

Technology-Enriched Materials Development in Learning Culture from Super Wings Movie for Young Learners

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ABSTRACT

Technology has transformed into more advanced form from day to day. Technology has been used in the field of education to make the learners easier to understand the materials given. But, there were still a few researches that focus about learning culture with the assistance of technology-enriched materials. This research tried to investigate about the technology-enriched materials development for young learners through watching Super Wings Movie. In general, this research will use qualitative descriptive method by using purposive sampling technique. The result showed that language is really essential in determining cognitive development for young learners. By knowing certain language, learning new language, as well as knowing how to use language appropriately, young learners can do something to develop their intellectual and social ability. Also, Super Wings movie as learning media to those young learners to improve their understanding about other cultures is quite great as all parents from the spectators of Super Wings movie agreed that there are raising motivation and knowledge to their children since they watch this movie.

Keywords: Learning Culture; Super Wings Movie; Technology-enriched Materials; Young Learners

INTRODUCTION

Culture is about something that people learn from their early age, and people will learn it for the rest of their life. Culture is everywhere around us. Culture can be existed in the form of tangible and intangible objects (Yoshihisa, 2014). Culture in the form of tangible objects including cars, houses, chairs, tables, and many others while culture in the form of intangible objects including religion, beliefs, perspectives, and more.

Thus, it can be clearly said that culture is all around us, whether people realize it or not. Moreover, culture is considered to be one of the most essential things which will always been studied in the educational levels in all areas of the world (Roger, 2007). People will always interact with other people when they take any educational level, that's why; they need to learn about culture in the early age. Poloma (2010) had once said that primary school is considered to be one big stage in the educational level that teaches young learners to be able to adapt well with their surroundings through learning culture in such pleasant way.

In the world of the advanced technology, it is not possible for all those young learners to be able to learn culture from anywhere. Learning about culture can be done from everywhere, including from the movie. Nowadays, most of those millennial students tend to learn about culture from some technologies they use every day. They can learn from television, newspaper, magazine, smart phone, music, books, movie, and of course from social media (Andrew, 2009).

Super Wings is regarded to be one of those various movies for children which focus to make a story about culture specifically. Super Wings is an animated television series produced together by

FunnyFlux Entertainment in South Korea, Alpha Group Co., Ltd in China, and Little Airplane in America. In South Korean, they call Super Wings as 출동! 슈퍼 윈스, and in Mandarin it is called 超级飞侠 (wikipedia.org).

There are numerous things that need to be learned and communicated for those young learners to make sure that they can become great generations for the future (Bilsky & Schwartz, 2009). Those numerous things include something like technology-enriched materials development in learning culture through well-known children favorite movie. Since young learners at elementary school stage seem to be harder to focus to learn on conventional media such as books and teachers' explanation, the researcher wants to provide new sight of media which will help those young learners to be more focus and easier to understand and learn about culture through their favorite movie. The researcher knows that watching movie can be one great activity that most young learners would like to do pleasantly.

Regarding to that background of the study, the researcher decide to do this research and provide two important research questions: (1) How young learners learn about culture through Super Wings movie? and (2) How far does the impact of Super Wings movie as learning media to those young learners to improve their understanding about other cultures?

Super Wings Movie

Super Wings is a TV series come from South Korea. It has been first aired in EBS1 South Korea in September 1st 2014. Then, Super Wings has spread its wings to some other countries such as being premiered in China, USA, Canada, UK and Ireland, Saudi Arabia, Australia, Singapore, Hong Kong, and Indonesia (first aired in Global TV in September 2017).

The main role in Super Wings called as Jett. He is portrayed as a super jet which works in 'World Airport' and he has the main job to deliver the package all around the world. From every episode, Jett will take the job from Jimbo, the Captain of the 'World Airport'. In season 4, there is no more 'World Airport' because it is replaced by 'World Aircraft', a massive plane which functioned as a moving airport in which Jimbo works as Captain and Sky works as communication staff.

