajar. Sedangkan multimedia interaktif adalah media yang memadukan audio, video, ilustrasi, animasi dan teks yang dikemas secara interaktif dan terintegrasi. Huruf hijaiyah adalah huruf yang terdapat dalam Al-Qur'an dan menjadi sistem aksara dalam abjad atau abjad Arab. Mengacu pada kebutuhan dalam dunia pendidikan, perkembangan media sangat relevan dengan era dunia digital. Apalagi, minimnya kontak tatap muka di era pandemi COVID-19 menjadi salah satu penyebab berkurangnya interaksi di dunia pendidikan. Adanya aplikasi "Fathiyah" dapat menjadi media pembelajaran alternatif dalam mempelajari dan memahami huruf hijaiyah di masa pandemi. Tujuan dari penelitian ini adalah merancang media komunikasi visual berupa aplikasi menjadi problem solving media pembelajaran huruf hijaiyah di masa pandemi covid-19. Metode dalam perancangan aplikasi mengadaptasi metode waterfall yang berangkat dari proses konstruksi desain mulai dari analisis kebutuhan hingga tahap pemeliharaan. Hasil pemeliharaan metode waterfall dapat diupdate secara berkala sesuai dengan perkembangan metode pembelajaran. Untuk analisis data akan digunakan metode analisis SWOT. Dari perancangan media pembelajaran ini menghasilkan sebuah aplikasi yang didalamnya terdapat bentuk komunikasi visual yang digunakan sebagai sarana pembelajaran dan sebagai strategi dalam mempromosikan brand aplikasi "fathiyah". Selain aplikasi berbasis Android, komunikasi visual juga diterapkan sebagai bentuk proses brand building atau media pendukung seperti express book, folding tables, web banner, x-banner, motion graphic, t-shirt, poster, stiker, keychain dan CD.

Kata kunci: Komunikasi Visual, Aplikasi, Media Pembelajaran, Huruf Hijaiyah.

ABSTRACT

The development of scientific technology is increasingly experiencing very rapid changes, especially in gadget technology. Learning media has undergone many transformations and has become a tool in the success of the teaching and learning process. Meanwhile interactive multimedia is a media that combines audio, video, illustration, animation and text that is packaged interactively and integrated. Hijaiyah letters are letters found in the Koran and become a script system in the Arabic alphabet or alphabet. Referring to the needs in the world of education, media development is significantly relevant to the era of the digital world. Moreover, the lack of face-to-face contact in the era of the COVID-19 pandemic is one of the reasons for the reduced interaction in education. The existence of the "Fathiyah" application can be an alternative learning media in learning and understanding hijaiyah letters during the pandemic. The purpose of this research is to design visual communication media in the form of applications to be problem solving for learning media about hijaiyah letters during the covid-19 pandemic. The method in application design adapts the waterfall method which departs from the design construction process starting from needs analysis to the maintenance stage. The results of the maintenance of the waterfall method can be updated regularly in accordance with the development of learning methods. For data analysis, the SWOT analysis method will be used. From the design of this learning media, it produces an application in which there is a form of visual communication that is used as a learning tool and as a strategy in promoting the "fathiyah" application brand. In addition to Android-based applications, visual communication is also applied as a form of brand building process or supporting

media such as express books, folding tables, web banners, x-banners, motion graphics, t-shirts, posters, stickers, keychain and CDs.

Keywords: *Visual Communication, Applications, Learning Media, Hijaiyah Letters.*



INTRODUCTION

Learning is a word that is often heard and familiar, the word can give a sensation of joy, on the other hand it can also bring boredom, tension and others [1]. Learning is also defined as an effort to seek knowledge, experience, intelligence, and behavior or self-potential. The rapid development of information technology makes learning media required to always be relevant to the digital world, as evidenced by the increasing number of virtual world or internet activities that are diverted from the real (physical) world [2].

So that learning media and learning methods developed from adaptation to the digital world, interactive multimedia is one example. Multimedia is currently used as a medium in providing an overview of a system that uses or uses computers to combine audio, video, illustrations, animation and text so that they are in one application [3]. Several studies have proven that the use of interactive multimedia is effective in increasing the desire and motivation to learn for students [4].

