



DEVELOPMENT OF PUBLIC INFORMATION MEDIA ABOUT THE BENEFITS OF THE WALIKUKUN PLANT (*Schoutenia ovata* Korth)

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Abstract :

The Walikukun plant is one of the plants that is characteristic and has local wisdom in Tulungagung. The population of this plant is decreasing and is only scattered around Dadi Temple in the Walikukun Hills. Local people's attention to this plant is also low, because not much is known about the properties or benefits of this plant. Research that discusses this plant is still a bit in-depth into its potential as a plant with medicinal properties. Therefore, there is a need for information media to educate the public regarding the potential benefits of this plant. This information media was developed using the ADDIE model (Analyze, Design, Develop, Implementation and Evaluation). The media developed is a QR Code booklet with the title "Efficacy of the Walikukun Plant (*Schoutenia ovata* Korth)". Based on the validation results, material experts showed a value of 3.78 and media experts showed a value of 3.67, which means the booklet is valid/suitable for testing. The practicality test for the booklet shows a value of 3.82, which means the booklet is practical to use, and the effectiveness test shows that the booklet is effective in increasing people's understanding of the walikukun plant, which is indicated by the sig value. 0.00 (< 0.05).

Keywords: *Booklet, QR Code, Benefits of Walikukun, Schoutenia ovata*

INTRODUCTION

Public information media, or mass media, are communication channels used to convey news, information, opinions, entertainment and other content to the wider community. This media plays an important role in shaping people's perceptions and understanding of various issues and events. The functions of public information media include: First, informing, namely the media providing information about events, issues and the latest news from various fields such as politics, economics, social and culture. Second, educate, namely the media can be an important source of knowledge, teaching people about various topics, including science, history and culture. Third, conveying opinions, namely the media also provides a platform for individuals, groups and organizations to convey their opinions, views and comments on various issues. Fourth, as entertainment, namely media providing entertainment in the form of television programs, films, music and various other types of creative content. Fifth, supervision and accountability, namely the media plays an important role in monitoring government, business and other institutions, and ensuring accountability to society. Society's information media have a huge impact on the way we understand the world and our interactions with society at large. Therefore, it is important to support reliable, independent and ethical media,

and to train ourselves in identifying and addressing disinformation. Media plays a role in shaping global society and culture in the digital era (Couldry, 2012). Media plays a role in conveying information, knowledge and understanding to the wider community. In this context, the media has great potential to become an effective educational tool. Eric Schmidt and Jared Cohen stated that the impact of digital technology, including social media, in educating and influencing society in the modern era (Schmidt & Cohen, 2013).

One suitable medium for information for the public is a booklet. A booklet is a book that contains information about a product, so that readers can more easily find out about the product through the booklet. The contents of the booklet are presented in an attractive appearance, accompanied by pictures and using short, clear and concise language. This is what makes booklets suitable for public information media.

Considering that we are currently in a digital era, booklets will be more effective if they are QR code based. QR codes really help people in getting information, because through QR codes people can immediately get what they want via cellphone (HP). It cannot be denied that nowadays everyone has a cell phone, all you have to do is scan the QR code, then the information in the QR code will be read. Through this QR code-based booklet, it is hoped that the public will increase their knowledge about the benefits of the walikukun plant for public health more easily. Based on the background that has been described, the aim of this research is to describe the validity, practicality and effectiveness of public information media about the properties of the Walikukun plant (*Schoutenia ovata* Korth).

RESEARCH METHODS

The development of a QR code-based booklet with the title "Efficacy of Walikukun Plants" was carried out in July - October 2023. This was based on a needs analysis aimed at the community, based on answers to a questionnaire distributed in June 2023. This research is Research and Development. which uses the ADDIE (Analyze, Design, Develop, Implement, and Evaluate) model. According to Branch (2009), the ADDIE model development procedure includes several stages: (1) Analysis. At this stage, a preliminary analysis is carried out as to whether the public needs information media to increase knowledge, especially regarding the properties of the walikukun plant. The product offered is a QR code based booklet. (2) Design. At this stage, a QR code-based booklet product is designed. The booklet is designed using A5 size art paper, with attractive letters and pictures as well as reviews that are easy for the public to understand. The contents of the booklet include: introduction, review of the Walikukun plant, review of the efficacy of the Walikukun plant, its benefits and impacts, and conclusion. (3) Develop/development. At this stage, a booklet is prepared which is then validated by material experts and media experts, until the product is valid. (4) Implementation. At this stage, a trial/implementation stage is carried out with the community, both to see the response to the product and to increase public knowledge regarding the properties of the walikukun plant. (5) Evaluation. This stage is the evaluation stage after implementation. After implementation, whether this product has any revisions or not.

