

# Comic "Sehat Ceria di Masa Pandemi" as a Media for Disseminating Health Protocols to Elementary School Students in Sumedang Regency

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**Abstract.** The Center for Health Communication Studies, Faculty of Communication Sciences, University of Padjadjaran produced a comic entitled "Sehat Ceria di Masa Pandemi." This comic is intended as a medium for socializing health protocols for classroom learning preparation for elementary school students in Sumedang Regency, West Java. The comic media was deliberately chosen, because it has advantages in terms of visuals and stories that are easy to understand. In this study, comics are seen as educational media which are analyzed using a qualitative narrative method from Walter R. Fisher. This study focuses on analyzing the narrative concept and narrative rationality concept in the comic. Data was collected through text and visual depictions in comics and assisted by structured interviews with the comic production team. The first result of this research is the narrative concept in the comic displayed through visual elements, stories, and dialogues between characters. Second, the narrative rationality concept in the comic already includes two principles, coherence and truth. Coherence is shown in the plot structure while the principle of truth is displayed through health protocol information that is inserted in the dialogue between characters.

**Keywords:** Narrative Paradigm; Comics; Puskomkes; Classroom Learning; Sumedang

## 1 Introduction

The Covid-19 pandemic presents dynamics of change in various aspects of life. Two alternative solutions emerged are innovation and resilience, individuals or communities should be adapt to overcome interaction barriers between individuals in society. Institutions or units in the community try various approaches to deal with this crisis situation. Education is one of the fields that had major changes due to the pandemic. The Government made innovation to the learning system, by doing online learning. Elementary school, high school, high school and college students are running the teaching and learning process from home, since March 24, 2020 (Surat Edaran No 4 Tahun 2020 Tentang Pelaksanaan Pendidikan Dalam Masa Darurat Corona Virus Disease (COVID-19), 2020). After a year of online learning, several studies have found that this method has more negative impacts than positive impacts.

Unarchived learning objectives when online learning is due to the lack of students in providing feedback quickly, students lacking in understanding the material provided, the lack of communication tools makes students unable to collect assignments on time, the teacher's explanation is not clear when the signal is bad so the material delivered is not well received (Arum & Susilaningasih, 2020). Other impacts of online learning include the high dropout rate which then causes the number of early marriages to increase in a number of regions (Kementerian Pendidikan dan Kebudayaan, 2021).

After various studies and considerations regarding the effects of online education, the Minister of Education and Culture, Nadien Makariem, allowed schools to carry out limited face-to-face learning (classroom learning) in January 2021 (Makariem, 2020). The dynamics that occur during the Covid-19 pandemic are difficult to predict. The number of cases increased again in early 2021 due to the Delta variant of Covid-19 which caused the Bed Occupancy Rate (BOR) in a number of hospitals to be above 65% (Kementerian Bidang Koordinator Perekonomian Republik Indonesia, 2021). As a result, the Government imposed restrictions on community activities in Java and Bali, and restrictions on emergency mobility outside Java and Bali. Non-essential sector offices must work from home 100 percent, places of worship are closed and schools back to online learning method. The restrictions on this activity will be reviewed, pending an increase in the ratio of the vaccinated population.

The longer the implementation of online education is carried out, the higher the learning lost experienced by school students. Therefore, it is necessary to anticipate through health protocol socialization in classroom learning method. Anticipatory measures, especially for elementary school student. They must be prepared to face the challenges of living a healthy life during this Covid-19 pandemic. Based on the results of the study on optimizing the application of health protocols in classroom learning during the COVID-19 pandemic, one of the recommendations is to increase socialization in the form of campaign to always comply with health protocols in the form of posters and pictures in the school environment (Pusat Penelitian Kebijakan, 2021). The Center for Health Communication Studies, Faculty of Communication Sciences, Padjadjaran University (Pusdi Komkes Fikom Unpad), pays very serious attention to this study. Children at the elementary school age are seen as very necessary to get a special approach in this regard. The awareness process using a special approach is absolutely necessary in the context of preparing school-age children for the classroom learning at school. Pusdi Komkes Fikom Unpad presents a comic entitled, "Sehat Ceria di masa Pandemi" or "Healthy and Happy During the Pandemic," the adventures of Jojo, boys from Jatinangor. It is hoped that this comic will not only increase the reader's knowledge of health protocols, but also increase the bounding of children with their families. In addition, with exposure to this comic, children's social skills are expected to develop optimally.



