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MULTICULTURAL ASPECTS OF 21ST CENTURY LEARNING USING DIGITAL POSTERS

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Abstract. 21st century learning is learning that has the characteristics of being accessible, digital oriented, big data science and this learning is not limited to the distance of space and time. Poster presentation is a general form of educational information that is easily accessible, can be spread quickly with the presence of television, gadgets and the internet. This research method is descriptive qualitative method. While the research data in the form of educational posters. The results of this study are in the form of poster media requirements that are used as educational media, namely; 1) The content shall not contents that may offend the community/learning participants. The presented content shall be accepted by audience even with language and cultural differences. 2) The information shall be clear thus the message of the poster is well conveyed to audience with different cultural aspect. 3) The contents should be attractive, contains illustration images, and explanatory writings that make audience interested in the poster. 4) The development of digital poster with various version of local language may increase acceptability among local language speaker.

Keywords: multicultural; 21st century learning; digital poster

I. INTRODUCTION

Multicultural education is a reform of the form of education whose main goal is to change the habits of the system run by an institution, where every learner, regardless of gender, taste or class, ethnicity, language, culture, and religion, must have the same space in study (James A. Banks, 2016). The concept of equality is built in learning so that every learner will have equal access in achieving learning success. So that the implementation of multicultural education that occurs in learning is focused on improving equality of access to learning and academic achievement (Ndura, E., & Dogbevia, 2013).

Classes whose learner backgrounds have more than one type of language and culture will lead to more complex learning situations in the implementation of instructional learning. Differences in the mother tongue of each learner, as well as differences in their respective cultures will be very possible to cause misunderstandings and also obstacles in communication. Classes like this can be categorized as multicultural education (James A. Banks, 2016). The

differences around us in the form of social, economic, religious, cultural and educational differences are differences that will continue as long as we live our lives (Arini Noor Izzati, Ilza Mayuni, 2018).

21st century learning is learning designed for the 21st century generation to be able to keep up with the latest technological developments (Syahputra, 2018). The characteristics of 21st century learning are accessible, digital oriented, big data science and this learning is not limited to the distance of space and time. In fact, learning technology is not about technology. However, how can this technology be used appropriately so that learner can learn (Chaeruman, 2018).

In 21st century learning, learner must be able to integrate literacy skills, knowledge skills, skills and attitudes, as well as mastery of technology. This is in line with the four pillars of education initiated by UNESCO, namely:

- 1) Learning to know,
- 2) Learning to do,
- 3) Learning to be,
- 4) Learning to live together in peace (Laksana, 2016).

In addition, according to (HAYATI, 2020), learner must master the four pillars. There are four pillars that need to be empowered in learning activities, such as:

- 1) Communication Skills,
- 2) Collaboration Skill,
- 3) Critical Thinking and Problem Solving Skill,
- 4) Creativity and Innovation Skill.

This is what is termed the 4C teaching skills in 21st century learning. In short, 21st century learning has the main principle that learning must be learner-centered, collaborative, contextual, and integrated with the community. The role of teachers in implementing 21st century learning is very important in realizing a better future for the nation's children.

According (Briggs, 1977) argues that learning media are "physical means to convey learning content/materials such as books, films, videos, slides, posters and so on". In every lesson, we must pay attention to the multicultural aspect. This means that in each of these learnings, it must not offend race, ethnicity, gender, nationality & certain culture and disability (Smith, G. P., Echols, C. V., & Thomas, 2001). So that learning can be accepted by all nations in the world. For example: when studying mathematics, we should not give examples like this. Five black slaves were shot by two white people. How many black people are still alive.

According to the Kamus Besar Bahasa Indonesia (Great Dictionary of the Indonesian Language), a poster is a publication media that combines writing, images, or a combination of both with the aim of providing information to the public.

Why must 21st century learning? Because the information goes very quickly and that is what distinguishes it from conventional learning in the past. And poster is one of the 21st century learning media because at the present time everyone has a cellphone, has a television and has the internet to access it.

Why should learning to use media? Poster presentations are a common form of educational information. Poster presentation is one of the most effective methods of knowledge transfer (Dragan Ilic, 2013). In addition, posters are easily accessible, can be distributed quickly with the presence of television, gadgets and the internet. For example, when making a journal report. At this time, people prefer to read infographics that are only one sheet and cover everything compared to journals consisting of dozens of sheets (Yildirim, 2016). Likewise, the poster is only one sheet but can represent the author's idea.

In this case the poster is included in collaborative work learning. That is collaborating from various countries. For example, a poster entitled "How to Wash Your Hands Properly to Avoid the Corona Virus." This poster is issued by World Health Organization (WHO). Then, the language of the poster was translated into Indonesian. This is in accordance with the opinion (Elizabeth Alexander Ashburn, 2006) which says that using technology properly aims to make learner able to work and to add value in achieving learning outcomes.