RESULTS AND DISCUSSION

The information media developed is the Walikukun Plant Benefits

Booklet. In the following, the final form (product prototype) of the QR code-based booklet on the Benefits of Walikukun Plants will be presented objectively and completely. A good QR code-based booklet can be seen from the quality of its contents, namely the contents are appropriate and precise, the material coverage is adequate, the material descriptions are presented systematically, the descriptions and examples are clear, allowing for interactivity, the language used is communicative with simple, short sentences. and direct. Apart from the quality of the content, the physical quality of the QR code-based booklet must also be considered. This physical quality is related to the choice of typeface, color, design and clarity. The QR code-based booklet The Benefits of Walikukun Plants was developed using the Microsoft Publisher application which was then saved in pdf form. After that it will be converted into a QR code.

This booklet consists of three parts, namely the beginning, the main part and the end. The initial part consists of the Cover, Al-Qur'an Verses, Foreword, and Table of Contents. The cover consists of a front cover and a back cover. The front cover contains the booklet title, author's name, developer agency logo, and QR code. The layout of the front cover is made of dark green, light green, the booklet writing and agency are white, and the title and author's name are yellow, and is given a picture of the walikukun plant, while the back cover contains a summary of the contents of the booklet, as shown in Figure 1 below;



(a) Cover depan (b) Cover belakang

Figure 1. Booklet Cover Layout Based on QR Code Benefits of the Walikukun Plant

Bagian inti dari booklet khasiat tumbuhan walikukun ini dibagi menjadi 9 Bab sebagai berikut. Bab I Pendahuluan berisi selayang pandang tentang tumbuhan walikukun serta hal-hal yang akan dibahas dalam booklet ini. Bab 2 Tinjauan tentang Tumbuhan Walikukun, membahas tentang morfologi tumbuhan walikukun. Bab 3 Tinjauan tentang kandungan kimia membahas tentang arti dari kandungan kimia. Bab 4 Tinjauan tentang metabolit sekunder pada tumbuhan, membahas tentang metabolit sekunder yang ada pada tumbuhan, Bab 5 Tinjauan tentang aktivitas farmakologi, membahas tentang bagaimana aktivitas farmakologi. Bab 6 Kandungan kimia pada tumbuhan walikukun, membahas kandungan kimia yang ada pada daun, batang, bunga tumbuhan walikukun. Bab 7 Aktivitas farmakologi tumbuhan walikukun membahas tentang aktivitas farmakologi pada daun, batang, dan bunga tumbuhan walikukun. Bab 8 Khasiat dari Tumbuhan Walikukun. Bab 9 Penutup memuat kesimpulan dan kontribusi. Pada bagian akhir Booklet, meliputi glosarium, daftar rujukan dan profil penulis.

QR codes are created using the online QR code generator application.

The QR code for the booklet is as shown in Figure 2. This QR code is also included on the front cover and back cover of the booklet. Readers can scan the QR Code, then they can immediately download and read the booklet.



Figure 2. QR Code Booklet of the Benefits of the Walikukun Plant

Below we will discuss the validity, practicality and effectiveness of the Walikukun Plant Benefits booklet. First, the QR code-based booklet that was developed has been validated by material experts and media experts. There are 3 material experts, and 3 media experts. Validation by material experts shows a value of 3.78 and media experts show a value of 3.67. Based on this value, the validation results generally show that the QR code-based booklet as a medium of information for the public about the properties of the walikukun plant is declared valid/suitable for testing.

Second, after that it was tested on the public to see the practicality of the QR code booklet. The practicality test was carried out on the same 30 respondents during the needs analysis. The readability test results showed that 83.3% of respondents said the images and cover of the booklet were very good, the remaining 16.7% said they were good (Figure 3). Completeness of the images and booklet cover, 76.7% said it was very good and 23.3% said it was good (Figure 4). As many as 60% said it was very easy to understand the contents of the booklet and the remaining 40% said it was good (Figure 5).