Jett is known as the fastest plane in the world so that he is called as Jett. Jett is portrayed as a super jet which is full of energy, confident, and friendly. Jett himself has a lot of friends that help him in doing his job. Each of his friends has their own specialty such as controlling the traffic jam, having the ability to dive, having smart utility box for critical situation, and many more. Moreover, there are also some different teams that helping Jett with his job. Those teams including Rescue Riders, Build-it Buddies, Galaxy Wings, Police Patrols, Big Team, Underwater Team, and Aircraft Team.

Jimbo and Sky are those who are working in the control room to call Jett and friends if there is something that needs to deliver. Right before asking Jett to deliver the package to certain city, Jimbo will give a few essential information to Jett about the fact related to the location of delivery service as well as taught Jett about some local languages in that country. With that precious information, Jett and his friends will be able to deliver the package on time and also able to interact well with those local people, especially the children.

Here is the list of Super Wings Movie per season:

Table 1 the List of Super Wings Movie

Season	All Episodes	First Premiered	Last Aired
1	52	December 3 rd 2013	January 2 nd 2016
2	52	March 24 th 2017	September 18 th 2017
3	40	September 1 st 2018	June 30 th 2019
4	40	2019	2020

Source: Wikipedia.org (Accessed on January 31st 2021)

Media and Popular Culture

By the end of the 20th century, the rise of the internet and cable television had begun to make people around the world be able to watch any television shows that they want to watch anytime and anywhere. This trend has continued until the 21st century where almost every single person in this world has direct access to the internet and cable television through their smart gadgets. Anything from books, music, movies, video games, newspapers, magazines, radios, social media, TV shows, and streaming services has become the needs for modern people (Miller, 2010). Since the era of the advanced technology, there is no longer dominance of the traditional mass media. For the example, websites that are made by non-professionals can easily reach more people daily than a major newspaper or magazine. Blogs, audio blogs, and vlogs make it possible for anyone with internet access to gain millions of viewers or audiences.

The internet has then become a popular culture. This phenomenon makes both the professionals and the amateurs are possible to make anything they want to reach the potential viewers or followers in just a few days (McFadden, 2016). Nowadays, of course the term mass culture and popular culture has to be differentiated from that is called as traditional culture. That traditional culture may only be survived in relatively societies which have not been touched by global mass culture (Horn, 2016).

Moreover, that popular culture will then developing specifically into the term youth culture. Just like what Horn (2016) said that the advanced development of the internet and social media has become the main factor which easily changes the customers' role from becoming consumers into producers that produce a new phase of popular culture. Most of young people these days tend to not only being consumers but also become producers in order to make sure that they give all they have for creating a new trend in popular culture.

Youth Culture

What is called as youth culture here is about what children, adolescents or teenagers, and young adults do to live and share certain values, norms, as well as practices. The term youth culture exists because it emphasizes to differentiate between culture of older and younger generations (Johnson, 2017). It is including things like clothes, popular music and movies, sports, vocabulary, and many others. Those typical of youth cultures tend to be different from cultures of the older generations.

Based on what Roger (2007) stated that throughout the 20th century, young people tend to have strong influence on both culture and lifestyle. From that moment, youth culture represents the way young people out there tried to give label to the society so that youth culture has become quite influential in lifestyle including their choice of movies, music, books, sports, and some more.

Mc Quail (2011) had once said the age segregation is considered to be the root of a separate youth culture. Before compulsory schooling, children and adolescents tend to interact primarily with adults. In contrast, modern children and adolescents tend to get interaction with others in their own age. These interactions then allow children and adolescents to develop shared experiences, which are becoming the root of youth culture. Then, the growth of youth culture has been influenced a lot by modernization and universalistic norms. In this case, children will usually create and develop their own culture because they tend to spend much time together and learn similar things as the rest of their age group.

For more, as Poloma (2010) said that the creation of children's own culture has been influenced primarily by psychological theory. Youth culture might be a means of achieving identity during the time when someone's role in life is not always clear. There is often such psychological conflict such as questioning "Who am I?". Of course, after the time of being children, they will grow old to enter the phase of becoming adolescents or teenagers. Johnson (2017) posited that adolescence is regarded to be the time when children are transitioning from reliance on parents to autonomy. In this transitory phase, dependence on the peer-group may still be existing but it is also the phase where they develop their own identity by starting to take on adult roles.

