Effectiveness of Using Digital Comic Media in Environmental Education

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Abstract:

This study examines the effectiveness of using digital comic media on learning outcomes in environmental education. Data was collected through a pre-experimental method using a pretest and posttest one-group design model. Hypothesis testing was carried out after fulfilling the prerequisite test using the Paired Sample T-test to see the effectiveness of digital comic media on the learning outcomes of Environmental Education of seventh-grade students. Then, the N-Gain score of the effectiveness of using digital comic media will be tested. Sampling was done by cluster random sampling. This research was conducted in 2024. The sample of this study amounted to 46 students of SMPN 70 grade VII in the 2024/202 school year in Central Jakarta, Indonesia. The results of the paired sample T-test showed that the sig. p value <0.05 or 0.00 <0.05. This shows a significant effect of digital comic media on Environmental Education learning outcomes. This research aims to improve Environmental Education for junior high school students through digital media to create motivation and interest in students to absorb the information the teacher conveys.

1 INTRODUCTION

Environmental education can elevate awareness and deepen comprehension of ecological challenges. By fostering a nuanced understanding of environmental dynamics, students are more likely to develop a profound sense of care and responsibility, ultimately inspiring sustainable action. A synergistic approach can be adopted to revitalise environmental education by weaving diverse environmental themes into social studies curricula. This can be accomplished through innovative mediums like digital comics, which illuminate ecological concepts and issues and captivate students' interest, transforming learning into an engaging and impactful journey. Environmental education helps develop a caring attitude towards the environment. Students will learn to appreciate nature,

conserve limited natural resources, and protect biodiversity. Digital comic learning media can impact environmental education given to students, making students think critically about understanding environmental material integrated into learning so that the transmission of ecological material becomes optimal.

Research indicates that environmental education can positively impact the environment and tackle specific conservation challenges by fostering ecological values, attitudes, and knowledge. It also equips individuals and communities with the skills to work together toward proactive environmental solutions (Ardoin *et. al.*, 2020). Ecological education enhances students' knowledge of ecology by fostering active participation and a comprehensive understanding of the environment (Charatsari &

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Lioutas, 2017). Environmental education in the curriculum can facilitate the development of ecological thinking among students. Environmental education integrated into social studies learning is provided formally in the classroom. Learning in the school is related to teaching media as a tool for teachers to clarify student understanding. Learning media becomes one of the integral parts of learning in the classroom. In the modern era, mobile technology has emerged as a catalyst for educational innovation, transforming classrooms into dynamic spaces of creativity (Sarifah et al., 2025). It empowers educators to push boundaries, sparking inspiration and fostering the creation of engaging, fresh, and imaginative opportunities for students to engage in meaningful and educational activities that promote growth, understanding, and skill development.

Learning media is designed to optimize the achievement of learning objectives while providing students with engaging and meaningful experiences. One effective medium that boosts students' motivation and interest in learning is comics. Comics naturally draw readers ' attention with their visual appeal and captivating imagery, fostering enthusiasm and a greater desire to learn (Septaria & Fatharani, 2022). Comics can present concrete experiences obtained through images that clarify the message to be conveyed and reduce verbality in classroom learning so that readers can focus more on understanding the message conveyed by the author. (Subroto, et. al., 2018). Comics are a powerful tool for education and can greatly enhance students' learning outcomes.

