

## Development of an Informative Poster on German Folk Festivals as a Cultural Learning Media

<sup>1</sup>Fatimah Hanim, <sup>2</sup>Muhammad Alif D.Egon, <sup>3</sup>Surya Masriani Hutagalung,  
<sup>4</sup>Margaretha Febriyanti Manurung  
<sup>1,2,3,4</sup> Universitas Negeri Medan

<sup>1</sup>fatimahhanim812@gmail.com, <sup>2</sup>egonalif12@gmail.com, <sup>3</sup>suryamasniari@yahoo.com,  
<sup>4</sup>margrethamanurung@manurung.com

### Abstract

*The study discusses the development of an informative poster on German folk festivals as a cultural learning medium. Using a qualitative descriptive approach with a development research design based on the stages of Richey and Klein, the authors explore the topic with detailed constraints on the types of folk festivals available in Germany. The data sources used include references from the internet, books, and other supporting materials. The result of this study is the creation of a product in the form of an informative poster about German festivals, categorized into five types: Oktoberfest, Karneval, Fasching or Fastnacht (costume parties), the Berlin Film Festival, and the World's Largest Wine Festival: Wurstmart.*

**Keywords:** *Development, Informative Poster, German Folk Festivals.*



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

---

### 1. INTRODUCTION

Education plays a crucial role in human life, particularly in the field of technology. It is directly linked to human existence, enabling society to explore and learn various disciplines of knowledge and information technology. The advancement of technology significantly impacts the progress of education, establishing a strong connection between technological developments and a country's educational advancement, making it inseparable from human life. In this modern era, information technology has penetrated all aspects of human life. Educational technology serves as an integrated strategic process to address learning challenges. It acts as a medium to support learning, aiming to achieve desired outcomes. Hence, educational technology can be described as all efforts directed at solving issues related to learning (Fauziah et al., 2020).

Technology provides an effective medium for delivering educational content, motivating students to be more enthusiastic and engaged in learning. Given the rapid advancement of global technology, its integration into education has become indispensable.

The swift progress in educational and communication technology has also facilitated international collaboration. For example, there is growing educational cooperation between Indonesia and Germany. According to Acumen Education (2024), Germany has become a popular destination for Indonesian students pursuing education abroad. UNESCO's global education data (2021) ranks Germany as the seventh most favored destination for Indonesian students studying overseas, with 2,832 students enrolled.

Germany is known for its cultural and traditional differences compared to Indonesia, evident in various cultural elements such as history, religion, values, social organization, and language. A comparative analysis of cultural patterns in Indonesia and Germany reveals significant differences in individual values. These cultural distinctions make Germany the focal point of this research, particularly its folk festivals, which remain relatively unfamiliar, especially to students learning German.

German folk festivals are an intriguing and underexplored topic. This study aims to develop an informative poster that highlights the atmosphere, excitement, and stories

---

behind German folk festivals. These festivals will be presented as cultural learning media in a research project titled "Development of an Informative Poster on German Folk Festivals as Cultural Learning Media."

## **2. METHOD**

Dalam penulisan karya ilmiah ini berbentuk kualitatif yang menghasilkan data deskriptif. Yang artinya data yang dikumpulkan bukan berupa angka-angka, melainkan data tersebut berasal dari naskah wawancara, catatan lapangan, dokumen pribadi, catatan memo, dan dokumen resmi lainnya. Tujuan dari penulisan kualitatif ialah untuk memperoleh gambaran seutuhnya mengenai suatu hal menurut pandangan manusia yang diteliti. Dalam penulisan kualitatif metode yang biasanya dimanfaatkan adalah wawancara, pengamatan, dan pemanfaatan dokumen (Suyanto, 2005). Dalam metode penulisan kualitatif ada beberapa teknik pengumpulan data yakni Observasi merupakan teknik pengumpulan data dengan melakukan pengamatan langsung pada objek kajian. Selain itu dengan melakukan wawancara yang merupakan salah satu teknik pengumpulan data dengan mengajukan pertanyaan langsung oleh pewawancara kepada responden, dan jawaban-jawaban responden dicatat (Hassan, 2002). Dan Studi pustaka yang merupakan kajian dengan berbagai sumber literatur yang ada untuk mendukung penelitian yang dilakukan oleh penulis dan memperkaya pengetahuan mengenai topik yang diteliti.

## **3. RESULT**

The procedure for developing informative poster media on the topic of German folk festivals as a medium for cultural learning in this development refers to one model, namely the Richey and Klein research and development model. The Richey and Klein research and development model includes Planning (design), Production (producing), and Evaluation (evaluation).

### **1. Planning (design)**

At this stage, a needs analysis is carried out through literature studies and field studies. Literature studies are conducted to collect research findings and information related to the development of the planned product, namely a learning package. Field studies, namely conducting direct observations or observations and interviews to obtain facts and problems that occur in the field. From the results of observations of German language students at the State University of Medan, several problems can be identified, namely the lack of references and interesting informative media about customs, especially regarding folk festivals in Germany. In this process, an idea was formed to create an informative poster.

Furthermore, a literature study was conducted to examine the information needed regarding customs, especially regarding folk festivals in Germany. Researchers use references from the Travel Earth website that discusses several folk events/festivals in Germany such as Oktoberfest, Karneval, Fasching or Fastnacht or costume parties, the Berlin Film Festival, and the World's Largest Wine Festival: Wurstmarkt.