**Fig. 1.** Comic Cover "Sehat Ceria di Masa Pandemi" edition 1

A study revealed that comics have the feasibility as a medium of learning in schools (Yulianda et al., 2019) and health promotion (Nuraini & Ronoatmodjo, 2018). Another study found that comics as a learning medium have an influence on school student achievement (Siregar, 2017). Comics as a learning medium have an advantage because the information in it is conveyed implicitly. The art of storytelling through comic media has become a message delivery strategy that continues to be used not only in the realm of education but also in the realm of politics (Sutanto & Wardaya, 2020).

Previous research that discusses the success of the storytelling method in shaping self-concept and identity is used in the field of health promotion. The use of narratives, stories, and storytelling has begun to be used in the world of health as a diagnostic tool (Charon, 2004), therapeutic (Chelf JH, Deshler AM, Hillman S, 2000), and patient education, students and practitioners (Bergman, 1999). Another study found that storytelling was used as a tool to communicate health information (Hartling et al., 2010). Storytelling offers the added value of being able to describe the human experience of previously unknown disease, and in general clinical reality is characterized by complexity and uncertainty (Greenhalgh, 2001). The impact of this comic on readers' knowledge of health protocols will be discussed in further research.

This study focuses on studying comics as a communication medium to spread messages about health protocols. In this case, comics function as a medium of education and entertainment. Based on this background, the researchers conducted a study to find out how the narrative concept and the narrative rationality concept were used in the comic "Sehat Ceria di masa Pandemi" as a Media for Disseminating Health Protocols to Elementary School Students in Sumedang Regency.

## 2 Literature Review

Comics in Indonesian Dictionary are defined as illustrated stories that are generally easy to understand and funny (Badan Pengembangan dan Pembinaan Bahasa, 2016). Will Eisner defines comics as a set of picture and word balloons that us in sequence in a book (Eisner, 2008). Scot McCloud defines comics as images and other symbols that are adjacent, juxtaposed in a certain order to convey information and/or achieve an aesthetic response from the reader (McCloud, 1994). Comics can be said as a combination of painting and story arts, because in it there are visual elements such as shapes and symbols combined with storylines, dialogues or written descriptions. The form can take various forms, including the insertion of rubrics in magazines and newspapers (comic strips) or in the form of separate books (comic books). Hafidz Ahmad in his book *KomiKita* argues that the comic is a communication media that is closely related to film, television, and books (Ahmad, 2006).

This study examines the comic "Sehat Ceria di Masa Pandemi" using the narrative paradigm of Walter R. Fisher. Fisher in the book *Human Communication As Narration* termed humans as *homo Narran* or storytelling creatures (Fisher, 1989). He argued that stories can influence a person, move and form the basis for that person's beliefs and actions. How a story can influence the formation of perceptions in the minds of individuals who hear it, then persuade, and in the end can also determine a person's behavior, change, and decision making to support or possibly reject the content of the story's purpose. West and Turner interpret Fisher's statement, that someone will be more easily persuaded by a good story than by a good argument (West & Turner, 2010).

The narrative paradigm proposed by Fisher is based on the fact that humans are storytellers, so that according to him, narrative logic is preferred over traditional logic used in

argumentation. Narrative logic can be said as the logic of logical thinking (West & Turner, 2010). Stories that have a strong influence, don't just rely on the power of words, but also reality, logic and ways of thinking that connect with the audience.

There are five assumptions of the narrative paradigm, namely: Humans are basically storytellers; Decisions about the price of a story are based on 'sound' judgment; Sound judgment is based on people's judgments about the consistency and truth of a story; Humans live in a world filled with stories and they have to choose from the stories (Fisher, 1989). Based on Fisher's Narrative paradigm, the key concepts of this theory are: narrative and narrative rationality based on coherence and truth (Fisher, 1989). The narrative that Fisher refers to in this approach is not just a story, but includes any verbal and nonverbal description with a sequence of events that the reader/listener gives meaning to.