One example of research conducted by (Fitri Murfianti, 2020) at a protest on September 24, 2019 in front of the DPR-MPR building, protesters used posters containing unique and funny sentences and invited the attention of the public. The posters have a different wording than the protest held in 1998, such as; "I don't know what possessed you to make you betray me." While an example of a protest poster in 1998 is "Arrest and Trial Suharto and His Cronies Right Now."

So, how multicultural aspects affect the making of digital posters as a means of educating the public is the focus of this research.

II. METHODS

This research was conducted using descriptive qualitative method. That is, this research is in the form of a description in words which can then explain the analysis in full and in depth (Maleong dalam Yusuf, 2018). The material object of this research is an educational poster related to disasters.

The data collection techniques applied are by (Miles, M. B & Huberman, 1992), as following:

- 1) Separate data
- 2) Data reduction is carried out, this reduction is carried out in several stages, namely: identification, selection, and data classification
- 3) Data presentation is carried out, data presentation is implemented through codification, compilation, and data analysis.
- 4) Verification or conclusions are made on the data, previously made temporary conclusions to reduce and present the data.

III. DISCUSSION

Multiculturalism is a belief and behavior system that recognizes and respects the presence of all diverse groups in an organization or society, recognizes their different socio-cultural differences, and encourages and enables their continued contribution in an inclusive cultural context that empowers all in the organization or society.

In a broad context, multicultural education tries to help unite the nation in a democratic manner, by emphasizing the perspective of plurality of people in different nations, ethnicities, and cultural groups. Thus schools are conditioned to reflect the practice of democratic values. The curriculum exposes different cultural groups in society, language, and dialect, where learner are better off talking about respect among themselves and upholding the values of cooperation, rather than talking about competition and prejudice between a number of learner who differ in terms of race, ethnic, cultural and social status groups. Posters are persuasive texts that prioritize the power of images and words. Usually the posters are displayed in public places (Kosasih, 2017). The following is an example of an educational poster:

A. First Digital Poster

The cultural aspects of one community group can be displayed in educational posters as long as it is a general culture that does not offend as in the example in figure 1: below:



Fig. 1 Tsunami Educational Poster
 Source: (CNNIndonesia, 2020)

The poster in Figure 1 is public education poster that give information how to deal with tsunamis. This poster is a poster from Japan. This can be seen from the components Hokusai's Great Wave of Kanagawa karya Katsushika Hokusai (Nakamura, n.d.). In its development, this poster was reused by Redcross until it was finally translated into Indonesian. This poster contains 2 main component:

1) Information

In the information section there are usually illustrated images, explanatory writings, additional illustrations of about 40% of the poster. And everything must be conveyed well so that it is easy to understand. In poster 1, the information is about tips for dealing with tsunami.

2) Poster Source

The poster originator shall be stated clearly in the poster. It make public believes that the poster is a credible source of information, hence the purpose of the poster achieved. In this section a poster published by CNN adapted from Redcross

Based on abovementioned component, authour draw a finding that this poster only displays an illustration of Japanese general culture, which is in the form of an illustration of "Kanagawa Wave" and does not offend the multicultural Indonesian community and can convey messages/information from the poster. Through 4C techniques, namely communication, collaboration, critical

thinking and creativity skills, finally this poster can be used for public education in Indonesia.

B. First Digital Poster

Other example of similar digital poster with figure 1 with additional detail shown in figure 2.



Fig. 2 Tsunami Educational Poster
 Source: (Rentjoko, 2016)

It is known that the poster in picture 2 is also a public education poster regarding tips for dealing with tsunamis. Similar to poster 1, it can be seen that there are components of Japanese culture, namely Hokusai's Great Wave of Kanagawa by Katsushika Hokusai n (Nakamura, n.d.) and the sun of Nippon. Then this poster was adapted and used by BNPB in Indonesian and published by Beritagar. This figure also contains 2 main components:

1) Information

Similar with digital poster presented in figure 1, figure 2 also shown illustrated images, explanatory writings, additional illustrations with graphic around 40% of the poster area. The information must be conveyed well so that it is easy to understand. The main purpose of the poster is to give information how to deal tsunami disaster.

2) Poster Source

Figure 2 show the poster originator is BNPB (Indonesian National Board for Disaster Management) that also publised by Beritagar.

Referring that components author can draw a finding that poster on figure 2 only displays an illustration of Japanese general culture, which is in the form of an illustration of "Kanagawa Wave" and does not offend the multicultural Indonesian community and can convey

messages/information from the poster. Through 4C techniques, namely communication, collaboration, critical thinking and creativity skills, finally this poster can be used as public education media in Indonesia.