### **2. Production (producing)**

The activities carried out at this stage are divided into two, namely: developing an initial draft and assessment instrument and then validating it. The initial draft developed was an informative poster. Informative posters are made through Canva-based media with previously prepared materials.



Figure 1. Informative Poster About German Folk Festivals

Furthermore, the activities carried out are validation by material experts and media experts as well as trials of learning media and revisions by material experts to learning media and evaluation of the validity, practicality and effectiveness of learning media products.

### 3. Evaluation

At the evaluation stage, all data obtained from material experts and media experts are analyzed quantitatively and then equivalent to qualitative data. Data analysis activities cover all activities by classifying, analyzing, and drawing conclusions from all data collected in the validation process. Data analysis activities cover all activities by classifying, analyzing, and drawing conclusions from all data collected in the validation process, initial trials, small group trials, and feasibility tests. The guidelines used in determining the quality of the validity and practicality of this learning package are the Sukardjo 5 scale guidelines, while the determination of its effectiveness is determined based on the minimum completeness criteria (KKM), namely a value of 75 on the assessment scale applicable in the German Language Education Program, State University of Medan.

### 4. DISCUSSION

The learning media in the form of informative posters produced in this study have been designed in depth and systematically, but to find out whether the learning model that has been designed and developed has met the criteria of validity, practicality, and effectiveness, validation activities have been carried out by expert material validators and media experts, while to find out the criteria of practicality, a trial will be carried out by the researcher, and to find out the criteria of effectiveness, a test will be carried out on students. This is in line with what was stated by Akker (Nursyahidah, 2010:24) that the criteria for product quality that have been tested are validity, practicality, and effectiveness (have potential effects).

Based on the results of the search for materials related to German language subjects, especially on the theme of customs, it shows that there are so many materials available that researchers are overwhelmed in determining materials that are in accordance with the main topic of German language subjects. Finally, what was done was to choose a theme that was relevant to German language material, namely customs in Germany, namely folk festivals. The practicality of this learning media is known from the teacher and student assessment of the learning media that was tested and the implementation of learning activities. Before the learning media was tested in class, the learning package was given to the supervising teacher to understand the objectives and steps of using the media. The

teacher acts as a practitioner expert who provides comments and suggestions on the practical aspects and as a facilitator who tests the package.

The implementation of each stage of learning activities starting from the initial activities, core activities, to final activities are components that are used as a reference for the teacher's ability to manage learning. The trial was carried out three times, namely the initial trial, small group trials, and real group trials. After the learning process ended, a test was conducted to determine student learning outcomes. The results of the test determine whether the developed learning package is effective or not. The results of the overall student appreciation test in the real group trial obtained student grade completion, namely an average of 98.5. The average score obtained by students is declared complete because it has passed the KKM (maximum completion criteria) value that has been set, namely a value of 75. The completeness of the value obtained is thanks to the observation method with the help of learning media and the group discussion method used in the learning process. Through the observation method with learning media, students can observe each image presented more clearly, and through the group discussion method, students can work together and help each other group members who have difficulty understanding the material.

The achievement of a completeness value with an average of 98.5, then students who program German language subjects are considered to be able to appreciate and understand well, so that this learning media is declared effective for use on students who take German language subjects.

## **5. CONCLUSION**

German culture is one of the world's uniqueness that is valuable and interesting to know and learn. In this study, posters were made by focusing on German Folk Festivals such as: Oktoberfest, Karneval, Fasching Or Fastnacht or costume party, Berlin Film Festival, and the World's Largest Wine Festival: Wurstmart. The results of the study obtained that the achievement of a completeness value with an average of 98.5 for the test given. It is hoped that the creation of this informative poster can be a new learning medium for students who are interested in German so that they do not only learn grammar and language rules but also know a little about the customs and culture of the country concerned.

## **REFERENCE**

- Fauziah, A., Sufianti, V., Safitri, A., & P, A. S. A. (2020). Pengaruh Pembelajaran Jarak Jauh terhadap Hasil Belajar Fisi- ka di Masa COVID - 19 pada Siswa Kelas X IPA SMA Bina Machmud. 3(1), 404– 407.
- Husna, M. (2022). Eksplorasi Penerapan Pembelajaran Tatap Muka Terbatas pada Jenjang PAUD di Masa Kebiasaan Baru. *Jurnal Obsesi : Jurnal Pendidikan Anak Usia Dini* *Jurnal Pendidikan Anak Usia Dini*, 6(3), 1846–1858. <https://doi.org/10.31004/obsesi.v6i3.1814>.
- Hariastut Ni Luh Putu. (2021). Perencanaan Manajemen Strategiks dalam Meningkatkan Kualitas Pendidikan di Sekolah Menengah Atas Negeri". *ITATS Jurnal, Jurusan Teknik Industri*, 2(1).
- Hidayati, D. (2017). Memudarnya Nilai Kearifan Lokal Masyarakat Dalam Pengelolaan Sumber Daya Air. *Jurnal Kependudukan Indonesia*, 11(1), 39. <https://doi.org/10.14203/jki.v11i1.36>.
- Putu, H. N. L. (2021). Perencanaan Manajemen Strategiks dalam Meningkatkan Kualitas Pendidikan di Sekolah Menengah Atas Negeri. *ITATS Jurnal, Jurusan Teknik Industri*, 2(1).
- Richey, R. C. & Klein, J. D. (2007). *Design and Development Research: Methods, Strategies and Issues*. Mahwah. New Jersey: Lawrence Erlbaum Associates, Publishers