

THE DEVELOPMENT OF COMIC-BASED PICTURE STORY MEDIA TO ENHANCE LEARNING MOTIVATION AMONG PRIMARY SCHOOL STUDENTS

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ARTICLE HISTORY

Received : 05-05-2026

Revised : 24-06-2026

Accepted : 30-06-2026

KEYWORDS

*Pistoria,
comic-based learning
media,
learning motivation,
primary school*

ABSTRACT

The Indonesian language learning process in primary schools remains teacher-centred with limited teaching materials, meaning that pupils' motivation to learn has not developed to its full potential. This study aims to (1) analyse the Indonesian language learning process, (2) develop comic-based PICSTOM (Picture Story Media), and (3) test the effectiveness of this medium in enhancing the learning motivation of primary school pupils. The study employed a research and development method using the 4D model, comprising the Define, Design, Develop, and Disseminate stages. The research subjects consisted of an experimental class at SDN 01 Gedong and a control class at SDN 03 Gedong. Data were collected through observation, learning motivation questionnaires, interviews, and documentation. The results of the study indicate that the comic-based Pistoria, media was deemed highly suitable based on validation by media experts, subject matter experts, and language experts. The effectiveness test showed that student learning motivation in the experimental class was higher than in the control class. This study provides practical significance as an innovative alternative for Indonesian language learning media, as well as a theoretical contribution to the development of story-based learning media in primary schools.

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INTRODUCTION

Learning motivation is regarded as an internal factor that plays a key role in determining the success of the learning process for primary school pupils. Learning motivation is reflected in pupils' interest, attention and willingness to engage actively in learning activities (Safna & Wulandari, 2022). Low levels of learning motivation are often characterised by a lack of enthusiasm among pupils in participating in learning, minimal engagement, and a lack

of perseverance in completing learning tasks. These conditions indicate that efforts to enhance learning motivation must be a primary focus in instructional design to ensure that the learning process is effective and meaningful (Arifin & Abduh, 2021).

The comic-based pictoria (Picture Story Media) is regarded as an alternative learning medium capable of supporting the enhancement of learning motivation among primary school pupils. This medium presents learning material in the form of systematically organised and engaging illustrated stories. The dominant visual presentation, contextual storyline, and comic characters that are relatable to children's lives enable students to focus their attention more intently on the learning material (Ummah et al., 2022). The use of comic-based pictoria (Picture Story Media) is expected to create an enjoyable learning atmosphere and encourage students' active engagement in the learning process.

Evidence from the field suggests that primary school pupils' motivation to learn has not yet developed to its full potential. The learning process remains dominated by the use of lectures and textbooks as the primary sources of learning. Pupils' engagement in learning activities appears limited, particularly when lessons last for a considerable length of time. Pupils' attention is easily distracted and their enthusiasm for participating in lessons tends to wane. These conditions result in low levels of active student participation in the learning process.

The use of learning media in primary schools is also still limited to conventional media that are unappealing to pupils. Visual and contextual learning media have not been utilised to their full potential to support the learning process. The presentation of abstract material without visual support causes pupils to struggle to understand the learning material. These conditions highlight the need to develop learning media that are engaging, easy to understand, and suited to the characteristics of primary school pupils in order to enhance learning motivation.

Research by Arifin & Abduh (2021) shows that primary school pupils' motivation to learn is influenced by the use of appropriate learning materials. Visually engaging learning media are reported to be capable of increasing pupils' attention and interest in learning (Djumanto, 2022). Previous research findings reveal that the use of visual media and picture stories can create a more enjoyable learning atmosphere, thereby encouraging pupils to engage more actively in the learning process. Pupils' learning motivation is reported to increase when learning materials are presented through media that are appropriate to the developmental characteristics of primary school pupils.

Research (Rachmadonna & Chumairoh, 2024) indicates that comic-based learning media has a positive impact on pupils' learning motivation. The presentation of material in the form of picture stories with a clear narrative and engaging illustrations is reported to facilitate conceptual understanding and enhance pupils' interest in learning. Comic-based media are also considered effective in fostering students' curiosity and desire to learn independently (Khasanah et al., 2021). These findings from previous research indicate that the development of comic-based learning media holds great potential for enhancing the learning motivation of primary school students. Although various studies have shown that the use of visual and comic-based learning materials can enhance the learning motivation of primary school pupils, research specifically focused on developing and testing comic-based pictoria (Picture Story Media) remains limited. Most studies have focused on the use of existing comic materials without undergoing a systematic development process tailored to pupils' needs and characteristics. In-depth analysis of the development process of picture story-based learning media and its impact on the learning motivation of primary school pupils has not been widely explored. This situation indicates a research gap that requires further investigation through the development of comic-based pictoria media.

The novelty of this research lies in the development of comic-based pictoria (Picture Story Media) resources, which have been systematically designed to suit the characteristics and needs of primary school students. pictoria (Picture Story Media) resources not only present learning materials in the form of images and text, but also integrate

contextual storylines that are closely linked to the pupils' experiences. The development of this media focuses on enhancing learning motivation through engaging visual presentation, simple language, and communicative comic characters. The approach to developing comic-based pictoria (Picture Story Media) is expected to provide an innovative alternative to learning media that has not been widely developed in previous research.

This study aims to analyse the Indonesian language learning process in primary schools in relation to pupils' learning motivation, to develop a comic-based pictoria (Picture Story Media) product as an Indonesian language learning medium suited to the characteristics of primary school pupils, and to test the effectiveness of using comic-based pictoria (Picture Story Media) in enhancing the learning motivation of primary school pupils. It is hoped that the research findings will contribute to the development of innovative learning media that support improvements in the quality of the learning process in primary schools.

