



## Digital Literacy Movement Through Training Making Animated Videos Of Rejang Lebong Folk Stories

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Article Info	ABSTRACT
<p><b>Corresponding Author:</b> Dian Ramadan Lazuardi E-mail: <a href="mailto:Dianramadan78@gmail.com">Dianramadan78@gmail.com</a></p>	<p>The Digital Literacy Movement through Training in Making Rejang Lebong Folklore Animation Videos aims to increase digital literacy among teenagers, especially in developing digital content creation skills based on the Rejang Lebong folklore. The problem currently faced by partners is that teenagers are not using gadgets optimally, gadgets are only used as a means of entertainment such as using social media, playing games, etc. One solution to this problem is by implementing a Digital Literacy Movement through Training in Making Rejang Lebong Folklore Animation Videos. This training was carried out by teaching techniques for making animated videos using the Benime application, which is a simple but effective platform for creating narrative-based animations. In this training, participants are introduced to the basic steps for making videos, processing images and sound for animated stories. Participants are given direct tutorials and practical guidance to create animated videos of the Rejang Lebong folklore, with the hope of preserving and introducing the richness of regional culture to a wider audience in a modern way. By converting folklore into an animated format, participants not only learn about creating digital content, but also gain knowledge about how to package local culture in a form that is more modern and attractive to the younger generation. This is expected to reduce the gap between traditional culture and technology, as well as encourage the younger generation to care more about local culture. The next stage of the plan is to form a digital creative community that is open to all training participants, form collaboration with the media to disseminate participants' work, organize a digital cultural festival which will feature animated folk tales from Rejang Lebong and other areas and continue this service by creating animated videos with the theme different.</p> <p><b>Keywords:</b> Digital literacy, folklore, rejang lebong.</p>

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### INTRODUCTION

Rejang Lebong is one of the districts in Bengkulu Province which has 15 sub-districts and is divided into 122 villages and 34 sub-districts. One of the sub-districts in this area is Karang Anyar sub-district which is in the eastern Curup sub-district. Karang Anyar is one of the sub-districts where the majority of the population is from the Rejang tribe. It is well known that the Rejang tribe has a rich culture and folklore that is rich in local values and

history. Folklore is an oral heritage that has benefits for society, especially children and teenagers, such as being able to develop imagination, improve language skills, build emotional intelligence and form a sense of empathy (Anafiah, 2017). The age limit for adolescents according to Della & Nur (2017) is divided into 3 groups, namely age 12–15 years including early adolescence, age 15–18 years including middle adolescence, and age 18–21 years including late adolescence. Teenagers in Karang Anyar Village should become more familiar with the stories of their people and take part in preserving them. Preserving the Rejang Lebong folklore is not an easy thing, many teenagers do not know their own folklore because the folklore that has been passed down from generation to generation is not well documented.

As technology advances, many teenagers are engrossed in the digital world, such as playing online games and using social media. In fact, if we look further, teenagers can utilize technology through digital literacy as a means of preserving the Rejang Lebong folklore. Digital literacy is a unity of attitude, understanding, skills in handling and communicating information and using knowledge effectively in various media and formats. Basically, digitalization can be used as an intermediary medium to support the development of quality literacy activities containing various information (Sulianta, 2020: 11). Building a digital literacy culture in terms of preserving Rejang Lebong folklore requires involving the active role of the community together. The success of preserving folklore can build digital literacy which is an indicator of achievement in the fields of education and culture. It is important to introduce digital literacy to today's society, especially the generation living in the information age. This is because the generation that grew up in the era of digital technology has a very different way of thinking compared to previous generations. This generation already enjoys the stability of information technology (Sulianta, 2020:35).

Based on the results of observations made by the community service team in Karang Anyar Village, a phenomenon that occurs in society is that many young people do not know and appreciate their cultural heritage, especially the Rejang Lebong folklore, there is a lack of effort by parents and other parties to preserve and popularize the story. Rejang Lebong people in the current digital era, Rejang Lebong folklore is less digitally documented, and the younger generation is busy spending time on digital media playing online games and social media. Based on this phenomenon, it can be concluded that teenagers are less familiar with the Rejang Lebong folklore which should be preserved as heirs from generation to generation.

