THE DEVELOPMENT OF COMIC MEDIA WITH THE THEME "DIFFERENCES IN NEIGHBORLY CULTURE IN INDONESIA AND IN GERMANY"

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Abstract--This research aims to create comic media for intercultural communication. The process of creating comics on the topic of "Neighborhood Culture in Indonesia and Germany" uses ADDIE's theory. Among them are: 1) The analysis 2) The design (draft) 3) The development 4) The implementation 5) The evaluation. The research data are based on the result of interviews with alumni from the German department of the state university of Medan who work in Germany today. You are as the data in this investigation and the information from them is as the data. Based on the information, they experienced more about culture shock, especially when they first rented a room or apartment. The result of this research is to create a comic strip about culture shock. Once created, the comic is checked by a media and materials expert. This comic is being improved at the same time following the advice of experts. After the improvement, the material expert gives it a grade of 89.2. That means the comic that is being created is good. The media expert gives the grade 98.5. That means that the comic created is very good.
Keywords: comic book creation, neighborhood culture, ADDIE method

INTRODUCTION

At the seminar "Intercultural Communication" many experiences will be gained in relation to the different culture between Indonesia and Germany. For example, how their culture, what kind of neighboring culture they are, how to meet culture, how to share time in their healthy everyday life, etc. These experiences are important as cultural studies. Cultural Studies is a basic skill for intercultural communication competence. Im Bezug der interkulturellen Kommunikation werden einige Meinungen aus mehreren Quellen von Zeitschriften genommen.

Stewart (2017:391) defined intercultural communication as communication that takes place under conditions of cultural differences, values, customs and customs. Similarly, Mulyana & Rakhmat (2018:2) described that human behavior and mindset are influenced by their respective backgrounds and cultures. These different backgrounds and cultures create intercultural communication. The identification of intercultural communication is the different background of the communicators. This opinion was also expressed by Samovar and Porter (2019:37).

Intercultural competence is very important for foreign language learners, so there is no misunderstanding in intercultural communication. Hutagalung and Pujiastuti (2016:IV) Claim that in the subject of intercultural communication, six topics are discussed in the course of communication interculture, that is:

1) Family
2) Invitation
3) Neighbor
4) Apply
5) Dealing with criticism
6) What is behind this conflict

After recognizing the importance of intercultural communication, the author is curious about cultural differences abroad, more precisely in Germany. The author thinks whether the cultural differences in Germany and Indonesia are actually different, and takes a topic that makes himself really curious about the neighborhood culture in Germany and Indonesia.

In this day and age of globalization, many people do not observe as well as the ethics of neighbors should be. so that different types of neighboring problems appear in society. Thus, the author wants to know what the differences are from the rule of the neighborhood in Indonesia and Germany, especially in modern times.

The topic of neighbor is selected in this study based on the results of a survey distributed to 15 alumni currently living in Germany. Below are the questions in the survey.

1. Are the rules of the neighborhood in Germany really applied in everyday life?
2. Have you ever been shocked by the difference in the neighborhood?
3. Did you bring your habit to Germany in Indonesia?
4. What cultural differences do you get in Germany?

The result of the survey has shown that the rules of the neighborhood in Germany are quite fixed, because Germans always do their best to follow the rules. An example: it is not allowed to make noise at certain times, but for fellow students there is a tolerance for noise, except in the days of exams, of course this will not please everyone, but in general you will try to follow the rules.

But there are some alumni who are shocked by the differences. Most Germans are much more individual, so it is very normal if you do not know the neighbors. In Indonesia, it is rare to find individual neighbors, because most neighbors in Indonesia are not individual.

In the creation of comics "The creation of a comic on the subject of the difference between the neighborhood culture in Indonesia and in Germany" with three applications namely Clip Studio Paint, Picsart and Photoshop CS3 used. The design of these comic media goes through several phases, namely:

1. The description of the synopsis illustration.

in this comic there are eight topics and discuss kulturshock. and the characters in this comic are Karina, Ayu, Ari, Aldi, Ajeng and Lestari. they experience other culture shocks in Germany.

2. Create a panel
3. Make Verbal Character
4. Create an image background
5. Create a dialog box
6. Color phase
7. Finish

The production of comics with the theme "The creation of a comic on the topic of the difference between the neighborhood culture in Indonesia and in Germany" can improve the reading ability of the students, and as interactive learning media. With the comic, it is hoped that there will be no more misunderstanding between the neighborhood culture in Germany and Indonesia.

LITERATURE REVIEW
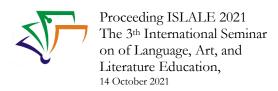### The concept of the learning medium

The word "media" comes from the Latin "medius", which means remedy or introduction. In Arabic, the medium is the intermediary or the delivery of a message from the sender to the recipient of the message. Gerlach & Ely (2016:9) Claim that the media contains the materials for knowledge and skills used in the teaching and learning process.