2 LITERATURE REVIEW

Environmental education is critical to improving environmental literacy so that attitudes and characters that care about and respect the environment will be Environmental education can increase formed. students' understanding of the significance of preserving the environment and provide knowledge about maintaining a good environment. This research discusses the model of environmental education in social studies learning through digital comics for students who care about the environment, where students are brought to contextual conditions casuistic and fun through visual media in the form of pictures and interesting storylines that are entertaining and educational so that fostering and reinforcing values leads to the development of optimal skills for responding to the environment. Incorporating environmental education into social

studies learning ensures it aligns effectively with its intended objectives according to what has been set. Research indicates that environmental knowledge plays a crucial role in influencing pro-environmental attitudes. Findings suggest that greater environmental knowledge significantly enhances positive attitudes toward the environment. (Liu, Teng, & Han, 2020 & Janmaimool, & Khajohnmanee, 2019). A study states that environmental education enhances students' knowledge about the environment, fostering their participation and promoting a comprehensive understanding of environmental issues. (Charatsari & Lioutas, 2017). Environmental education in the educational curriculum can facilitate students' development of environmental thinking. Furthermore, environmental awareness is assessed in both cognitive and affective domains, making it a key factor in predicting changes in environmental behaviour. One approach to behaviour change is the ecological dynamics model (EDM), which shares several characteristics with eco-pedagogic-based outdoor experiential education (EOEE) (Berberoglu & Emel, 2017). The study found that the participants developed environmental awareness and tended to have a holistic perspective at the end of their education. Environmental education can consistently affect students' environmental attitudes, awareness, and behavioural intentions in initiatives that support environmental education designed at the classroom level (Bergman, 2016).

Environmental education is related to three factors: intention for environmental learning and behaviour, appreciation of the environment, and awareness of the potential impacts of nature. Incorporating environmental education in schools can enhance students' understanding through three key approaches. The first involves critically examining the connections between natural, social, and cultural environments. The second focuses on providing factual knowledge about environmental issues. The third emphasizes capacity building by fostering a process-oriented, participatory, and action-driven approach to learning, particularly concerning energy and natural resource management (Spahiu, Korcha, Lindemann-Matthies, 2014). Environmental education is central to the action plan for sustainable development, as it is incorporated into the curriculum across all levels of education. Students can develop critical environmental thinking skills by embedding environmental education into the learning system. This approach fosters improved environmental attitudes and a stronger connection to nature among learners (Sellmann & Bogner, 2013). Environmental education is effective in providing cognitive learning. Computer technology applications offer a variety of tools for education (Alqahtani & Mohammad, 2015). Teachers' selection of computer technology applications can improve learner performance and educational effectiveness and make teaching more effective.

Classroom learning is closely tied to the use of learning media, as it enhances the effectiveness and efficiency of educational activities. Learning media can clarify the teacher's learning material from abstract to concrete through the images presented. Learning media can stimulate students' interest, motivation, and thinking power to learn because there is a variety of learning in the classroom. A study states that comics are images juxtaposed with other images that are deliberately made in sequence to convey a message and give a deep impression to the readers; the images presented can provide a good picture and have art so that readers can be carried away with the message conveyed (Aulia, Nisa, & Wuryandani, 2019). Furthermore, comics are images that are juxtaposed with other images that are deliberately made in sequence to convey a message and give a deep impression to the readers; the images presented can provide a good picture and have art so that readers can be carried away with the message conveyed (Mustikasari et al., 2020). Next, comics that are arranged with various series of images contain a message that wants to be conveyed from the creator to the readers; comics tend to have a message tailored to their needs (Sari et al., 2021). If comics are prepared with educational messages, the making of images and storylines will be adjusted to the learning needs to be conveyed. Other research suggests that comics can be effective learning tools and boost students' interest in reading (Kusumadewi et al., 2020).

In addition, comics possess a unique quality as a visual learning tool, using colourful images to convey information. This approach helps readers better comprehend and retain the material, as the brain processes images more efficiently than sounds (Sinta, Norma, I., 2021). Next, comics are suitable for communicating a message to readers because they can focus attention on a design arranged in mind. In contrast, comics in learning can convey material differently, namely concisely with pictures (Hong Yi et al., 2020). Comics have the potential to inspire motivation and excitement for learning through visually appealing images. Digital comics can be a powerful educational resource for content and language-integrated learning, offering an engaging, user-friendly, and thoroughly educational approach that emphasizes collaboration (Rutta et. al., 2021). Digital comics can enhance students' cognitive learning results, with significant differences in

students' cognitive outcomes between online learning with comic assistance and online learning without comics, favouring the use of comics in the learning process (Damopolii *et al.*, 2021).

