Digital Innovation: Media and Strategy Development in Literature Learning

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ABSTRACT

Learning media emphasizes the use of various types of tools or technology in a continuous and in-depth learning process. Digital innovation is a concept that includes the use of the latest information and communication technology to create added value in various areas of life, including business, education, health services, and others. This research aims to investigate and discuss the development of media and strategies in learning literature in the digital era. This research was created using literary concepts, namely looking for research sources by collecting references from several journals and articles. The data analysis technique is content analysis or content analysis from the data source to reach conclusions.

Keywords: Digital Innovation; Strategy; Literary Learning.

INTRODUCTION

Literary learning is a process of in-depth and continuous learning about literary works which include various genres such as prose, poetry, drama and other texts. This approach does not only focus on understanding the text literally, but also involves an in-depth exploration of the cultural, aesthetic and human values contained in literary works. Literary learning often begins with reading and analyzing literary texts critically. This involves identifying the main themes, characterization of characters, plot development, and analysis of the language styles used by the author. Students are also invited to interpret implied or symbolic meanings in texts, which often requires deep reflection and critical thinking.

In addition, literature learning encourages students to relate texts to the historical, social, or cultural context in which the text was written. This helps them understand how literary works reflect the values and worldview of their authors, as well as the relevance of the text in the modern context. Literature learning also enriches students' literacy skills, including the ability to read critically, write analytically, and speak persuasively or reflectively about literature. This process not only increases their understanding of literary works, but also broadens their insight into cultural diversity and human experience. Overall, the study of literature is not just about understanding individual texts, but also developing a broader understanding of the importance of literature as a reflective mirror of society and an in-depth exploration of the universal human condition.

Learning media emphasizes the use of various types of tools or technology in a continuous and in-depth learning process. This includes the use of media such as textbooks, audiovisuals, interactive software, computer simulations, and the internet to enhance students' learning experiences over time. The use of learning media is not only limited to introducing new information or knowledge, but also aims to support deeper understanding, reflection and application of learning concepts in various contexts. This media allows students to be actively involved in their learning process, both independently and in collaboration with instructors or fellow students.

By realizing these potentials and challenges, this research aims to investigate and discuss the development of media and strategies in literature learning in the digital era. According to Dewi (2020), the digital era must be taken seriously, in order to be able to master and control the role of technology well so that the digital era brings benefits to life. Education must be the main medium for understanding, mastering and treating technology properly and correctly. Through this research, it can encourage educators or instructors to provide multimodal skill development and deeper analysis of literary texts to students, it can also help students to be able to access literary works from various sources and genres online so that students can express their understanding of literary works. through various digital media.

RESEARCH METHODS

This research was created using the literary concept, namely looking for research sources by collecting references from several journals to facilitate searches related to the digital invasion carried out in developing media and literary learning strategies. This method is carried out by identifying, evaluating, and interpreting all available studies. This data was obtained from data sources in the form of research articles and scientific journals. The data analysis technique is content analysis or content analysis from the data source to reach conclusions.

RESULTS AND DISCUSSION

Result

Digital innovation is a concept that includes the use of the latest information and communication technology to create added value in various areas of life, including business, education, health services, and others. It involves developing or improving existing products, services, or business processes by leveraging technologies such as artificial intelligence, big data analytics, cloud computing, the Internet of Things (IoT), and other technologies. With digital media, students can access various types of literary texts from various cultures, eras and genres easily and quickly. They are not limited to printed texts in traditional libraries, but can use digital resources including e-books, online journals, and digital educational platforms.

Digital media allows literature learning to be more interactive and interesting. Learners can use video, audio, simulations, and interactive learning platforms to better understand complex literary contexts, characters, plots, and themes. With digital media, teachers or instructors can provide material tailored to the needs and interests of individual students. This can increase their involvement in literature learning because the content is relevant and interesting. Learners can develop multimodal skills, namely the ability to understand and use various types of texts and media. They learn not only to read and write, but also listen, speak, and interact with literary texts through various digital platforms. Digital media allows students to express their understanding of literature through a variety of means, such as creating multimedia presentations, literary analysis videos, or digital works of art. This not only broadens their experience in understanding literature, but also enriches their creativity.

Learning literature in the digital era helps students develop their digital literacy. They learn to evaluate information critically, use digital tools wisely, and understand digital ethics in literary and humanities contexts. By using digital technology in literature learning, students are equipped with relevant skills to face the challenges and opportunities in an increasingly digitally connected society. They become better prepared to keep up with technological developments and contribute to global digital culture. Thus, the development of media and strategies in literature learning in the digital era provides substantial benefits for students by increasing their accessibility, interactivity, personalization, creativity and digital literacy skills.

Discussion

From the results and discussions of current media development and literary learning strategies, there are several significant attractions for education and teaching, including:

- Increased Student Engagement. New media and strategies enable more interactive and engaging learning experiences for students. The use of technology such as video, multimedia and online platforms motivates students to be actively involved in learning, increasing their interest in literary works. Utilizing digital platforms to provide easy and broad access to various literary works. These include e-books, audiobooks, and other digital resources that allow students to choose literary works according to their interests and reading level.
- Deep Understanding of Literary Texts. Diverse approaches, such as creative projects, online discussions, and interactive simulations, help students deepen their understanding of literary texts. They can more easily relate literary concepts to real life or their own experiences through the use of this media.
- Enhanced Critical and Analytical Capabilities. The development of literary analysis and critical thinking skills becomes more effective with digital media that supports visualization,

multimedia experiences and interactivity. Students can more easily explore and analyze themes, characters, and other important aspects of literary works.

- Collaboration and Expanded Learning Communities. The use of online platforms for discussions, collaborative projects, and educational use of social media allows students to interact with classmates, teachers, and even the wider community globally. This broadens their perspectives and builds social skills and cultural connections.
- Personalization of Learning. The media and strategies developed enable personalization of learning based on students' individual interests, needs and learning styles. Teachers can provide customized content and provide more in-depth feedback directly through digital platforms.
- Sustainability and Accessibility. Digital resources can be accessed continuously, allowing students to learn anytime and anywhere according to their needs. This supports lifelong learning and ongoing literacy development.

The development of media and strategies in literature learning today not only makes the learning process more interesting and relevant, but also produces deeper results in developing students' abilities to understand and appreciate literary works.

CONCLUSIONS

The development of media and strategies in literature learning is not only about adopting technology, but also about changing the way we teach and learn literature. This allows us to reach more students, deepen their understanding of literary works, and develop critical literacy skills in an ever-evolving digital environment. Digital innovation in education is not just about introducing technology in the classroom, but about how this technology is used strategically to improve the quality of learning, prepare students for a future dominated by technology, and create inclusive and dynamic learning environments. By continuing to implement these innovations, we can ensure that literary learning remains relevant, dynamic and meaningful for generations growing up in this digital era.

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