Young Learners

Of course, in the end this youth culture will be associated with young learners that require understanding about cultures and education at their age. When it comes to the definition of young learners, it is about educating those young children from the age of five to twelve years old. But today, according to Ersoz (2007) young learners started from pre-school (age three) to elementary school (twelve years old).

Moreover, Pinter (2011) is also defined young learners into three different groups:

1. Children at pre-school (3 to 5 years old)
2. Children at primary school (5 to 12 years old)
3. Early adolescents (13 years old)

In order to be able to maximize the learning process, Ersoz (2007) claimed about the importance to know the characteristics of those young learners first as the table shown below.

DEFINITION	VERY YOUNG LEARNERS	YOUNG LEARNERS	OLDER YOUNG LEARNERS
AGE	3-6 years old	7-9 years old	10-12 years old
GRADE	Pre-school grade	1 st – 3 rd grade	4 th – 6 th grade
LANGUAGE	Listening & Speaking,	Listening & Speaking,	Listening/Speaking/Reading/Writing, Vocabulary
FOCUS/SKILL USED	Vocabulary Items (concrete and familiar objects), no grammar teaching, no reading and writing	Vocabulary Items (concrete and familiar new objects), no grammar teaching, new in reading and writing	Items (concrete and abstract), grammar teaching (inductive)
CHARACTERISTICS	Low concentration but easily excited, high motivation, active involvement, love	Low concentration, wide variety of activities needed, short memory, logical-	Longer attention and concentration but still children, taking learning seriously, world

talking but problems in sharing, short memory: learn slowly but forget easily, repetition and revision is necessary, limited motor skills, learn holistically, love stories and imagination, drawing and coloring	analytical: asking questions, problems in sharing in group, developing confidence, developing world knowledge, limited motor skills, love stories and imagination, drawing and coloring	knowledge, longer memory, more cooperation in groups and in pairs, having motor skills, developed social and intellectual skills, learning strategies are used and developing
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Adapted from Ersoz (2007): Teaching English to Young Learners.

Theories of Young Learners Learning Development

In line with the characteristics of young learner's learning style, it is also essential to understand about theories of young learners learning development. Pinter (2011) had once said that most activities for children must consist of movement in order to make it easier to involve their senses. That is why, the teacher will need many objects, pictures, audios, and visuals to help the children play with the language, talk to themselves, use songs, tell stories, and many more moving activities.

The major theorist in learning development involves the name of Jerome Bruner. According to Bruner cited in Baker (2015), the outcomes of learning are not only about the concepts, problem-solving procedures, and categories, but also including the ability to invent these things to oneself. In line with Bruner, Vygotsky agreed that language serves to mediate between the individual's response and the environmental stimuli. Baker (2015) then proposed three modes of representation to create autonomous learners as follows:

1. Enactive representation (action-based) : 0 – 1 years old
It involves encoding action-based information and storing it in their memory.
2. Iconic representation (image-based) : 1 – 6 years old
This is regarded as a phase where information is stored visually in the form of images (a mental picture in the mind's eye). This happens consciously. This explains why, when we are learning about new subject or thing, it is more helpful to have visual illustration to accompany verbal information.
3. Symbolic representation (language-based) : 7 years old onwards

This is a phase where the information is stored in the form of a code or symbol including language. This is known as the most adaptable form of representation. Moreover, Baker (2015) has also argued about the importance of language as in: "Language can code stimuli and free an individual from the constraints of dealing with appearances. The use of words can basically assist the development of the concepts they represent. Education should also develop symbolic thinking for children".

Thus, Cameron (2002) was clearly said that symbolic representation is truly crucial for cognitive development. In other words, language is really essential in determining cognitive development since language is known as the primary means of symbolizing the world.

METHODS

Furthermore, this research will use qualitative descriptive method in order to describe more about how young learners learn about culture through Super Wings movie as well as explain about how far the impact of Super Wings movie as learning media to those young learners to improve their

understanding about other cultures. This research used purposive sampling technique in which a sampling where is taken through taking the data sources based on some reasons and considerations appropriate with the objective of the research (Pawito, 2007). This purposive sampling technique has used to choose respondents based on some criteria (the respondents must be Super Wings loyal spectators aged between 4 to 12 years old). The researcher decides to limit the age from 4 to 12 years old based on the data gotten from commonsensemedia.org (accessed on September 15th 2020) about the age of Super Wings' spectators.