Narrative rationality, according to Fisher, is the standard that individuals need to judge which stories to believe and which stories to ignore. Narrative rationality is not only based on actual, relevant facts that meet the standards of formal and informal logic. Narrative rationality operates on two principles, coherence and truth. Coherence is an important part in assessing narrative rationality, because in the end this will determine whether someone accepts a particular narrative or rejects it. The truth or reliability of a story provides an interesting set of values and forms a guarantee to accept or reject suggestions put forward in any narrative form (West & Turner, 2010).

The comic "Sehat Ceria di Masa Pandemi" contains educational messages about the implementation of health protocols, but is packaged in images and storytelling styles that are flowing and light. Storytelling is a universal way that may be used in shaping the dominant discourse (Bruner, 2002). Even the way we communicate with other people or our understanding of history is very dependent on the story told by the narrator (Schell, 2004). Some authors even claim that all knowledge comes in the form of stories (Green, 2004). Other research supports the finding that when people listen to or read stories, they create their own identities and compare their ideas with others (Zacher, 2006). The storytelling communication strategy can be used to interpret collective/individual phenomena and provide understanding of personal experiences to others through a story-based and dialogue-based process.

### **3 Methodology**

This study uses qualitative research methods to collect and process data findings. The term qualitative research according to Kirk and Miller (Kirk & Miller, 1986) was originally based on qualitative observations as opposed to quantitative observations. Qualitative research means referring to the quality that refers to the natural aspect as opposed to the quantum or quantity. The research strategy used is narrative analysis. Narrative is a description of an event. The reason for choosing narrative as an analytical technique is considering the fact that the narrative approach views communication media as a story, where in the story there are plots, scenes, and characters. The object of this research is a comic containing text and images used by Pusdi Komkes as a medium for socializing health protocols. Data collection techniques were text analysis, structured interviews with the comic production team and literature study.

## 4 Results and Discussion

The phenomenon of a large-scale pandemic resulting in conditions full of uncertainty has a negative impact on society. Increasing poverty and reducing access to education has proven to have a long-term negative impact on Indonesian children. On the other hand, public access to health and sanitation is another challenge in terms of child health in the pandemic era.

"Regarding the preparation for face-to-face learning, the results of an evaluation conducted by the Directorate of Elementary Schools last January showed that some schools were ready to welcome face-to-face learning in July 2021. Although there are still checklists that have not been fulfilled to the fullest. From the survey and evaluation results, as many as 96,850 out of 149,295 elementary schools are ready to have toilets that are suitable for use. While the other 32% have not met the standards for toilets suitable for use. "As many as 3% of schools did not answer the survey we did," said Sri Wahyuningsih. Likewise, the readiness of the availability of hand washing facilities with soap, only 65% of schools stated that they had these facilities. Meanwhile, the availability of running water is only 32% (Direktorat Sekolah Dasar, 2021).

Nowadays, the government has implemented various communication strategies to educate the public on health protocols. Major steps such as Large-Scale Social Restrictions (PSBB) (Kemenkes RI, 2020) and the implementation of distance education (Surat Edaran No 4 Tahun 2020 Tentang Pelaksanaan Pendidikan Dalam Masa Darurat Corona Virus Disease (COVID-19), 2020) have been implemented. However, in fact, data on child victims as a vulnerable group continues to grow. The urgency of implementing appropriate communication strategies for specific target groups, especially children of primary school, is very urgent. Given the characteristics of elementary school children are in playtime moment, love to move, like to work in groups and like to feel and do things directly (Alim, 2009). A study says that the effectiveness of storytelling as a communication tool has been proven from several disciplines including nursing, social science, and psychology (Greenhalgh, 2001). Health socialization using the storytelling method through picture books has been conducted at Pediatric Emergency Medicine from the Canadian Institute of Health Research (Hartling et al., 2010). The comic "Sehat Ceria di Masa Pandemi" in this study was analyzed with two key concepts in the narrative paradigm. The key concept is the narrative concept which describes the story to the reader and the narrative rationality concept which operates based on two principles, coherence and truth.

