IMPLEMENTATION OF SKETCHBOOK APPLICATIONS IN THE CREATION OF DIGITAL POSTERS AS AN EFFORT TO INCREASE THE CREATIVITY OF PRIMARY SCHOOL TEACHERS IN SD NEGERI BAROS MANDIRI 1 CIMAHI

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Abstract

This globalizing technological advancement has a profound influence on all aspects of the lives of students, who must basically follow the technological developments of the millennium era in all areas of learning. One aspect affected by the effects of technological development is the aspects of art and culture. This technology enters all the fields of art, one of which is visual art. The use of communication and information media technologies as a medium source of ideas for the creation of artwork is a characteristic of new forms in art. This condition indicates that there is a need for innovation in the field of art learning, especially in elementary schools. Therefore, the community service activities are carried out by providing a form of training poster design using digital applications provided on various gadget platforms, including the Sketchbook app. This activity aims to develop and enhance the creativity of art teachers in primary schools. The target partner of this activity is SDN Baros Mandiri 1 Cimahi. Based on the results of the work already collected by the team, it can be seen that the participants actually applied the material given well into the poster that had been completed by the teachers.

Keywords: *creativity, digital posters, teachers, sketchbook, visual arts*

INTRODUCTION

Human life nowadays has entered a society 5.0 where technology is already known and life cannot escape technology anytime and anywhere. All the activities of everyday life already use easy-to-access computer technology. The use of technology is the beginning of a better future. The development of information and communication technologies in this digital age requires a variety of innovations. The advancement of information and communication technologies, consciously or unconsciously, affects many aspects of human life.

Highly advanced technological developments, such as those today, require society to be able to balance its progress. This global technological advancement has a profound impact on all aspects of the lives of students, who must basically follow the development of technology in the millennium era in every aspect of learning (Haryadi, dkk., 2021). One aspect affected by the

effects of technological development is art and culture.

This technology enters all fields of art, including the visual arts. Technology has become a new medium and tool in the world of fine art. The use of technology, communication media, and information as mediums of inspiration for the creation of artwork is a characteristic of new forms in art. (Soeteja, 2011). The positive impact we can see, among other things, is the development of an artist's imagination and creativity as he can explore the fine arts further with the help of technology. Many programs support design or images, so it's easier to perform. (Mutohary, 2012).

This condition indicates that there is a need for innovation in the field of art learning, especially in elementary schools. Fine art education is self-development to recognize oneself, develop skills and creativity, and shape personalities in an integral and meaningful way. (Yuningsih & Zen, 2021). The process of teaching cultural arts materials, especially in the field of visual arts, should be done face-to-face directly because making works of visual art is difficult to apply and requires tools, materials, and methods of learning by doing. (Sagala, 2010). Therefore, the activities of dedication to this society are carried out in the form of training to make painting works using digital applications that have been provided on various practical platforms, which can develop and enhance the creativity of art teachers in primary schools. The activities are focused on the use of digital applications to create works of fine art in the form of poster design training.

The target partner of this activity is SDN Baros Mandiri 1 Cimahi. The reason for taking the school is because it has sufficient human resource potential, and in the school, the arts lessons become one of the Cultural Arts subjects that should be followed by the whole student. Teachers were interested in this idea of training, especially after we informed them that we intend to introduce teachers to the digital visual arts program and how art helps students' cognition and affection for learning. This

digital visual arts training was selected after prior consideration of the curriculum used in this semester.
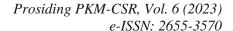
This training is also a form of accelerating the development of quality learning with new experiences and changing the mindset about "future skills" (Darmi, dkk. by 2022). The world of art today, especially the visual arts, has undergone rapid and significant changes. One of the trends is the development of the media. The various visual arts media that have emerged during this time have indirectly enhanced and influenced the development of the visual arts. In the evolution of human culture and civilization, art and technology are two sides that complement and require each other. (Zen & Yuningsih, 2021). Training is carried out on-site so that teachers can understand and apply the Digital Painting Technique directly, so that it can be applied to the students of SDN Baros Mandiri 1 Cimahi.

METHOD

This community service activity is the training of poster design using new media in the work of digital painting to create at home while emphasizing the importance of learning fine arts in the field of academic education. Delivery of materials through data files that can be accessed by Master SDN Baros Mandiri 1 Cimahi. In the process, the teachers were given the technique and how to use the application, then allowed to create a poster work with a theme that will be used as material for the title of the work surrounding SDN Baros Mandiri 1 Cimahi.