Digital comic-based learning media can effectively deliver educational content, enabling teachers to conduct more diverse and engaging teaching activities. This form of media also enhances students' interest in learning, preventing boredom during lessons and improving their learning outcomes. The flexibility of digital comics allows students to independently review the material being taught or revisit previously covered content, as they can access the comics anytime and anywhere. Moreover, if students encounter difficulties answering questions, they can easily refer to the material in the digital comics for clarification.

3 METHODS

This research employs a pre-experimental quantitative approach with a one-group pretest-posttest design, as shown in Table 1. The Shapiro-Wilk test assesses normality, while Levene's test is applied to check for homogeneity. The hypothesis is tested using the Paired Sample T-test to evaluate the effectiveness of Digital Comics media on the learning outcomes of Environmental Education.

Table 1: Experimental Research Design.

Pretest	Treatment	Posttest
01	X	O2

Description:

- O1: Pretest score before treatment
- X: Treatment using digital comic media
- O: Posttest score after treatment.

The sampling method used in this study was cluster random sampling. The research was conducted in 2024, with a population of 182 seventh-grade students at SMPN 70 for the 2024/2025 school year in Central Jakarta, Indonesia. A sample of 46 seventh-grade students was selected. This study employed a pre-experimental quantitative research approach, utilizing a one-group pretest and posttest design.

4 RESULTS AND DISCUSSIONS

Data were collected using questionnaires and semistructured interviews with seventh-grade teachers at SMPN 70 in Central Jakarta, Indonesia. This phase of the research involves a pretest, treatment, and posttest. The pretest was administered to assess the condition of the sample prior to any intervention, specifically to evaluate the Environmental Education learning outcomes of seventh-grade students before using digital comic media. Subsequently, the teacher provided treatment by using digital comic media in Environmental Education lessons. The effectiveness of the treatment was assessed by the posttest, which was conducted to determine the difference in learning outcomes compared to the pretest. The pretest and posttest statements on student learning outcomes in environmental education are presented in Tables 2 and 3.

Table 2: Table of pretest instruments of comic's digital media.

Indicators	Sub-indicators	Total
Environmental	Not knowing the	1
knowledge	cleanliness of the	
	toilet	
	It does not reduce	2
	the use of plastic	
	Not familiar with	1
	3 R's (reuse,	
	reduce, recycle)	
	Not aware of tree	1
	planting at school	
	Do not know how	1
	to use natural	/
	resources in	:
	moderation	
	Unable to	1
	distinguish	
	between types of	
	waste	
Environmental	Do not reprimand	1
attitude	friends who litter	
	Not cultivating	1
	environmental	
	ethics	2
	Not inviting	2
	friends to	
	beautify the	
	classroom with	
	plants Does not	2
		2
	participate in keeping the	
	school	
	environment	
	clean	
	Does not	1
	participate in	1
	conducting class	
	cleaning pickets	
	cicuinis pickets	L

Environmental	Not disposing of	1
skills	garbage	
	according to the	
	type of garbage	
	Not doing	2
	community	
	service at school	
	Not keeping the	1
	school	
	environment	
	clean	
	Do not flush the	2
	toilet after using	
	it	
	Do not	1
	participate in	
	maintaining the	
	river	
	Not saving the	1
	use of clean water	
	Do not recycle	1
	garbage	
	Not carrying out	1
	class cleaning	
	pickets	
	Not committing	1
	vandalism	
/		

Table 3: Table of posttest instruments of comic's digital media.