The Digital Literacy Movement through Training in Making Rejang Lebong Folklore Animation Videos is an initiative of the community service team to overcome the problems faced. The community service team will train teenagers to make animated videos using the Benime application which can be downloaded for free on Playstore. The Benime application is an application that can be used to create whiteboard animated videos. The characteristic of the Benime application is that it has various hand moving features according to your wishes. This application can also be filled with music and sound, can adjust text style, size and color, and can set the desired time range and delay ((Iqbal, 2022).

Several situations that support the implementation of this program include: teenagers in Karang Anyar Village show a high interest in digital technology and multimedia content, training in making animated folklore videos is expected to attract the interest of the younger generation to get involved in cultural preservation efforts, the Karang Anyar Village government as Community service partners provide full support for this program. Karang

Anyar Subdistrict has adequate digital infrastructure, such as smooth internet access and adequate gadgets for the younger generation. This activity is also useful in terms of preserving cultural heritage by animating folklore, the cultural heritage of Rejang Lebong can be preserved and disseminated more widely to the community. This training will help participants to develop skills in using digital technology, including animation, video editing, digital storytelling, and foster creativity. This also encourages participants to think critically in choosing the most interesting parts of the story to highlight.

The PKM (Community Service) that the team implemented is relevant to community service by Nojeng (2023) with the results of PKM making a positive contribution in efforts to increase digital literacy and promote local cultural heritage through digital technology, as well as providing opportunities for the community to more actively participate in the world digital that continues to develop. Furthermore, Rahayu (2021) with PKM results, students and parents can create digital posters and digital animations using the Canva, Cinema FV-5 Lite, and Beecu applications. Farida (2024) with the results of PKM through a questionnaire regarding student motivation after participating in training in making learning media using animated films, the results obtained were that participants were very satisfied with an average score of 4.6 for the training activities, students were able to practice how to make animated films themselves. Arifin (2023) with the results of PKM mentoring activities provides additional understanding in the use of gadgets owned as tools that can be used to create 2D animations which can help in creating digital learning media independently.

Based on the above, the UNPARI Lubuklinggau Community Service Team (PKM) held a Digital Literacy Movement through training in making animated videos of the Rejang Lebong Folklore. This activity was carried out inseparable from the assistance and active participation of work partners who have given permission and are willing to help implement this program in order to increase awareness among teenagers of preserving the Rejang Lebong folklore through digital documentation.

## METHODS

The method of implementing activities in this community service program is planned to provide a solution to the problem of preserving the Rejang Lebong folklore through making animated videos using the benime application. The following are the implementation stages that will be carried out in this community service activity:

### **Preparation Stage**

The preparatory stage carried out by the community service team was initial observations at Karang Anyar Village to ask for permission and carry out cooperation with the sub-district as partners of the community service team. Followed by collecting data and information related to the problems faced by partners. After obtaining permission and information from the sub-district, the team then prepared materials for training activities.

### **Implementation Stage**

The implementation of community service activities in Karang Anyar Village in the form of training in making animated videos of the Rejang Lebong folklore is as follows:

- a. Implementation of Community Service activities will be carried out for two months in the even semester of the 2023/2024 academic year according to a mutually agreed schedule.
- b. The PKM activity was attended by teenagers in Karang Anyar Village, around 15 participants with an age range of 12-15 years.

- c. Techniques used in delivering material include: lecture, discussion, question and answer, practice, and evaluation.
- d. The activities carried out consisted of opening and introducing the team, getting to know the Rejang Lebong folklore more closely, delivering material on making animated videos using the benime application and live demonstrations, practicing making animated videos of the Rejang Lebong folklore, reviewing the results of activities and sharing information and sessions question and answer between the team and the participants, and the closing continued with evaluation.

### **Evaluation Stage**

Evaluation activities carried out by the community service team include discussion, feedback and assessment of the results of their work on making animated videos. Furthermore, the final activity was also supported by giving questionnaires to the participants who took part in the training. The questions on the questionnaire relate to the material that has been provided. The hope is that after participating in the training activities, participants will understand the training material and be motivated to use the Benime application to create animated videos.