Basically, the population of this research includes all those Super Wings spectators taken from commonsensemedia.org. The sample of this research consists of 14 young learners from age 4 to 12 years old. The sample had chosen based on the criteria in which their parents pay much attention to what they watch. In other words, these sample respondents has been taken because their parents tend to accompanying them while they are watching their favorite movie.

RESULTS AND DISCUSSION

a. How Young Learners Learn about Culture through Super Wings Movie

Nowadays, there are various ways that can be done by all those young learners out there to help them to learn about anything they want to know, whether it is gotten through television, radio, internet, magazine, and many more. One good media that can be utilized as learning tools is movie, especially cartoon movie. Here, the spectators who consist of 14 young learners from age 4 to 12 years old tend to learn new culture from Super Wings movie. According to the result of the interviews done by the researcher from October until November 2020, it can be concluded that 9 of those 14 spectators stated that it is quite easier and simpler to learn about culture through watching this Super Wings movie. Meanwhile, five of them said that they also learn about new culture through this movie but they don't think they learn a lot.

For more detail information, let's see on these two comparisons from the statement of two young learners:

"I love Super Wings. I can learn new culture and new language from this movie. For example, I can learn culture from China, Japan, Deutch, Spain, and England. I love those episodes. Not only culture but also language like how to say 'excellent' in Chinese and how to say 'cute' in Japan. Chinese people say '*feifan*' and Japanese people say '*kawaii*'. It is so interesting to know that in England, there are many rules must be done by the Princess in her everyday life. It feels like a beautiful life. Princess can wear numerous amazing dresses, go to one place to another. I just know and I love it".
(A from Phillipines, age 9 years old).

"I like Super Wings. I like it when Jet flying around to deliver the package to countries around the world. I can see how's the view in Asia and Africa. I can see how Asian and African people look like. But I need more. I need something like why Asian and African people look like that, why they have that hair color, why they have that skin color. I cannot find it here. The movie just show about the view, the people appearance, and a bit of different language".
(M from Italy, age 10 years old).

From the those perspectives, it can generally stated that those young learners love Super Wings because they can directly learn about culture and language that is shown in the movie. In line with what Ersoz (2007) said that young learners at age 7-9 years old are having short memory,

limited motor skills, and they still love stories and imagination. A from Phillipines is still like to develop her imagination by imagining to become a princess where she needs to obey a lot of rules but she can wear various beautiful dresses as well as go to anywhere she wants. By the term 'short memory' here means that A from Phillipines just feel enough to learn several words from new language she knows from the movie. She thinks that it is very pleasant to know a new word such as *kamaha'o* in Hawaiian language and *incredibili* in Latin language and *extraordinario* in Spanish. Ersoz confirmed that it is easier for young learners from age 7 to 9 years old to have one to two or three words in a new language because they still have to learn something based on their short-term memory.

Furthermore, young learners from age 10 to 12 years old tend to take learning seriously by developing their learning strategies, having longer memory, as well as having developed social and intellectual skill (Ersoz, 2007). Here Ersoz tried to explain that young learners at this stage tend to get easier to take more complex information. It can be clearly seen from the statement from M from Italy that he wants something more than just learning a new language and new culture. As young learners at this age tend to take learning seriously, M from Italy wants to develop his learning strategy by curiously asking more about the complete information related to how Asian and African people look alike. Some of his questions like 'why they have such hair color', 'why they have different skin color' can be a representation of his ability to develop his intellectual and social skill. As Ersoz (2007) stated that social and intellectual skill has developed from the age of 10, it makes those young learners are having the needs to increase their knowledge. They become a lot more critical as they start to develop their critical thinking.

Another example can be seen from the statements from these three samples of young learners:

"I love Super Wings. I learn '*magnificent*' means amazing. I learn '*agreable*' means pleasant. I love Jet. He is awesome! He can fly. He can deliver everywhere. I want to be like Jet. I want to travel around the world. I want to see the world".
(C from HongKong, age 5 years old).