1. Kemenarikan gambar dan cover booklet

30 jawaban

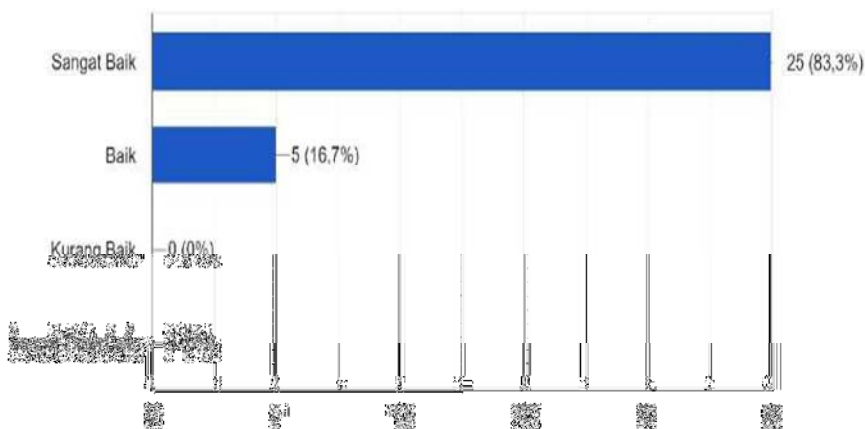


Figure 3. Chart of Attractiveness of Images and Booklet Covers

2. Kelengkapan gambar dan cover booklet

30 jawaban

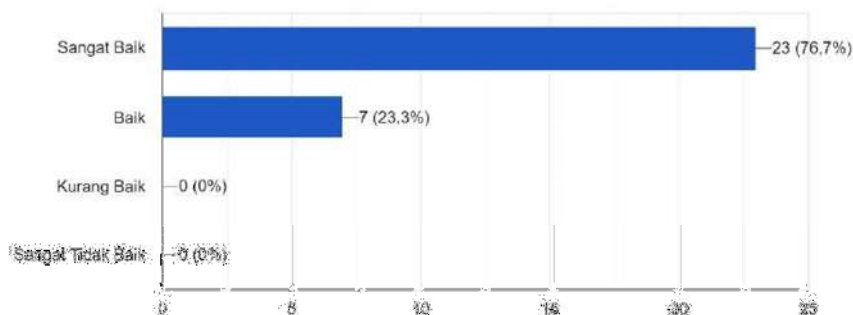


Figure 4. Graphic of Image Completeness and Booklet Cover

30 jawaban

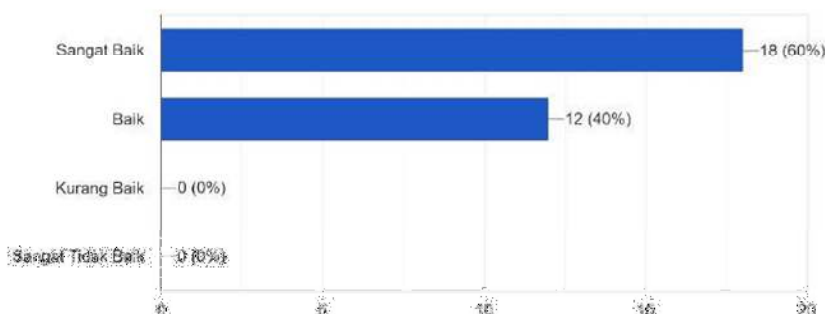


Figure 5. Graph of Ease of Understanding Booklet Contents

Third, the results of the effectiveness test using the Wilcoxon Signed Ranks test show that this QR code booklet is effective in increasing knowledge about the properties of the walikukun plant. This means that there is a significant difference between initial knowledge and final knowledge, where the average for final knowledge is higher than initial knowledge. This shows that people are very interested in this QR code based booklet, and of course feel the benefits of this booklet. The results of this research are in line with the research of Sari V.R. and Werdiharini, A.E. (2020), namely an effective booklet in increasing the knowledge of people suffering from type 2 DM. Research by Rehusisma, L.S., Indriwati, S.E., and Suarsini. E. (2017) also shows that booklets and videos can increase people's knowledge about healthy and clean living. Furthermore, this research also supports research conducted by Rahman, A, Arafik, M. and Muchtar (2022) which shows that QR code-based booklets are attractive and improve student learning outcomes and motivation. Then research by Kusumaningtyas and Hakim (2020), Third, the results of the effectiveness test using the Wilcoxon Signed Ranks test show that this QR code booklet is effective in increasing knowledge about the properties of the walikukun plant. This means that there is a significant difference between initial knowledge and final knowledge, where the average for final knowledge is higher than initial knowledge. This shows that people are very interested in this QR code based booklet, and of course feel the benefits of this booklet. The results of this research are in line with the research of Sari V.R. and Werdiharini, A.E. (2020), namely an effective booklet in increasing the knowledge of people suffering from type 2 DM. Research by Rehusisma, L.S., Indriwati, S.E., and Suarsini. E. (2017) also shows that booklets and videos can increase people's knowledge about healthy and clean living. Furthermore, this research also

supports research conducted by Rahman, A, Arafik, M. and Muchtar (2022) which shows that QR code-based booklets are attractive and improve student learning outcomes and motivation. Then research by Kusumaningtyas and Hakim (2020). (3) Applying, namely the ability to use the material studied and apply it in real conditions. (4) Analyzing, namely the ability to describe material into components, but still in structure and still related. (5) Synthesizing, namely the ability to perform and connect parts into a new whole. (6) Evaluating, namely the ability to assess material based on predetermined criteria. So, if after people read this booklet they are able to apply it, their knowledge will reach a higher level. This QR code based booklet is also a fairly efficient and effective learning tool in this digital era, because it is very easy for people to access it, and can be read anytime and anywhere, without the hassle of carrying printed books, but can be accessed via cellphone. This causes this QR code based booklet to also be effective in increasing public knowledge.

CONCLUSION

The following is a summary of the results of the validity, practicality and effectiveness of public information media in the form of a QR code-based booklet about the Benefits of Walikukun Plants. Based on the validation results, material experts showed a value of 3.78 and media experts showed a value of 3.67. This shows that the booklet is valid/fit to be tested. The practicality test for the booklet shows a value of 3.82, which means the booklet is practical to use. Based on the effectiveness test, it shows that the booklet is effective in increasing people's understanding of the walikukun plant, which is indicated by the sig value. 0.00 (< 0.05).

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