Recognizing and learning hijaiyah letters is a form of activity or the first step in reading and understanding the holy book Al-Quran [5]. A strategy or method is needed to increase children's interest in order to attract their attention in improving their abilities as well as alternative learning media during the COVID-19 pandemic in learning the hijaiyah letters. Conditions during the COVID-19 pandemic had a huge impact on the world of education, the education sector seemed forced to change and adapt to distance learning or daring. This incident was very sudden and surprising, because of that the education sector became one of the problems to adapt to the digital world and increase the standard of achieving quality learning [6]. Online learning is the use of the internet to carry out the teaching and learning process. With online learning, both students, teachers, and lecturers have time flexibility in practice. Many platforms can be used to support distance learning [7].

The development of scientific technology is increasingly experiencing very rapid changes,

especially in gadget technology. Learning media has undergone many transformations and has become a tool in the success of the teaching and learning process. Meanwhile interactive multimedia is a media that combines audio, video, illustration, animation and text that is packaged interactively and integrated. Hijaiyah letters are letters found in the Al-Quran and become a script system in the Arabic alphabet or alphabet.

Seeing the phenomenon of the digital world era as well as being faced with the covid-19 pandemic period makes learning to adapt to these conditions. One of them is learning hijaiyah letters in children, especially kindergarten (Kindergarten) students, there have been many strategies to make it easier through conventional, digital and internet media. Teaching staff who apply conventional techniques have been left behind and overwhelmed when faced with current events. Referring to the needs in the world of education, media development is significantly relevant to the era of the digital world. Moreover, the lack of face-to-face contact in the era of the COVID-19 pandemic is one of the reasons for the reduced interaction in education.

Utilizing information and communication technology in learning is useful for increasing effectiveness in the learning process, the results of which are expected to increase the value of student learning as well as the quality of each individual in utilizing and using technology appropriately [8]. With the development of the times, conventional learning seems to lose its appeal and existence towards the current generation that is closer to information and communication technology [9].

The existence of the "Fathiyah" application can be an alternative learning media in learning and understanding hijaiyah letters during the pandemic. The purpose of this research is to design visual communication media in the form of applications to be problem solving for learning media about hijaiyah letters during the covid-19 pandemic.

METHOD

Method of collecting data.

Observation is a scientific activity with an experiential approach based on facts in the field, through observation with the five senses and the use of writing instruments, recordings and cameras. Aims to describe and collect data [10], in order to find out the problems that occur in the context of learning hijaiyah letters. In this study, observations were made by reviewing, interviewing and collecting data in Kindergarten or Aqila Early Childhood Education where not all children can remember and read hijaiyah letters quickly. Interviews were conducted with teachers from Kindergarten/Paud to obtain data on children who can read hijaiyah letters and those who cannot read, remember hijaiyah letters, as well as discussions about visual-based interactive learning.

Interview is a communication activity of two or more people, to obtain information from someone by asking several questions, for a specific purpose. Communication is an activity that is needed for the survival of civilization, communication in verbal form can occur by communicating directly with the audience [11], which is shown in Figure 1.



Figure 1. Interview documentation

Design Method

The design is carried out with the waterfall method approach which is a development model for a structured and systematic information system, by carrying out several stages that are adapted to the fathiyah application design as follows [12]:

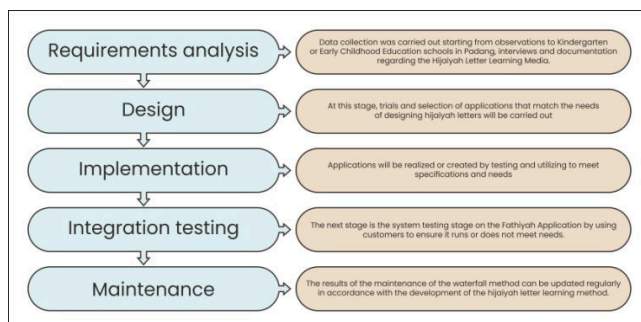


Figure 2. Framework of the Waterfall model

1) Requirements analysis, At this stage data collection is carried out starting from observations made to schools, especially early childhood and

kindergarten in the city of Padang, interviews with teachers and students as well as documentation regarding the application and context of hijaiyah letters in a Fathiyah application.

2) System and software design, at this stage a trial will be carried out and the selection of applications that suit the needs of designing a hijaiyah letter application. The application is given the Fathiyah brand which carries an educational and game system.

3) Implementation and unit testing, In this activity the application will be realized or made by testing the Fathiyah application to meet specifications and needs. The test was carried out on several kindergarten, PAUD and teacher children.

4) Integration and system testing, The next stage is the system testing stage by using the customer to make sure it runs or does not meet the needs.

5) Operation and maintenance, the results of the maintenance of the waterfall method can be updated regularly in accordance with the development of the hijaiyah letter learning method.