"Super Wings is my favorite movie. Jet is wonderful that he can flying around to the world. Culture in Germany and Ireland is great! There are many festivals! I love festivals and party. October-fest is just amazing. Ireland has a festive season where all people wear green costumes. It is '*tarraingeach*'! that means 'cute' in English".
(K from Australia, age 6 years old).

"Super Wings is Jet. Jet is a wonderful super jet. Just like I love super car, that is why I love Jet as super jet. He is genius. From this movie, I can learn something about each country all around the world. Every country is beautiful. Every country has its own characteristic of people. I learn that people in Asia have yellow to brown skin color, people in Africa have black skin color, and people in Europe and USA have white skin color. I love Europe and USA because the continent is wide, beautiful, and having four seasons so that I can play with the snow and I can wear a lot of different clothes in a year. Hehehehe.."
(G from Indonesia, age 8 years old).

It is essential that most activities for young learners must consist of movement in order to make it easier to involve their senses (Pinter, 2011). This is in line with the result of the interviews that young learners practically need such moving activities in order to help them to better understand the materials. Through Super Wings movie, these young learners practice visuals to help them play with the language, talk to themselves, as well as to tell stories. These young learners taught to play with the language by trying to learn one or two new words from different language shown in every episode in Super Wings. Then, they also try to talk to themselves by having some perspectives about the content of the movie and they can directly tell stories about the movie to their parents. It is typically called as cognitive ability.

Language is really essential in determining cognitive development for young learners. By knowing certain language, learning new language, as well as knowing how to use language appropriately, young learners can do something to develop their intellectual and social ability. It is in line with the statement from Cameron (2002) that symbolic representation is truly crucial for cognitive development because language is known as the primary means of symbolizing the world. And we can find that kind of symbolic representation through playing with the new language shown in Super Wings movie.

b. The Impact of Super Wings Movie as Learning Media to Those Young Learners to Improve Their Understanding about Other Cultures

In order to answer this question, the researcher did this through the interview section with the parents. The impact of Super Wings movie as learning media to those young learners regarding their understanding about other cultures can only be observed through the statements from the parents who accompanying their children while watching Super Wings. For instance, it can be seen from the statement from parent of K (Australia) as follows:

“She’s adored Super Wings. She wants to be like Jet who can fly around anywhere he wants. I always accompany her to watch her favorite movie because from the beginning, I knew that this movie is different from other movies for kids. Super Wings’s not just a cartoon movie to be seen as entertainment media for kids, but it is also more like an educated cartoon movie. I saw a lot of cartoon movies but I found out that Super Wings teaches my daughter more about other cultures from different parts of the world. It was so nice to watch this movie with her because I can tell her about those cultures she’d watched. I can tell her about the importance of being a tolerance person since the more she saw something different from her culture, the more she can learn about how to appreciate others based on their kindness not based on certain tribe or skin color or even hair color. Everybody’s the same and we need to open our mind about all those beautiful differences in the world”.

From the above statement, the researcher can relate to the statement from McQuail (2011) that the growth of youth culture has been influenced a lot by modernization and universalistic norms. In this case, children will usually create and develop their own culture because they tend to spend much time together and learn similar things as the rest of their age group. So, by modernization happens today, children will be a lot easier to learn something based on digital technology rather than just learn through conventional media like books or based on teachers’ explanation.

The parent from K has also realized that it is easier for her to teach her daughter about tolerance through Super Wings movie rather than through the traditional explanation such as bed time stories or parents’ pep talk. Moreover, the parent has also stated about *‘I can tell her about the importance of being a tolerance person’* while accompanying her daughter to watch Super Wings. It means that it would be quite easier for kids to take something for granted through visual media like movie. It is in line with the statement from McQuail (2011) that through visualization, children will get more focus as well as enable to tell more accurate than just through writing media. It is because young children will be able to explore about something only if they can see it so that they won’t just imagine ‘the things’.

Then, let’s take a look at the statement from parent of A (Phillipines) below:

“Super Wings’s good movie to watch for kids. First of all, I think this movie is just similar to any other cartoon movies. Later on, I realized that this movie is special because our kids may not only learn about friendship and a lot of kind things, but they will also learn about different cultures from Asia, Europe, America, Australia, and Africa. We, as parents, will be able to learn one or two things about other languages as well as about how certain people from different countries tend to solve some problems related to their culture. For example, we learn the word *‘Sukhsant wan keid’* to say Happy Birthday in Thai language. From season 1, I always accompany

my son to watch this movie. From time to time, the storyline has developed a lot. We are die-hard fans of Super Wings...hahaha”.