METHOD

This study employs a research and development (R&D) methodology. The research focuses on the development of comic-based pictoria (Picture Story Media) to enhance the learning motivation of primary school pupils in Indonesian language learning. The development model used is the 4D model, which comprises the Define, Design, Develop, and Disseminate stages.

The Define stage was carried out to analyse learning needs, student characteristics, and problems arising in the Indonesian language learning process. The Design stage was carried out to design comic-based pictoria (Picture Story Media), which included determining learning objectives, developing the storyline, visual design, and preparing research instruments. The Develop stage involved the creation of the comic-based pictoria (Picture Story Media) product, which was subsequently validated by subject matter experts and media experts. The Disseminate stage involved pilot testing and the implementation of the media in the classroom to assess its effectiveness.

The research subjects comprised two groups: the experimental class and the control class. The experimental class consisted of pupils at SDN 01 Gedong who were taught using comic-based pictoria (Picture Story Media). The control class consisted of students at SDN 03 Gedong who were taught without the use of comic-based pictoria (Picture Story Media). Class teachers at each school were also involved as supporting subjects in the research. Data collection techniques included observation, a learning motivation questionnaire, interviews, and documentation.

Data analysis was carried out using quantitative and qualitative descriptive methods. Data from expert validation was analysed to determine the suitability of the media, whilst data from the learning motivation questionnaire was analysed to test the effectiveness of comic-based pictoria (Picture Story Media) in improving the learning motivation of primary school student.

RESULT AND DISCUSSION

Results

An analysis of the Indonesian language learning process indicates that teaching remains largely teacher-centred. Material is delivered through lectures, with textbooks serving as the primary learning resource. Pupils' activities in the classroom are largely limited to listening to the teacher's explanations and completing written assignments. Consequently, pupils' active engagement in the learning process has not yet developed to its full potential.

Student motivation in Indonesian language learning also tends to be low. This is characterised by a lack of attention during lessons, minimal participation in question-and-answer sessions, and low enthusiasm for completing learning tasks. The abstract nature of the learning material, coupled with a lack of visual aids, causes students to struggle to understand the content.

Validation of the comic-based pistoria (Picture Story Media) product was carried out to determine the media's suitability prior to its implementation in teaching. The validation was conducted by three validators: a media expert, an Indonesian language content expert, and a linguist. The assessment focused on the suitability of the content, the quality of the visual presentation, language usage, the storyline, and the media's applicability in primary school education.

The validation results indicate that the comic-based pistoria (Picture Story Media) has a high level of suitability. The validators' assessment results are presented in Table below

Table Validation Results for the Comic-Based pistoria Media

No	Assessment Aspect	Media Expert	Content Expert	Language Expert	Average	Category
1	Content suitability	-	4,30	-	4,30	Content suitability
2	Visual presentation	4,45	-	-	4,45	Content suitability
3	Language and readability	-	-	4,25	4,25	Content suitability
4	Storyline	4,30	4,20	4,25	4,25	Content suitability
5	Media usage	4,35	4,30	4,20	4,28	Content suitability
Overall average					4,31	Content suitability

The validation results show that the comic-based PICSTOM material achieved an overall average score of 4.31, falling into the 'highly suitable' category.

Discussion

Research findings indicate that the Indonesian language learning process in primary schools has not yet been fully adapted to pupils' characteristics and learning needs. Teacher-centred teaching results in pupils having limited opportunities to participate actively in learning activities. This situation leads to low motivation to learn and suboptimal understanding of the subject matter.

These research findings are consistent with learning theories that emphasise the importance of using engaging and contextual learning media to enhance learning motivation. A learning process that lacks variety and makes minimal use of innovative media has the potential to reduce pupils' interest in learning. Therefore, the development of comic-based pistoria (Picture Story Media) serves as a relevant alternative to support Indonesian language learning that is more engaging, meaningful, and motivating for pupils.

The high validation scores from the experts indicate that the pistoria resource meets the standards required of an educational resource. The assessment of content suitability shows that the comic's content aligns with the Indonesian language learning objectives for primary schools. The visual presentation received the highest score, indicating that the illustrations and layout of the resource are effective in capturing pupils' attention and supporting their understanding of the material.

The assessment of language and readability indicated that the language used in the material was appropriate for the developmental level of primary school pupils. Furthermore, the plot and usability of the material were rated as

'highly suitable', suggesting that the material is easy to use in learning activities and can help teachers deliver content more effectively.

Overall, the validation results indicate that the comic-based pistoria media has strong potential for use as a medium for teaching Indonesian in primary schools. It is hoped that the use of this media will increase pupils' motivation to learn, strengthen their engagement in learning, and help them understand the material more easily through the presentation of visual and contextual information.

CONCLUSION,

Based on the research findings and discussion, it can be concluded that the Indonesian language learning process in primary schools still tends to be teacher-centred, with limited use of learning media. This situation results in low student motivation to participate in Indonesian language lessons. Therefore, there is a need for innovative learning media capable of capturing students' attention and enhancing their engagement in the learning process.

The development of comic-based pistoria (Picture Story Media) using the 4D model has produced a learning media product deemed highly suitable for use based on the validation results of media experts, subject matter experts, and language experts. pistoria (Picture Story Media) is capable of presenting Indonesian language material in an engaging, contextual manner, and in line with the characteristics of primary school pupils. The results of the effectiveness test indicate that the use of comic-based pistoria (Picture Story Media) is effective in enhancing students' learning motivation, as evidenced by the difference in learning motivation between the experimental class and the control class.

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