### 4.1 Narrative Concept

There are many changes that have occurred due to the pandemic, one of which is the application of health protocols in various life activities. Through visual displays, stories and dialogues between characters in this comic, comic artists want their readers to understand the application of health protocols that can apply in home and school environment. The health protocols to be conveyed in this comic are wearing masks, washing hands, and physical distance. The comic "Sehat Ceria di Masa Pandemi" is printed in full color to make it visually attractive. The number of pages in this comic is 30 pages, sizeable enough because it is intended for novice readers. Printed in A5 size on glossy art paper. This is intended to be easily grasped and carried by the reader. Pictures are created in panels and dialogue is stored in word bubbles. On each page there are only 3-4 lines of story panels, this is done so that the size of the letters in the word balloons are not too small, making them easy to read. Sentences in the text and dialogue in this comic are made short with common health terms so that they

are easy to understand. The story in this comic revolves around the main character, Jojo, an elementary school student. Tells about Jojo's first day back at school, after a year's learning at home due to the Covid-19 Pandemic. The story is divided into 3 parts. Part 1 tells when Jojo is at home and preparing for school. Part 2 tells the story of when Jojo was at school with his teacher and friends. Part 3, tells the story of when Jojo played after school.



**Fig. 2.** The encouragement for health protocols

The encouragement for health protocols in this comic is integrated into Jojo's daily story. The appeal to use masks is exemplified on page 4, at breakfast with the family before Jojo leaves for school. Enin (grandmother in Sundanese) and Jojo discussed the use of masks and how to prevent the spread of the Covid virus. Other characters in the comics such as Jojo's friends, teachers, street snack seller are also depicted wearing masks. There is also a scene when Jojo is about to go to play soccer, Mamah Jojo reminds him to keep wearing a mask, on page 16. In the story, Jojo also reminds his friends to use a mask properly, on page 22. And a snack seller who explains the use of a face shield cannot replace masks, found on page 24.



**Fig. 3.** The health protocol in this comic

The health protocol in this comic is conveyed through the symbolic actions of the comic characters. There was no health protocol campaign that was conveyed directly and straightforwardly to the readers. Calls for the implementation of health protocols are conveyed only between characters in comics.

#### 4.2 Concept of Narrative Rationality

The principle of coherence in the comic "Sehat Ceria di Masa pandemi" is reflected in its plot structure. According to Nurgiantoro in a fictional story, story and plot are elements of fiction that are very closely related so that they cannot be separated (Nurgyantoro, 2013). If

the story questions what and how the events continue, the plot emphasizes causality, the logical relationship between events in a narrative work. The plot structure in this comic is kept simple, because this work is specially made for elementary school-aged children. The introduction of the story situation and the recounting of events is in the first part, when Jojo is at home with his family and discussing the existence of the Covid-19 virus. There were several conflicts that arose, such as when one of Jojo's friends at school coughed, when Jojo and his friends shared food, and when Jojo's friend did not wear a mask properly while playing. The conflict is resolved by the main character, which then strengthens the character's Jojo as an intelligent child. The story ends when Jojo is going to sleep after a long day of activities. There are closing words that contain Jojo's hope in the pandemic condition, "Because I'm sure that we will be okay as long as we fight together. And one day we will be able to back to normal."



Fig. 4. Jojo's character is shown as a smart, cheerful, curios and obeys health protocols

