

Creating Digital Indonesian Language Book Based on Banyumas Culture enriched by Augmented Reality for Thailand Students

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This research aims to develop an Augmented Reality (AR)-based digital book on Javanese communication culture as an innovative learning material for students from Southern Thailand enrolled in Bahasa Indonesia bagi Penutur Asing (BIPA) programs. The study responds to the need for culturally enriched and interactive materials that facilitate deeper understanding of both linguistic and cultural aspects of Indonesian communication, particularly within the Javanese context. Using a Research and Development (R&D) approach adapted from the Borg and Gall model, this study involves stages of needs analysis, design, development, validation, and implementation. Data were collected through interviews, questionnaires, and expert validation involving BIPA instructors and Thai students at Universitas Muhammadiyah Purwokerto. The developed AR-based digital book integrates cultural narratives, situational dialogues, and 3D visualizations that bring authentic Javanese communication patterns to life. Validation results show high feasibility in content accuracy, cultural relevance, and technological usability, with an overall average score of “very good.” Implementation results indicate that the material enhances students’ motivation, comprehension, and intercultural communication competence. The study concludes that AR-based digital materials can effectively bridge linguistic learning and cultural immersion in BIPA contexts, especially for learners from different cultural backgrounds such as Southern Thailand.

BIPA

BIPA in material

ART and CULTURAL

Thai and Indonesian Cultural

ASEAN

Sociocultural

Online / Onsite

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