Revitalizing Aceh language through writing skills using CIRC learning model and Canva media

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ABSTRACT

This study aims to determine students' ability to write persuasive text using Aceh language through the Cooperative Integrated Reading and Composition (CIRC) learning model and poster media. Writing persuasive text using language and spelling in the text must follow the Acehnese Latin script. Posters with invitations are intensively written using Indonesian and even foreign languages. The use of the Acehnese language has shifted at this time. This is in accordance with Statistics Indonesia (BPS) data, namely, the use of Acehnese local language is reduced among post-gen Z people born in 2013 and above compared to the pre-boomer generation (before 1945). This is based on the 2020 population census long-form report. The use of local languages by post-gen Z (2-9 years old) is 64.36 percent. This figure is much reduced compared to the pre-boomer generation (over 75 years old), whose number reached 89.93 percent. The study results show that out of thirty students who participated in the learning process, two got a score range of less than 69 with insufficient criteria. Six students get a score range of 70-79 with good enough criteria. Ten students get a score range of 80-89 with good criteria. Furthermore, twelve students get a score range of 90-100 with excellent criteria. Based on these results, it can be seen that students' ability to write Acehnese using CANVA media generally gets good criteria. The CIRC learning model makes a solution to improve students' writing skills. However, in the learning process, researchers still find some students who are less capable of expressing ideas in writing, where students are still minimal in choosing words.

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1. Introduction

Students are required to master the components of language skills, namely listening, speaking, reading, and writing. Writing persuasive text is difficult for students to master. This is because students must be able to express ideas and facts in accordance with the problem. Students must also be able to influence readers and behave according to what is expressed in the text. Especially when writing persuasive texts using Acehnese language. The language and spelling in the text must be in accordance with the Acehnese Latin script. Posters with invitations are intensively written using Indonesian and even foreign languages. The use of the Acehnese language has shifted at this time. This is in accordance with BPS data, namely, the use of Acehnese local language is reduced among post-gen Z born in 2013 and above compared to the pre-boomer generation (before 1945). This is based on the 2020 population census long-form report. The use of local languages by post gen Z (2-9 years) is 64.36 percent, this figure is much reduced compared to the pre boomer generation (over 75 years) whose number reached 89.93 percent (Yolandha, (2023). Language skills include four components, namely listening, speaking, reading and writing. Writing skills can be said to be the most complicated language ability among several other abilities, because writing is not just copying words and sentences; but developing and pouring ideas in an organized writing structure. Writing is an activity of thinking, exploring, and developing ideas, and expressing them in written form obtained from the listening and reading process, which can then be expressed orally (Pebrinda et al., 2021). This is in line with the fact that there are still many problems in writing skills, especially in writing persuasive texts.

Writing persuasive text is an activity in the form of writing that aims to invite and influence readers so that readers are interested in making the invitation. Writing persuasion text is needed by students in making subjective writing, because the content is a writer's view of a topic. To write a persuasive text requires creative ideas and seriousness from students. In improving student skills, lecturers play an important role. Lecturers are required to choose a learning model that is appropriate and can solve the problems faced. The learning model that is often used so far has not been able to answer the problem. To support this, the right learning model is needed in order to solve the problems of the topic discussed. One way to improve writing skills in students is by applying the CIRC learning model and poster media.

The CIRC learning model is a learning model that is carried out in groups, and this learning model requires students to be more active in learning, this learning

model combines reading, writing and speaking skills. This learning model is one of the cooperative learning models that is easy to implement, which involves the activities of all students without having to make status differences, involves the role of students as peer tutors and contains elements of reinforcement (Hendrisman et al., 2023). Furthermore, to support the CIRC learning model, researchers used poster media in the Canva application. Poster media is a media that contains notification of an idea, new thing, important thing, or message using short words and pictures. Poster media is used because it has color, attractive design, and concise and easy-to-understand writing, so it can help students develop their imagination (Octavia et al., 2020).

In this study, students were guided to write persuasive texts in Aceh using poster media. The main goal is to preserve the Aceh language. Based on official data from the Language Development and Guidance Agency, Ministry of Education and Culture, there are 750 regional languages in Indonesia (bahasawan.id, 2019). Aceh Province has 7 regional languages, one of which is Acehnese. So far, many persuasive posters in Aceh have used Indonesian and even foreign languages. Without realizing it, this has an impact on the decline of the Aceh language so that gradually the Aceh language will become extinct. Based on the results of research by the National Innovation Research Agency (BRIN), 169 of the 750 regional languages in Indonesia are threatened with extinction, one of which is the Acehnese regional language (antaranews.com, 2023). Through this phenomenon, there is a need for language strengthening regulations as a step to save the Aceh language. One of the regulations created is by writing persuasive posters in Aceh.