Data analysis method

The SWOT analysis is used to assess and measure or weigh the problems that have existed previously in order to minimize the risks or threats that arise [13].

Strenght

Based on the observations that have been made, the strengths are as follows:

- 1) Introducing hijaiyah letters to children through games as education as a fun entertainment medium.
- 2) Introducing hijaiyah letters to facilitate the process of getting to know parents and teachers in Kindergarten or Early childhood education programs.
- 3) In addition to hijaiyah letters, children also learn to recognize the environment and nature as well as colors and accelerate memory through visuals and are equipped with sound effects that help play while learning.

Weakness

Some of the weaknesses faced are as follows:

- 1) There will be developments in how to learn to recognize hijaiyah letters later according to the times and more sophisticated technology.
- 2) In playing and learning hijaiyah letters, parents and teachers need guidance because children are

not used to reading information and commands well.

- 3) In playing and learning hijaiyah letters, there are easy levels consisting of levels 1 to 5 and difficult levels 1 to 6, if you exit the game, the level will be repeated from the beginning, because the software used to run this media does not have a database in this game and storage play offline.

Opportunity

Some of the opportunities that occur in designing Hijaiyah letter recognition through games or games are as follows:

- 1) The introduction of hijaiyah letters will make it easier for your little one to learn.
- 2) The introduction of hijaiyah letters can be used and played by the general public (Muslims or converts) who want to learn to recognize hijaiyah letters.
- 3) This interactive multimedia educational game is equipped with a play and learn menu.

Threat

In some things that must be faced, of course there are threats in the design of the media, namely, there will be the development of games that are more interesting than the introduction of the current hijaiyah letter with various references.

From the data analysis using SWOT, it can be concluded that the introduction of hijaiyah letters through games will be able to help children more easily recognize and remember hijaiyah letters well and minimize boredom in learning.

RESULTS AND DISCUSSION

Design Concept

The design of the application for recognizing hijaiyah letters uses the concept of "playing" which is an interactive multimedia-based application media for recognizing hijaiyah letters. This design can train children's memory and stimulate thinking power of an image combined with interesting educational games. Educational games are very prominent compared to conventional learning media. The advantages that are supported by animation, visuals and sound can increase the ability to remember longer than conventional learning [14]. The visual design carries the theme of nature which is identical to the color green and attached to plants. The visual concept is the information conveyed in the form of the intended image, so that the visual can influence or change the behavior of the audience who sees it.

The visual concept of the application of hijaiyah letters in the form of interactive multimedia will describe the coolness and freshness of the application design. At the opening of the game there is a loading page leading to the main home menu, on the home page there are several buttons and a "Main" and "Belajar" menu.

Letters or what is often called typography have become an important part of modern human life at this time [15]. Typography studies were conducted to select typefaces based on research and data collected, the type of typography used in each interactive multimedia content design must be clear and have a good level of legibility and have an attractive impression. The selection of this type of typography is effective so that the information conveyed and the typography can influence the elements involved in a layout design. Alternative typography is shown in Figure 3.

Jenis	Kesesuaian	Estetik	Tata Letak	Keterbacaan
KG Comer of the Sky	●	●	●	●
KidZone	●	●	●	●
Mikado Bold DEMO	●	✗	●	●
KG Red Hands	✗	●	●	●
KG Blank Space Solid	●	●	●	●

Figure 3. Typography Usage

Color is part of beauty apart from visual elements in the form of line, shape, texture, contrast and size. Color is also defined as a pattern/motif in a work of design or art [16]. The colors used in the design of the "fathiyah" application carry strong and colorful colors, from color psychology, children tend to like bright and diverse colors. The green color is the dominant color in the application because from the initial concept it made the nature theme the design of the application, which is shown in Figure 4.







Visual	Jenis Warna	Keterangan	RGB dan HEX
	Hijau	Warna hijau akan memberikan kesan Segar, sejuk, Alam semesta dari di kehidupan merupakan rahmat dari Allah swt.	R : 1 G : 103 B : 55 #016737
	Kuning	Warna kuning menggambarkan ke Cerah, Riang Gembira Ramah agar karakter terlihat hidup dan bahagia.	R : 254 G : 217 B : 18 #fed912
	Oren	Warna oren merupakan warna turunan dari kuning dan merah, merupakan Kemenangan dalam pencapaian bermainnya	R : 231 G : 172 B : 34 #e7ac22
	Merah	Warna panas ini di gunakan untuk memberi kesan semangat yang Kuat dan Berani dalam menjalani tantangan	R : 200 G : 53 B : 38 #e83526
	Biru	Warna biru Langit memberikan kesan keyakinan dan kecerdasan dalam bermain dan belajar di setiap permainannya.	R : 136 G : 211 B : 221 #88d3dd
	Coklat	Warna coklat memberikan kesan keakraban dan kedekatan antar_dj dalam penggunaan elemennya.	R : 138 G : 57 B : 23 #8a3917