It's clear that language can code stimuli and free an individual from the constraints of dealing with appearances. As Baker (2015) added that actually education can develop symbolic thinking to the children so that it would be a lot easier to teach children through such informal education like watching movies. As parent of A said above that she feels easier to learn something together with her son by learning it directly from the dialogues in Super Wings movie. She stated directly about the easiness in learning new language through watching Super Wings movie so that she is able to teach her son informally about such symbolic thinking. For instance, she saw that her son learns a lot from Super Wings movie, especially through some scenes and dialogues about new language appears. She considered that learning something through symbolic thinking can make children to be able to absorb the knowledge faster than through conventional thinking being taught at school. This is again, in line with what Cameron (2002) who once stated that language is really essential in determining cognitive development since language is known as the primary means of symbolizing the world.

Now, look at the statement from parent of C (HongKong):

“Speaking of what I can learn from Super Wings with my kids is about learning some different habits from different cultures around the world. It is super excited to watch this movie because in every episode, there's always new exciting story. In one episode, you will know about a few good cultures such as about the language, the culture, the view, the season, the weather, and of course about the habits from people in those countries. For instance, during winter, Japanese people who live near the mountain has the habit to boil the eggs inside natural hot water in Ice Lake. Also, it is interesting to know about the habit of people in Germany. They often prepare good costumes and food to welcome the festival of beer called as Oktoberfest. And there is the habit of Chile people where most of traditional fishermen depending on the light from the lighthouse to drive their ship or cruise ship. In another episode, this movie gives an insight about Muai Thai or martial arts in Thailand”.

According to what Baker (2015) stated about autonomous learners, it can be surely said that C is categorized as iconic representation or image-based memorization. C is five years old so that it would be easier for her to learn something through memorizing the images. This happens consciously. This explains why, when we are learning about new subject or thing, it is more helpful to have visual illustration to accompany verbal information. This is different from symbolic representation which usually been done by children age seven onwards who found it easier to learn through symbolic thinking.

Just like what parent of C said above that her daughter feels a lot more comfortable to learn something like other cultures by remembering the images from the movie. Parent of C said during the interview that she found it becomes simpler to teach her daughter by using image-based memorization. Parent of C also proved that this image-based memorization can last longer than action-based or listened-based memorization because her daughter is able to remember about what she saw in the movie for several months until a year later. This proves the theory about autonomous learners from Baker (2015).

Thus it can be concluded that the impact of Super Wings movie as learning media to those young learners to improve their understanding about other cultures is quite great as all parents from the spectators of Super Wings movie agreed that there are raising motivation and knowledge to their children since they watch this movie.

CONCLUSION

Basically, culture can be existed in the form of tangible and intangible objects (Yoshihisa, 2014). Moreover, culture is considered to be one of the most essential things which will always been studied in the educational levels in all areas of the world (Roger, 2007). Poloma (2010) had once said that primary school is considered to be one big stage in the educational level that teaches young learners to be able to adapt well with their surroundings through learning culture in such pleasant way. In the world of the advanced technology, it is not possible for all those young learners to be able to learn culture from anywhere. Learning about culture can be done from everywhere, including from the movie.

This research aims to explore about how young learners learn about culture through Super Wings movie as well as about the impact of Super Wings movie as learning media to those young learners to improve their understanding about other cultures. The result showed that those young learners age 4 to 10 years old prove that they are enable to learn about the culture, the language, the view, the season, as well as about the weather in each different country appear in this movie. Also, the parents agreed that Super Wings movie can be great media for helping them to teach their children about cultures around the world. And through this movie, it is also great idea to understand about other cultures while increasing the children's motivation and memorization to become autonomous learners easily.

For further research, it is hoped that other researchers can conduct research about the development of the use of technology in the educational process to make the learners can easily understand and adapt well with the new culture in the teaching and learning process. Also, this research can be a reference to a better research related to technology-enriched materials development.

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