The concept of comics

Fauzana (2020:142) Defines that comics are a medium that conveys the story through visualization or illustration of images, in other words. The comic is an image story in which the image serves to decipher the story, coupled with the presence of word balloons in each image, so that the reader can easily understand the author's story.

The concept of intercultural communication

Intercultural communication, the study of communication between individuals or groups of people from different cultures, encompasses several unobtrusive areas of exploration. As a

member of certain patterns of world awareness by learning symbolic system such language and nonverbal behavior. (Infante 2017:18).

The conceptual basis

Choosing a type of learning medium is one of the most important parts of the learning process. When producing comics with the theme "Neighborhood Differences in Germany and Indonesia" for intercultural communication, this comic is also an interactive defense medium, with neighborhood cultural differences in Germany and Indonesia, so as not to give rise to misunderstandings between cultures , In this study, the ADDIE model, namely analysis, design, development, implementation, and evaluation (Branch 2017: 38) uses the selection of the right media type can cause different effects in the learning process. One of the most common consequences is not the maximum learning process that takes place in the classroom. This will not properly convey the main cause of the ultimate goal of learning and cannot be achieved by the learner, so the writer will create a comical medium that is interesting and effective enough that the learner will be able to get out of the learning process Understanding that takes place after the process of making comics is completed, researchers test the validator to see if the product can be used. Neighborhood cultural differences in Germany and Indonesia.

METHODOLOGY OF INVESTIGATION

This study is carried out in the library of the Faculty of Language and Art at the State University of Medan. The data of the study is the information of the cultural difference between the neighborhood culture in Indonesia and Germany. The source of the data are 15 alumni currently living in Germany and 15 students.

This study uses ADDIE model:

1. The analysis is an analysis of the situation and the working environment so that it can be identified which product needs to be developed.
2. Design is an activity to design as needed. in this phase, how the comic design can be made attractive. E.b. (First design phase, design in comic format, synopsis formulation, character selection)
3. Creation is the activity to create product. This activity goes through several phases, e.B. character creation, coloring, text creation, etc.
4. Implementation is the activity of product use. in this phase, the finished product will be the implementation for 5 alumni in Germany and 15 students.
5. The evaluation must be checked whether the product is already good or needs to be improved. The product is a comic on the subject of culture shock, such as.B neighborhood culture in cooking, in greeting, noise, burning garden remains such as old branches at any time, in the construction of fences, picking the fruit from overhanging branches, shortening in rent, prohibiting in animal husbandry

FINDINGS AND DISCUSSION

In this chapter, the results of the creation of comic media with the theme "The creation of a comic on the topic of the difference between the neighborhood culture in Indonesia and in Germany" are discussed. Each step has its own examination result. The steps of the investigation and the results are explained in this chapter.

In this phase, three activities were carried out to identify the exact information about the differences in neighborhood culture in Indonesia and Germany. They are (1) interview with alumni from the German department of the State University of Medan who live and work in Germany, (2) use the other sources such as internet and books to deepen the information from the outcome of the interview with alumni, (3) determine the specific topic.

At the end of this phase, the result is summarized. The differences in the neighborhood culture in Germany and Indonesia are:

1. In Germany it is not allowed to burn old branches etc., but it is allowed in Indonesia. Old branches or garbage are to be burned in front of the house.
2. In Germany, this can be picked from overhanging branches fruit, but in Indonesia you must first ask for permission to the owner.
3. In Germany, it is not allowed to pet a neighbor's pet, as it can disturb the owner, but it is fine in Indonesia.
4. In Germany it is not allowed to build a fence that is too high. But in Indonesia it is allowed. It depends on the owner.
5. In Germany, rental prices can demand downwards because of the disturbing neighbors.
6. In Germany you can not cook stinky aromatic food. But in Indonesia it is allowed.
7. In Germany, the majority of the population is more individual, in Indonesia rather social.
8. 8. In Germany it must not be loud at certain times, e. B. in the breaks or late at night, but there are the norms and also the values in Indonesia.

The cover design is created with three applications: Clip Studio Paint, Picsart and Photoshop CS3. The font used on the cover is Times New Roman. The cover of the comic is B5 in size with a layout in the form of a booklet. Royal receipt paper was chosen as the material for printing the envelope. The cover is printed using the digital printing process.

The creation of content pages using two applications, Picsart and Pinterest, the font used on the content page is cc Wildword. The comic cover is B5 in size and has a book-let layout. The material chosen for printing the contents page is Kingstruk paper. The content page is printed using the digital printing method.