During the preparation phase, the Abdimas team assisted students in preparing the presentation material:
1. Training Modules
2. Start working on video training about working with digital applications.
3. Preparing the theme of the poster design for the title of the work

4. Implementing the title of poster work at SDN Baros Mandiri 1 Cimahi

RESULT AND DISCUSSION

1. Activities of the Community Services

Cultural Arts are one of the subjects in the 2013 curriculum taught in Elementary and Secondary Schools. Students will learn things about music, dance, cultural arts, and workshops (seni rupa). This activity has various output forms. One of the output forms that is often found is visual artwork. The problem that arises during learning is that the competence of art teachers is not sufficient to work digitally, especially in the use of digital painting application technology in creating artwork.

Based on the request and agreement with the target community, namely the teachers and staff of SBDP teachers from SDN Baros Mandiri 1 Cimahi, the Abdimas team will create a visual art training for SBDP teachers in school in designing digital posters according to the curriculum theme in school. The material will be understood through a video or tutorial on the creation of digital poster works, followed by teachers at SDN Baros Mandiri 1 Cimahi. Training is carried out on-site so that teachers can understand and apply the Digital Painting Technique directly, so that it can be applied to the students of SDN Baros Mandiri 1 Cimahi.

As for the purpose and purpose of public service activities, that is, the training of visual arts, it is for the dissemination of science and knowledge related to one of the knowledge areas in the world of visual art, digital painting as a new media in the art of visual art, and through this dedication, teachers can:

- Get accurate information about fine arts and methods of artworking using digital applications through presentations and Abdimas team workshops.
- Get accurate information about the techniques of using applications for digital visual art works.
- Obtaining material that can enjoy the process empirically and adapt to the form of learning in school
- Get information about Telkom University as one of the choice colleges that has a program in art studies and introduce it further.

After the training process, the community dedication program continued with activities in the form of a degree of work in the internal environment of SDN Baros Mandiri 1 Cimahi to measure the success of the training that had been carried out as a form of evaluation of training activities. Thus, it can be concluded about the results obtained by the teachers during the following activities.

2. Implementation of Sketchbook Applications on Community Service Results

Poster design training activities using new media in the work of digital painting to create at home while emphasizing the importance of learning fine arts in the field of academic education Delivery of materials through data files that can be accessed by Master SDN Baros Mandiri 1 Cimahi. In the process, the teachers were given the technique and how to use the application, then allowed to create a poster work with a theme that will be used as material for the title of the work surrounding SDN Baros Mandiri 1 Cimahi. The enthusiasm of the partner as a training participant is excellent. This is seen from the number of participants present—as many as 24 people, consisting of teachers from various fields of study in the school.

The training of poster design with the app Sketchbook begins with the provision of basic material on the basic concept of digital drawing using computer media or a smart phone. In the process of submitting this material, the Abdimas team presented several things related to the

important elements in the making of posters, ranging from the theme selection, editorial writing, and choice of type of letter to the design and color determination of the posters. To facilitate the creation of the poster, the team chooses one theme.

Figure 1 Enthusiasm of training participants at SDN Baros Mandiri 1 Cimahi, 2023

After the basic materials are given, teachers are asked to install the sketchbook application on the devices used. Once the device is installed, the next material is an introduction to the features of the sketchbook application. At the time of the training, participants can receive the material well, so that at the stage of the application of poster making, there are no heavy barriers. At the time of the application stage, participants are accompanied intensively by the Abdimas team so that the poster-making process can be done well. Participants also actively ask the Abdimas team to create highly interactive two-way communication. This is very helpful in the completion of the poster design.

Figure 2 Assistance to teachers in the creation of posters by the team, 2023

The training activities of poster making using the sketchbook application for primary school teachers at SDN Baros Mandiri 1 Cimahi took place well, smoothly, and efficiently. Participants were very enthusiastic about receiving the material and applied it directly on site by creating digital posters with the theme "Back to School". Based on the results of the work already collected by the team, it can be seen that the participants actually applied the well-given material to the finished poster. This indicates that these training activities are implicit and contribute greatly to the development of the potential and competence of elementary school teachers to create, one of which is creating digital posters that can effectively provide information to
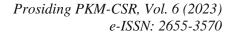

students.

Figure 3 Poster of the training participants, 2023

CONCLUSION

The use of communication and information media technologies as a medium source of ideas for the creation of artwork is a characteristic of new forms in art. This condition indicates that there is a need for innovation in the field of art learning, especially in elementary schools. Therefore, the community service activities are carried out by providing a form of training poster design using digital applications provided on various gadget

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