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# Designing Culturally-Based Comic Strips to Enhance Indonesian Language Skills for Thai BIPA Learners

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Comics are a distinctive narrative medium that employs a sequence of static images to convey a cohesive story. The absence of movement in these images necessitates active reader engagement, encouraging cognitive involvement to interpret and complete the implied actions between panels. This interactive process enhances cognitive activity within each frame, allowing readers to derive meaning and visualize transitions. Consequently, comics have proven to be an effective pedagogical tool, promoting critical thinking and improving comprehension in educational contexts. This study aims to investigate how web-based comic strip creation can function as a learning strategy to enhance Indonesian literacy among foreign students, particularly Thai learners, enrolled in the Indonesian for Foreign Speakers (BIPA) program at UMSU. The research focuses on the culture of North Sumatra, selected for its distinctive local values and rich cultural diversity. The research methodology employed is development research (research and development). The participants in this study consisted of 30 Thai students enrolled in the BIPA program at UMSU. These students were instructed to create comics using the online comic creation platform MakeBeliefsComix.com. Upon completion, the final comic pages were saved as JPEG files, emailed to the instructor, and compiled on the Moodle course website, allowing for peer review and collaboration. The findings indicate that comics are a highly effective medium for culturally-based BIPA learning, as they significantly enhance student motivation, which is closely associated with improved learning outcomes. This suggests that the integration of comics in language learning contexts can foster greater engagement and academic success among learners.

**Primary author:**   SRIKANDI, Dr. Cut Novita (Universitas Muhammadiyah Sumatera Utara (UMSU))

**Presenter:**   SRIKANDI, Dr. Cut Novita (Universitas Muhammadiyah Sumatera Utara (UMSU))

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