## **RESULTS AND DISCUSSION**

This community service activity is carried out through three stages, namely the preparation stage, implementation stage and evaluation stage. This activity was carried out in Karang Anyar Village, Rejang Lebong Regency. The preparation stage was carried out in August and September, the training and evaluation stage was carried out in October. The following are the results of community service activities carried out by the community service team, namely:

### **Preparation Stage**

The preparation stage is the initial stage of preparing the necessary needs, such as asking permission from local officials, namely the Head of Karang Anyar Village, as well as signing a cooperation agreement as a form of willingness to carry out this activity. The next stage is to conduct observations and interviews with teenagers in Karang Anyar Village regarding digital literacy skills and teenagers' knowledge of the Rejang Lebong folklore. The results show that the younger generation is busy spending time on digital media to play online games and social media. Teenagers do not use the applications in the Playstore to create animated stories. Furthermore, teenagers also do not know and appreciate their cultural heritage, especially the Rejang Lebong folklore, the Rejang Lebong folklore is less documented digitally, there is a lack of effort by parents and other parties to preserve and popularize the Rejang Lebong folklore in the current digital era. Based on this phenomenon, it can be concluded that teenagers are less familiar with the Rejang Lebong folklore which should be preserved as heirs from generation to generation.

Digital Literacy Movement Training through Rejang Lebong Folklore Animation Video Making Training has the main aim of increasing digital literacy among teenagers in Karang Anyar Village, Rejang Lebong Regency. One of A significant result of this training is the increase in participants' understanding of the importance of digital literacy. Before attending the training, most participants only understood the use of technology for social media or entertainment purposes only. After attending the training, participants began to understand that digital technology can also be used for creative and educational purposes, especially in preserving local culture.

### **Implementation Stage**

The activity implementation phase begins with providing material regarding the Benime application to participants. Material provision was held on October 12 2024 with a total of 15 participants. At this meeting the community service team provided material and reinforcement to participants regarding the application used in making animated videos that were downloaded on Playstore, namely Benime. Benime is a mobile-based application that can be used to create animated videos in an easy and practical way. In this training, participants were introduced to various features provided by Benime, such as how to create characters, setting backgrounds, setting animation movements, as well as adding voice narration and sound effects. This application was chosen because of its simplicity and ease of use which is very suitable for participants who have limitations in mastering technology. Participants were asked to choose a Rejang Lebong folk tale that had previously been documented in writing, which during the PKM implementation could be used to create an animated story. Participants are taught to change the Rejang Lebong folklore into an attractive visual form through animation. This is very important so that participants do not just create animations, but also understand how to create animations that convey messages clearly.

At the next meeting on October 19 2024, participants were invited to practice directly creating animated stories using the Benime application. Participants are taught to design animated characters that will be used in the story. Using the features in the Benime application, participants can create characters according to the characters in the selected folklore. Apart from characters, participants are also taught to create a background that suits the story they are creating. Participants can choose various appropriate background elements and edit them to create an atmosphere that supports the story. Participants are also taught how to add background sound and narration to enhance the animation. The challenges faced by participants during the training were that participants experienced difficulty in mastering various features of the Benime application, especially in managing character animations and transitions between scenes. However, with direct guidance from the community service team, participants were able to overcome these difficulties and successfully complete the animation. Another challenge is the limited time available, considering that the animation creation process requires attention to detail. This training also prioritizes collaboration between participants. Participants work in small groups to create animations together. This collaboration is very important, because it allows participants to exchange ideas, discuss various approaches to creating animation, and share tasks, such as designing characters, writing narration, or editing animation. This collaboration enriches the final results of animation work and helps participants complete projects more efficiently.

### **Evaluation Stage**

The evaluation stage was carried out with the aim of seeing how far the service participants had progressed in making animated videos of the Rejang Lebong folklore. This initial monitoring was carried out on October 26 2024. In this initial monitoring the service team found several things, namely, the evaluation results showed that the majority of participants succeeded in producing interesting animations and were able to convey stories. This training succeeded in fostering participants' creativity in using technology to create work. After attending the training, participants are able to think creatively and produce interesting digital works of art.

This training has benefits in developing and preserving local culture. By using the Benime application to create animations of the Rejang Lebong folklore, participants can introduce local culture to a wider audience, especially the younger generation who are more familiar with digital technology. This is an important step to preserve folklore which can be eroded by time and technological developments, as well as introducing Rejang Lebong culture creatively. Through making animated videos, participants not only learn about technology, but also learn more about the selected folklore. This process helps participants to better appreciate stories that contain high moral and cultural values. Many participants expressed their pride in the folk tales they had raised, participants felt that these stories were important to introduce to the younger generation through more modern media.

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