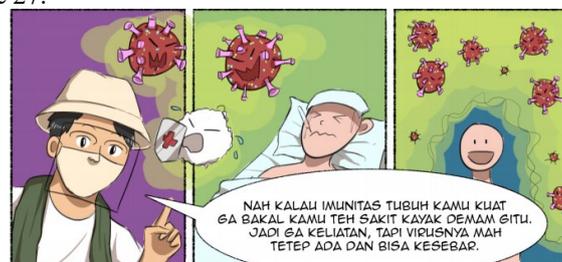
In the comics, Jojo's character is shown as a smart, cheerful, curios and obeys health protocols. Jojo discussed several times about the pandemic condition and the implementation of health protocols. As on page 4, when Jojo discussed how the Covid virus spread with his grandmother. On page 23, Jojo discussed with the snack seller about the use of face shields. In the story Jojo is described as a child who has many ideas to help his friends and family. On page 6, Jojo advised his mother to shopping by cellphone when she was worry to crowd one another when buy goods. Jojo also gave ideas to friends and teachers at school to be able to chat even though they were far apart, page 11. Jojo had an idea to share snacks with his friends in a hygienic way, page 14. Jojo ask his friends to doing high five without touching, by touching each other's elbows, page 21. Jojo's character, who is cheerful, intelligent and has a high curiosity, is expected to be an example for readers who are both elementary school students.



Other efforts made by this comic in gaining the trust of the audience can be seen from the supporting characters in the story, location settings, and dialogue between characters. Jojo's character, Jojo's family and Jojo's friends are described as people living in Jatinangor District, Sumedang Regency. Jojo and his friends are elementary school students at a public school in Jatinangor. The setting of the location where Jojo lives and Jojo's school is taken from the original location, namely SDN Jatinangor and Desa Sayang Jatinangor. The dialogue in this comic uses Indonesian by inserting a bit of the regional language, namely Sundanese. Sundanese is a regional language commonly used by people in West Java. This is so that comic readers feel that this story is reasonable and consistent. According to Fisher, a person's story will be effective if it is in accordance with the values held by the listener (Fisher, 1989). The story in this comic is made to relate to the conditions experienced by state elementary school students, with middle to lower economic levels. This is illustrated through the atmosphere of Jojo's school and class, the uniforms used, the scene when Jojo and his friends eat snacks during school breaks, the location where Jojo lives, the interior of his house, the field where Jojo plays and the street food seller who is one of the important characters in this comic. The closeness of the story to the events/experiences of the audience is expected to be able to influence the reader by being able to accept messages to apply the health protocols contained in this comic.



As a medium for socializing health protocols, this comic contains information about the Corona Virus Dieses. Information about how the corona virus can spread through coughing and sneezing is explained by Enin (Jojo's grandmother) on page 4. Jojo's school is described as having good air and light ventilation and a place for washing hands, pages 8 and 12. This is in accordance with the standards set by the government in school readiness. Information about other objects that can spread the virus can be found in the plastic snack scene on page 14 and the high five scene on page 20. Information on how to maintain body immunity can be found in the dialogue given by the snack seller on page 23. Invitations about the importance of maintaining cleanliness and continuing to apply the health protocol was conveyed by Enin in the dialogue on page 27.



Through the elements contained in this comic, Pusdi Komkes seeks to disseminate health protocols to its readers. The comic media was deliberately chosen by Pusdi Komkes because it has advantaged that other media do not have, visual elements and stories that are easy to understand. The basic idea of Jojo's story is expected to be able to influence the reader to dissolve in Jojo's daily life with the conflicts he faces. The example, how to deal if people around you are sick or find people who ignore health protocols. In general, this comic is targeted at elementary school students, but the message in it is made for all ages.

## 5 Conclusion

From the results of this study, we concluded:

- a. The narrative concept in the comic “Sehat Ceria di Masa Pandemi” is displayed through visual elements, stories, and dialogue between characters. This comic is made in full color. The location setting is in Jatinangor District. This comic tells the stories of elementary school children daily life, from waking up, going to school, playing with friends, to going back to sleep. Although this comic aims to socialize health protocols, the message is not conveyed directly but is inserted into the story. The characters in the comics have a dialogue using the Indonesian language and the insertion of the Sundanese language. These three things are the efforts of the comic makers to make readers feel that the story in this comic makes sense and has the same values as the reader.
- b. The narrative rationality concept in the comic “Sehat Ceria di Masa Pandemi” already includes two principles, namely coherence and truth. Coherence is shown in the plot structure that explains causality in the story and the logical relationship between events. The principle of truth is shown through dialogue between characters. This comic explicitly explains how to apply health protocols in the daily activities of an elementary school student. This comic also explains information about how the Covid-19 virus spreads, what to do to avoid the virus, and the use of face shields.

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