Case Study Poster 2 with Tatto's Bella Poarch

Figure 3 shown controversial tattoo of Bella Poarch, female tiktok artists who has the most followers in the world with more than 57 million followers (Online, 2020). Figure 2 and figure 3 have similar component that is the sunrise characteristic of the country of Japan. In the illustration the sunrise can be meaningless in Indonesia and accepted by the Indonesian people. However, it is unacceptable in China and Korea because it symbolizes Japanese colonialism in China/Korea (Ching, 1997).

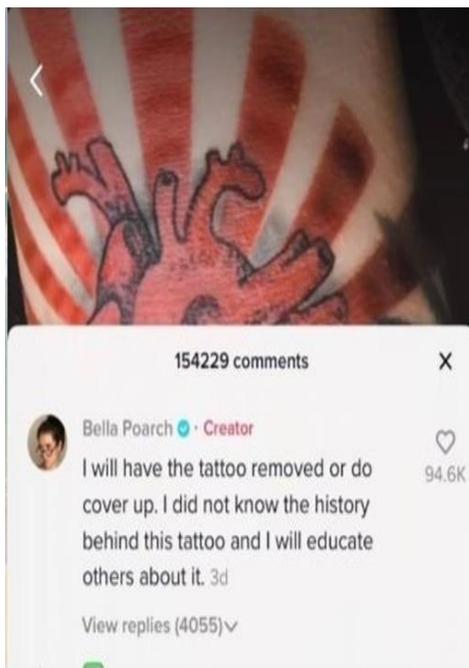


Fig. 3 Bella Poarch's Tatto and Her Comment's
 Source: (Online, 2020)

The controversial tattoo even resulted in the banning of Bella Poarch and not being able to visit Korea (Online, 2020). Because this case went viral and she was criticized by a lot of netizen, she finally removed the tattoo as an action of apology. Another purpose of her tattoo removal is so that she can educate others her actions (Online, 2020). This is because the issue of sensitive matters like this must be understood by many people.

During development of poster media, it is necessary to pay attention to the background of the intended participants (design knowledge), including aspects of culture, language of symbols, and aspects of language. This is in accordance with the opinion (Sleeter, C. E. , & Grant, 1987) which views the uniqueness of human beings without distinction of race, culture, gender, sex, physical condition or economic status of a person.

C. Third Digital Poster

Digital Poster shown on figure 4 and figure 5 is covid-19 educational poster develop by japelidi (jaringan pegiat literasi digital). The purpose of the poster is to educate how to avoid exposure to corona virus. The originator of the poster also develop and publish the poster with 44 different local language in Indonesia (Rahadi, 2020). This method was quite interesting hence more than 10 digital newspaper and government official website published this article (Doddy, 2020). Figure 5 shown sample of poster with Banjar and Minang version.



Fig. 4 Indonesian and Mandarin Version of Covid-19 Educational Poster from Japelidi
 Source: (Japelidi, 2020)



Fig. 4 Banjar and Minang Version of Covid-19 Educational Poster from Japelidi
 Source: (Japelidi, 2020)

The language on the third digital poster is to give public education. Here are the important things the author found:

1) Information

In the information section there are illustrated images and explanatory writings from the poster. In poster 4, this poster was translated into 44 languages by japelidi (a network of digital literacy activists). The goal is that all levels of Indonesian society consisting of various languages, ethnicities and cultures can understand and understand the educational message of the poster. The

contents of the poster are how to prevent the transmission of the corona virus, namely:

- Wash your hands with soap as often as possible
- Do not touch the face (nose, mouth, eyes) when hands are not clean
- Keep a distance of at least 1 meter from other people
- Wear a mask if you have a cold or cover your inner arm when sneezing and coughing
- Try to stay at home and only go out when absolutely necessary

2) Poster Source

Figure 4 and 5 show the poster originator is Japelidi based on their social media account (Instagram and Twitter).

Based on mentioned data, it can be concluded that third digital poster develop by understanding Indonesia is a multicultural country, consisting of various ethnicities, nations, cultures and languages. To make it easier to give public education, the poster was made in 44 languages and also in Mandarin. The goal is that the information on the poster can be accepted by speakers of the regional language and there is an emotional bond if the regional language is used.

The method of adapting posters with regional languages has proven to be quite effective, as seen by the large number of media covering this article and the comments column on Japelidi's Instagram and Twitter accounts filled with comments requesting versions of their respective regional languages by using their own local languages (Japelidi, 2020). All title and author details must be in single-column format and must be centered.

IV. CONCLUSIONS

In this study it can be concluded that the multicultural aspect during digital poster as public education media is important. In this digital era, poster can easily spread through communities within seconds. During development digital posters for educational purpose, it is necessary to pay attention to several items as below:

1. The content shall not contain contents that may offend the community/learning participants. The presented content shall be accepted by audience even with language and cultural differences.
2. The information shall be clear thus the message of the poster is well conveyed to audience with different cultural aspect.
3. The contents should be attractive, contains illustration images, and explanatory writings that make audience interested in the poster.
4. The development of digital poster with various version of local language may increase acceptability among local language speaker.

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