Figure 4. Color study

Brand name is an important factor that is very influential in developing brand awareness [17]. The brand name of this hijaiyah letter application uses the name Fathiyah as well as an identity that reflects the application, so that it is easy to remember, identify and differentiate from other products. The name Fathiyah was inspired by Surah Al-Fatihah in the Holy Quran, which is shown in Figure 5.



Figure 5. Brandname study

The character display in the "Fathiyah" application consists of three characters, brother, sister and mother who use Muslims, the character becomes a strength in the application whose target audience is children and Kindergarten students, can be seen in Figure 6.



Figure 6. Characters on the Fathiyah app

The next stage is sketching the background using the PaintTool Sai design software, continuing the coloring process according to the visual concept of nature. It can be seen in Figures 7 and 8.

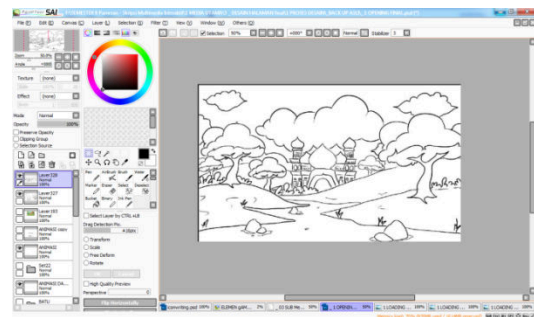


Figure 7. Sketch Background

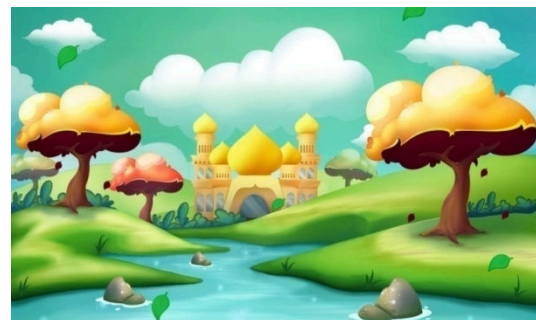


Figure 8. Coloring Background

This design produces an android-based Fathiyah application and interactive multimedia. This media serves as an alternative means of learning interesting hijaiyah letters, carrying the concept of playing and learning, so that children will be interested and become effective learning media in the face of the Covid-19 condition. The user interface itself is (interface design) as one of the factors to increase visits to an application. The user interface is needed to see the extent of the effectiveness and a design [18]. At this stage, the

user interface design on smartphones and computers is shown in Figure 9.



(a)

Figure 9. App view (a) smartphone, (b) laptop

After the main media, visual communication media will be developed as a means of supporting learning and strategies in promoting the Fathiyah brand or application brand. Apart from being a means of brand identification, supporting media are also designed as media or promotional tools in conveying a message, to get visual attention so that the message conveyed is easy for children to remember [19][20]. All supporting media consist of the images shown in Figures 10,11,12,13 and 14.



(a)

(b)

(c)

(d)

Figure 10. Support media (a) Compact disk, (b) CD cover, (c) crayon, (d) coloring book



Figure 11. Subject poster



(a)

(b)

Figure 12. Promotion and information media design (a) poster, (b) banner



(a)

(b)

Figure 13. Digital media (a) web banner (b) motion graphic



(a)

(b)

(c)

Figure 14. Merchandise (a) t-shirt (b) keychain, (c) sticker

CONCLUSION

In the design of the "fathiyah" application as a medium for learning the hijaiyah letter, it answers the challenges of learning during the covid-19

pandemic as an interactive multimedia media so that students or children can learn while playing and know and recognize the hijaiyah letter[21]. From the design of this learning media, it produces an application in which there is a form of visual communication that is used as a learning tool and as a strategy in promoting the "fathiyah" application brand as well as being a problem solving phenomenon that occurs at this time. In addition to an android-based application, visual communication is also applied as a form of brand building process or supporting media such as coloring books, folding tables, web banners, x-banners, motion graphics, t-shirts, posters, stickers, keychan and CDs.

SUGGESTION

Advice is written optional (if any). In accordance with the conclusions and described descriptively the conclusions and described descriptively descriptively.

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