The developed comics will be implemented for 5 alumni in Germany and 20 German students. Media that is used to send comic media with the theme "the difference between the neighborhood culture in Indonesia and Germany" is via email and whatsapp. This media test is carried out in such a way that the author should correct the quality of the comic media again if there are still errors in the comic. Previously, the author gave questionnaires to 15 alumni in Germany, and the survey was a question about the culture of shock they experienced in Germany.

There are two validations, namely the material validation and the media validation. The material validation is carried out by a lecturer for German classes. The material is rated in seven categories. This is 1) writing words in German, 2) simple sentence structure, 3) effective and communicative sentences, 4) easy understanding of comic content, 5) clarity of comic content, 6) clarity of comic content, 7) the conflict in the story is well developed. The expert gave a grade of four (very good) for seven aspects. All aspects have a value of four (good). The opinion of materials experts only lacks the simple sentence structure. the second validation is media validation. Validation is carried out by media experts. This validation is assessed in six categories. That means 1) the design of the theme in the comic, 2) alignment of the character with the background (background), 3) alignment of font (fonts) with background (background), 4) neatness of comics, 5) the color scheme of the comics, and 6) overall media design. Experts rated four (very good) for six aspects. In the opinion of media experts on the comic, "the difference between the neighborhood culture in Indonesia and Germany" is quite good.

Discussion
This theory consists of five steps, they are:
(1) The analysis
In the analysis phase, several activities were carried out, the authors conducted an interview phase with 15 alumni in Germany on 12.12.2020 and the authors recorded some of the differences in the neighboring cultures in Germany, which are in the interculturality book to get more information.

(2) The design

Before the comic media with the theme "the difference between the neighborhood culture in Indonesia and in Germany" were designed with the Clip Studio Paint, the steps that must be considered in the design of these comic media are to pay attention to the comic plot, the characters in the comics, comics, scene and comic covers. So that comics on the subject of "the difference between the neighborhood culture in Indonesia and in Germany" can be presented in the form of interesting comics. Author takes up only eight topics about Kulturshock in this study, such as.B. (Neighborhood culture in cooking, in which greetings, noise, garden remains such as old branches burn at any time, in the construction of fences, pick the fruit from overhanging branches, cut in rent, prohibit in animal husbandry)

(3) The preparation

In the phase of creating comic media, it consists of combining all the components such as material and images with the Clip Studio Paint to create a picture book. This phase consists of three steps, namely: the production process of comics, testing/validation and creation.

(4) Implementation

In this phase, the finished comics are developed and implemented for intercultural communication learning.

(5) Evaluation

Evaluation is the last step in the creation of comics with the theme "the difference between the neighborhood culture in Indonesia and in Germany". In this phase, the comics are evaluated and validated. There are two validations, namely material validation and media validation.

The final product of this study is a comic on the topic "The difference between the neighborhood culture in Indonesia and in Germany". These comics include: (i) Overall, these comics are rated "good" in various aspects and are suitable for interactive learning media, (ii) students can find out what differences exist in the neighboring cultures in Germany (iii) comics This also makes it easier for lecturers to teach courses in intercultural communication.

In this phase of investigation, there are several obstacles, i.e: (1) Obtaining information with alumni in Germany takes a long time (2) Designing comics in intercultural communication Learning media is quite difficult

CONCLUSION

According to the results of the investigation, the conclusions are as follows:

The process of creating comic media with the theme "Creating a comic on the topic of the difference between neighborhood culture in Indonesia and Germany" uses the ADDIE theory. Among them are (1) The analysis: In the analysis phase, several activities are carried out. These are interviews with 15 alumni and read the books or other sources to get more complete and accurate information. (2) The design: (draft). Pay attention to the comic story, the characters in the comic, the scene and the comic cover, so that comics with the theme "the difference between the neighborhood culture in Indonesia and in Germany" can be used as an interesting comic book. (3) The creation: In the phase of creating comic media, it consists in combining all the components such as material and images into a picture book with the Clip Studio Paint application. This phase consists of three steps, namely: the creation process of comics, testing/validation and creation. (4) The implementation: In this phase, the finished comics for intercultural communication learning media are developed and implemented. (5) The evaluation:Evaluation is the last step to make comics the topic "the difference between the neighborhood culture in Indonesia and in Germany". In this phase, the comics are evaluated and validated. There are two validations, namely material validation and media validation.

The results of the creation of a comic on the topic "The creation of a comic on the topic of the difference between the neighborhood culture in Indonesia and in Germany" are:

a. This comic informs about the culture shock that has been experienced by some alumni in Germany.
b. This comic is also useful as a medium to learn intercultural communication. Learning media with comic media, can clarify the presentation of messages and information to facilitate and improve the learning process and learning outcomes.
c. The comic uses Clip Studio Paint, Picsart and Photoshop CS3 apps. And has 20 pages
d. This comic has been reviewed by media experts, the review in the components of this comic gets an excellent value

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