Indicators	Sub indicators	Total
Environmental	Knowing the	1
knowledge	cleanliness of the	
	toilet	
	Reducing the use	2
	of plastic	
	Familiar with 3	1
	R's (reuse,	
	reduce, recycle)	
	Know about tree	1
	planting at school	
	Know how to use	1
	natural resources	
	in moderation	
	Can distinguish	1
	the types of waste	
Environmental	Reprimanding	1
attitude	friends who litter	
	Fostering	1
	environmental	
	ethics	
	Inviting friends to	2
	beautify the	
	classroom with	
	plants	
	Participating in	2
	keeping the	
	school	

	environment	
	clean	
	Participate in	1
	conducting class	
	cleaning pickets	
Environmental	Disposing of	1
skills	garbage	
	according to the	
	type of garbage	
	Doing	2
	community	
	service at school	
	Keeping the	1
	school	
	environment	
	clean	
	Flushing the	2
	toilet after using	
	it	
	Participating in	1
	keeping the river	
	clean	
	Save the use of	1
	clean water	
	Recycling	1
	garbage	
	Carrying out	1
	class cleaning	
	pickets	
	Committing	1
	vandalism	

Next, a normality test and homogeneity test were conducted. The Paired Sample T-test was performed to evaluate the effectiveness of using digital comics in Environmental Education learning outcomes, followed by the N-Gain test to assess the strength of digital comic media's effectiveness in learning.

This study conducted a normality test to determine whether the data obtained followed a normal or abnormal distribution, which would guide appropriate statistical selection. The normality test aimed to measure the distribution's normality, ensuring the correct statistical method was used. The Shapiro-Wilk test was used for this study, and the following test criteria were used:

If the significance value (sig) is more significant than 0.05, the data follows a normal distribution, meaning H0 is accepted, and H1 is rejected.

Conversely, if the significance value (sig) is less than 0.05, it suggests that the data does not follow a normal distribution, leading to the acceptance of H1 and the rejection of H0.

Based on the Q-Q Plot shown in Figure 1, the points are clustered around and closely follow the diagonal line. The diagram's bell-shaped pattern, with no significant skew to the right or left, further

indicates that the control data follows a normal distribution.

Table 4: Normality test results.

Test of Normality					
Kolmogorov-	Kolmogorov-Smirnov				
Statistic df Sig.					
Pretest	0.965	46	0.181		
Posttest	0.970	46	0.287		

According to the one-sample Kolmogorov-Smirnov Test results in Table 4, the significance values (sig) exceed the $\alpha=0.05$ threshold, with 0.200>0.05 for the pretest and 0.979>0.05 for the posttest. As a result, based on the established test criteria, H0 is accepted, indicating that both the pretest and posttest data follow a normal distribution.

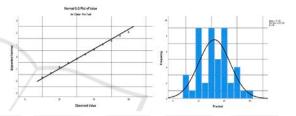


Figure 1: Normal distribution of the pretest data.

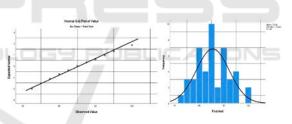


Figure 2: Normal distribution of the experiment group.

Based on the experiment data shown in the Q-Q Plot graph in Figure 3, the points are clustered around and closely follow the diagonal line. The diagram's bell-shaped distribution, without significant skew to the right or left, suggests that the post-test data follows a normal distribution, as illustrated in Figure 3.

In addition, a homogeneity test is performed to assess whether the variances of the data populations are the same or different across two or more groups. The following testing rules are used: If the significance value (sig) is more significant than 0.05, the data distribution is homogeneous, meaning H0 is accepted, and H1 is rejected.

If the significance value (sig) is less than 0.05, it suggests that the data distribution is not

homogeneous, leading to the acceptance of H1 and rejection of H0.

Table 5: Homogenei	ty test results	of pretest and	l posttest.