In addition to using learning models, lecturers must also create interesting media so that students are motivated to take part in learning and are expected to improve their learning outcomes through the use of technology. Canva is one of the online applications designed for more interactive and creative learning in writing.

Previous research used as a review or guideline for this research. The purpose is as a reference and comparison for this research. Research by Khairunnisa et al. (2023) aims to describe the application of canva media in learning the skills of writing procedure text using Discovery Learning in class VII. The results showed that the skill of writing procedure text can be learned by using the discovery learning model. Students are able to meet good standards by scoring above 80 in the ability to write procedure text.

Research with the title The Effect of Project Based Learning Implementation Assisted by Infographic Features on Canva on the Writing Skills of Class V

Elementary School Students. Research on the application of Project Based Learning assisted by infographic features on Canva to advertising text writing skills seen from the influence between variables x and y, namely the influence of the application of Project Based Learning assisted by infographic features on Canva on the skills of writing advertising texts of grade V elementary school students (Sulifah et al., (2023).

2. Literature review

2.1.   Writing skills and persuasive text

Writing is a productive language skill, which is an activity that requires a person to create written works that cannot be obtained only by reading. Writing is the final stage in developing the linguistic competence of a language learner after listening, speaking, and reading skills (Nurgiyantoro, 2010). Persuasion text is a text whose purpose is to invite, persuade, influence and tell the reader to do according to what is written in the text. The writing or content of persuasion text is a subjective sentence, this is because this persuasion text is written through the author's view.

2.2.   Poster media through Canva application

Canva is a graphic design application tool that can help create, design, or edit designs for beginners online. The design can be in the form of greeting card designs, posters, brochures, infographics, and even presentations. Canva can be used in several versions, namely web, iPhone, and android. There are several advantages of Canva such as having a variety of interesting graphic designs, useful for honing creativity, saving time in design, practical, having image quality with good resolution, can support collaboration, can design with PC or Android, and results can be downloaded in jpg and pdf (Tanjung & Faiza, 2019).

The Canva application has a feature to create posters with various template options. A poster is a publication media that combines writing, images, or a combination of both with the aim of providing information to the public. Posters used as media or intermediaries can be used to convey messages both in general and specifically in learning. As a millennial generation, students also need to train their skills, especially in the field of graphic design because in this day and age graphic design is needed, such as in making posters that are useful for providing information (Suharyanto et al., 2020).

3. Method

In this study, researchers used a qualitative descriptive method. Selection of a qualitative descriptive approach in order to describe the results that are more precise, transparent, and accurate. Descriptive analysis describes the data collected descriptively, without making general conclusions or generalizations (Sugiyono, 2016). Qualitative description is used to describe aspects of the analysis based on the events on which it is based. Through this research, students are expected to be able to write using Canva media assisted with the CIRC learning model.

The research location will be carried out at Universitas Islam Kebangsaan Indonesia (UNIKI) Bireuen. The research subjects are students of the Faculty of Teacher Training and Education, Aceh Language and Literature Education Study Program, semester 2, totaling 30 students. Research instruments are measuring instruments to measure natural and social phenomena. in this case, the instruments carried out by researchers are observation, work assessment rubrics and document studies.

Table 1. Writing skills assessment criteria using CIRC

Rated aspect	Assessment criteria			
	Very good (4)	Good (3)	Enough (2)	Not Enough (1)
Contents	Body text concise , concise , informative and clear delivery	Two criteria fill text , whereas other No fulfilled	Just one criteria fill fulfilled text , temporary other criteria do not fulfilled	Body text too Long or too short , no clear delivery (entire criteria No fulfilled)
Design	Attractive color , size element in accordance proportional , central attention to the desired message delivered	Two criteria design fulfilled , others No fulfilled	Just one criteria fulfilled design , temporary other criteria do not fulfilled	Color no interesting , size No appropriate and central attention not on the message you want delivered (entirely criteria No fulfilled)
Picture	Interesting pictures , delivery message meaningful , and original picture Alone	Two criteria picture fulfilled , others No fulfilled	Just one criteria fulfilled image , temporary other criteria do not fulfilled	Image no interesting , delivery message No meaningful , and not picture alone (entire criteria No fulfilled)
Purpose of Delivering the Message	Ordering is very easy understood reader	Order enough easy understood reader	Difficult message understood reader	Message no understood reader

Observation is done through a careful observation accompanied by notes on the state or behavior of the object of research. In this study, observations were made to observe the application of the CIRC learning model and Canva Media to writing skills. At this stage students are divided into several heterogeneous groups. Of the 30 students, it was divided into 6 groups. Each group consists of 5 students.