Test of Homogeneity of Variance					
	Levene	df1	df2	Sig.	
	Statistic				
Based on	.247	1	90	0.620	
Mean					
Based on	.160	1	90	0.690	
Median					
Based on the	.160	1	89.146	0.690	
Median and					
with adjusted					
df					
Based on	.213	1	90	0.645	
trimmed					
mean					

Based on the analysis presented in the Test of Homogeneity of Variances Output in Table 5, the significance value (sig) is 0.620, more significant than the $\alpha = 0.05$ threshold. As a result, according to the established test criteria, H0 is accepted, indicating that the data distribution is homogeneous.

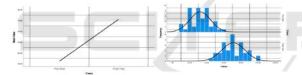


Figure 3: Graphs and histograms of control and experiment homogeneity test.

In addition, hypothesis testing was conducted using the paired sample T-test to assess whether there were any changes in environmental education learning outcomes between the pretest scores (before using digital comic media) and the posttest scores (after using digital comic media). This can be observed from the average cognitive abilities of students, as indicated by the pretest and posttest scores. The average posttest score of 70.98 is higher than the pretest score of 27.28, as shown in Figure 4.

The Paired T-test was conducted using the test criteria as follows:

If the significance value (sig) is greater than 0.05 or the count is less than the table value, it can be concluded that there is no difference between the average pretest and posttest environmental education learning outcomes, meaning H0 is accepted, and H1 is rejected.

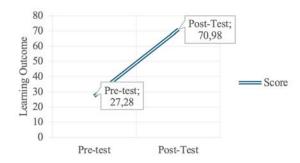


Figure 4: Pretest and posttest of learning outcomes.

If the significance value (sig) is less than 0.05 or the t-count exceeds the t-table value, it can be concluded that there is a difference between the average pretest and posttest environmental education learning outcomes, meaning H1 is accepted and H0 is rejected.

Table 6: Paired sample statistics.

١	Paired Samples Statistics						
	Mean N Std.						
				Deviation	Error		
L					Mean		
J	Pretest	27.28	46	12.234	1.804		
	Posttest	70.98	46	13.401	1.976		

The analysis of the paired samples statistics, shown in Table 6, summarizes the descriptive statistics for the two samples studied: students' pretest and posttest learning outcomes. The sample consisted of 46 students. The average pretest score was 27.28, while the average posttest score was 70.98. The standard deviation for the pretest was 12.234, and for the posttest, it was 13.401. Descriptively, there is an observable difference in the environmental education learning outcomes between the pretest and posttest, indicating an improvement after using digital comics.

Following this, the N-Gain test was conducted to assess the effectiveness of digital comic media. The N-Gain value categorizes the effectiveness based on its score or percentage. Tables 15 and 16 provide the criteria and interpretation for the N-Gain values.

Table 7: N-Gain score criteria.

Score Gain	Criterion
g > 0,7	High
$0.3 < g \ge 0.7$	Medium
$g \le 0.3$	Low

N-Gain score criteria and the effectiveness of N-Gain categories are presented in Tables 7 and 8. Based on the N-Gain results in Table 9, the difference

between the pretest and posttest average scores was increased. The pretest value was 27.28, and the posttest value was 70.98. Furthermore, the percent N-Gain test obtained a result of 0.58 or an increase of 58% from the pretest and posttest scores. The assessment criteria include the N-Gain score of 0.3 < g < 0.7 in the moderate category. This proves that digital comic media is effective, with a moderate category in the learning outcomes of VII grade junior high school students.

Table 8: Effectiveness of N-Gain categories.

Percentage (%)	Interpretation
<40	Ineffective
40-55	Less Effective
56-75	Quite Effective
> 76	Effective

Table 9: N-Gain results.