Scoring rubrics are assessment criteria used to determine the quality of student performance. This rubric can facilitate researchers in the assessment process, so that subjective assessments can be minimized. This study uses a rubric containing assessment indicators that include preparation and practicum process. Furthermore, this rubric is used to assess the effect of learning models on writing skills.

Document study is a data collection technique by collecting and analyzing documents, both written documents, images, works, and electronics. The documents obtained are then analyzed, compared and combined (synthesis) to form a systematic, integrated and complete study. Document study is a data collection technique that is not directly centered on the research subject. Instead, it traces the historical data of the object of research and sees the achievement of the ongoing process that has been well documented. In this case, the documents recorded are the results of posters writing persuasive texts.

Data analysis conducted in this study used two ways. First with quantitative methods, namely data obtained through the results analyzed through the work assessment rubric. While the results of observations and document studies were analyzed using qualitative methods which aimed to obtain more in-depth data.

4.   Results and discussion

4.1. Assessment of comic development

The application of writing using Canva media in this study uses du events, namely through work assessment rubrics and observation and document studies. The data collected becomes material for study or reflection towards the success of the research. Data on writing skills using Canva media is obtained through student writing results corrected by lecturers. Researchers assess through four aspects, namely content, design, images, and objectives conveyed. Research on Aceh language revitalization through writing skills using CIRC and CANVA learning models was carried out at the Aceh Language and Literature Education Department with a total of 30 students. Writing skills can be improved with the help of the CIRC learning model. This is evidenced in the questionnaire that has been conducted.

The learning process to hone writing skills has been carried out using the CIRC learning model. Before the learning began, the researcher explained the importance of using Aceh language in learning. The goal is for Aceh language to exist in the scope of education. The results of the study showed that the use of the CIRC learning model and CANVA media greatly supported students in writing. Students are very interested in this CANVA media because the design and shapes are very interesting. The CIRC learning model is also very supportive in the learning process. Students' learning outcomes with the CIRC learning model and CANVA media are as follows:

Table 2. Acquisition of writing skills assessment with CIRC and CANVA

Value range	Students
90-100	12
80-89	10
70-79	6
<69	2

Source: Research results

Through the data above, it is known that of the 30 students who took part in the learning process, there were 2 students who got a score range of less than 69 with poor criteria. There are 6 students who get a score range of 70-79 with fairly good criteria. There are 10 students who get a score range of 80-89 with good criteria. And there are 12 students who get a score range of 90-100 with excellent criteria. Based on these results, it can be seen that students' ability to write Acehnese using CANVA media generally gets good criteria because they get scores above 80. Thus, using the CIRC learning model makes a solution for writing skills in improving student learning outcomes. However, in the learning process, researchers still find some students who are less capable of expressing ideas in writing. The scores are still low because students are still minimal in choosing words in writing.

Through this research, students have revitalized the Aceh language through Canva media. With the help of Canva media can improve student learning more fun in the learning process. This is because the CANVA application makes learning interesting and makes students not feel bored. This can also be seen by the writing skills of students classified in good criteria because 22 out of 30 students obtained scores above 80. The implementation of the CIRC learning model can improve writing skills.

This research is in line with the research conducted by Khairunnisa (2023) entitled "The Application of Canva Media in Learning Procedure Text Writing Skills Using

Discovery Learning in Class VII. Through this research, it was found that writing text procedures using the discovery learning method was practical and effective enough to improve students' cognitive abilities. Furthermore, research conducted by Khoirunikmah (2024) where through his research showed that the application of the CIRC learning model with poster media assisted by Canva application showed promising results to improve the reading comprehension skills of grade V students. With an n-gain value of 50.49 which is classified in the medium category. The results showed an increase in students' skills or understanding after going through the learning process.

5. Conclusion

According to the data obtained, the CIRC learning model and CANVA media in the learning process show an interesting and not boring atmosphere. CANVA application is able to improve students' critical thinking concepts in writing skills. In the learning process, students look active learning. This has a positive impact and makes it easy for students to pour ideas into a written text. Thus, it can be said that the revitalization of Acehnese language in writing skills using the CIRC learning model and media for students of the Aceh Language and Literature Education Department is effective and can improve learning outcomes.

Conflict of interest

The authors declare that they have no conflict of interest.

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