Descriptive Statistics						
	N	Min.	Max.	Mea	Std.	N
				n	Deviati	
					on	
Pretest	4	5.00	55	27.28	12.234	46
Fielest	6				1	
Posttest	4	45.0	100	70.98	13.400	46
Positest	6	0			7	
NGain	4	.18	1	.58	.2043	46
score	6					
NC -: 0/	4	1818	100	58.45	20.429	46
NGain %	6		40		8	40
Valid N				_		7

Recent studies have illuminated transformative impact of integrating technology into educational practices (Nuraini et al., 2023; Abustang et al., 2024; Aliyyah et al., 2024; Lestari et al., 2024; Sintawati et al., 2023; Safitri et al., 2023; et al., 2023; Arum et al., 2023; Nuraini et al., 2023; Rihatno et al., 2023). Specifically, using technology as an interactive learning medium has demonstrated a marked ability to ignite student motivation. This surge in interest enhances the learning process's effectiveness and cultivates critical skills among students. Moreover, leveraging technology in teaching methods extends beyond intellectual stimulation; it fosters a holistic engagement by invigorating students physically and emotionally, streamlining their overall educational experience.

Technology has the incredible power to transform learning into a more engaging, efficient, and impactful experience. From interactive tools to AI-driven platforms, it bridges the gap between traditional education and innovative possibilities,

empowering both educators and learners to thrive (Zakiah et al., 2023; Hadi et al., 2022; Rihatno et al., 2020; Edwita et al., 2020; Umasih et al., 2020; . et al., 2020; Nuraini et al., 2020; Batubara et al., 2022; . et al., 2022; Safitri et al., 2022; Susanto et al., 2022; Sarifah et al., 2022; Wahyudi et al., 2019; Edwita et al., 2019; Kaban et al., 2019; Safitri et al., 2019; Safitri et al., 2019).

The use of learning media continues to evolve, adapting to meet students' unique and diverse needs (Edwita et al., 2019). These tools are crucial in shaping and enhancing students' positive behaviours by providing engaging and meaningful learning experiences. One of the key areas of focus in this development lies in refining the visual aspects, such as fonts and displays, ensuring that they are aesthetically pleasing, functional and accessible for learners. The process of evaluating and improving these materials is ongoing. With each assessment, an opportunity emerges to make the media even more effective and aligned with the goals of modern education. Comic media, for instance, stands out as a dynamic alternative for teaching complex or abstract concepts. By transforming these ideas into relatable and tangible scenarios, comics bring learning to life, connecting theory to students' everyday experiences.

This innovative approach not only bridges the gap between the abstract and the concrete but also captures the imagination of learners, making education not just informative but also entertaining and memorable (Hadi *et al.*, 2022). Through thoughtful design and creative storytelling, learning media can revolutionize how students interact with knowledge, sparking curiosity and encouraging active engagement.

The application of information and technology innovations integrated into learning helps convey accurate, authentic, and contextual casuistic probleminformation students regarding to environmental materials that have not been optimally carried out; aiming to be informative to keep students engaged and interested, we proceeded with the N-Gain value test, which evaluates the effectiveness of digital comic media. The N-Gain value can be classified either by its numerical value or as a percentage. The criteria and interpretation of N-Gain values are shown in Table 15 and Table 16.(Safitri et al., 2023; . et al., 2024). It will improve the understanding, attitudes, and skills of students as a young generation who will continue development for sustainable environmental quality, as well as the formation of student characters who care about the environment. Environmental education in social studies, using digital comics as a learning tool for

students concerned about the environment, not only imparts knowledge and understanding but also fosters problem-solving skills and ethical awareness. This approach, particularly focused on environmental topics integrated into social studies, will ultimately promote a deeper and more comprehensive understanding of environmental issues.

5 CONCLUSIONS

Digital comics simplify students' grasp of a wide range of environmental topics integrated into social studies. Using an approach that presents environmental issues and case studies through engaging and visually appealing images and concept explanations, students can build their understanding through real-life experiences. This method motivates students to engage more actively in their learning. It sparks their interest and encourages participation, enhancing their cognitive skills and fostering creativity to develop innovative and thoughtful solutions for environmental challenges within social studies. Furthermore, environmental education in social studies can increase students' comprehension, awareness, and commitment to addressing environmental issues, promoting early environmental conservation efforts.

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