

Designing a Folklore Storybook Entitled "Sang Kridesan" as a Cultural Heritage of Prabumulih

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Reviewed: May 5, 2023 | Revised: May 17, 2023 | Accepted: May 28, 2023

ABSTRACT: The purpose of this research is to design a folklore storybook entitled "Sang Kridesan" as a cultural heritage of Prabumulih folklore. The research method used to produce the storybook was Research & Development method that modified by Sukmadinata which consisted of 3 steps (1) Preliminary Study, (2) Model/Product Development, and (3) Final Product Testing and Dissemination. There were two kinds of data collected: Primary data which were collected from field survey, from the experts or the reviewers, from the respondents in limited testing step, and from the respondents in wider testing step and secondary data which were collected from the library on the step of the literature study. In preliminary study, the writer conducted three steps, they were literature study, field survey, and arranging model/product draft. In Model Development step, the writer conducted limited testing, wider testing, and final product testing by involving the experts in the content, the language, the storybook designing, and the storybook writing.

Keywords: *Designing, Folklore, Storybook, Cultural Heritage*

Books are windows to the world, and reading books is one way to open that window so people can know more about the world that they did not know before. Reading activities can be done by anyone, it can be children, teenagers, adults, or even the elderly. One type of reading book that is suitable for children is storybooks. As Mitchell (2003) stated, a storybook can help children learn to understand the world and aware of the existence of the world in the midst of society and nature. Through storybook, children can learn about social life, good from the point of view of past and present history, learn about the state of geography and natural life, plants and animals.

Not only the benefits of adding insight and new vocabulary that people have just met but reading a storybook can also train us to be fluent in the language according to the language that will be used in the storybook, such as English. As Madan (2015) said, reading and understanding the meaning from the context can help you in building quite a large passive English vocabulary.

With the development of technology, without us realizing it, the activity of reading books has recently been neglected by various groups for reasons of busyness, and because media are more practical to obtain information such as television, radio, and the internet.

The less interest in reading storybooks about folklore will certainly have an effect on the number of people who do not know the folklore of their own area. Rifa'I, Safri, and Dewi (2019) argue that many young people do not care about the environment and tend to be selfish because they are busy with their gadgets. This is different from comics that are often read by children and even adults, or stories from cartoons shown on television, which often contain elements that are not worthy of imitation, such as fights, bullying, and so on. As a result, people's knowledge of local folklore is decreased. If this continues, it is certain that the love for regional culture will begin to fade and it is possible that folklore will be forgotten by the next generation.

Anafiah (2017) revealed that folklore can foster a sense of love for the homeland and culture for children who read it. Unfortunately, over time, the typical folklores have been forgotten by many people and its whereabouts are almost unknown because there is very little knowledge and interest in reading the folklore itself. One of the cases is the folklores from Prabumulih which are beginning to be forgotten by people, especially the children. One of the folklores entitled "Sang Kridesan" is only known by a handful of people who work in the arts in the city of Prabumulih. In addition to the folklore entitled "The Origin of Pehabung Uleh", "Sang Kridesan" is also the number 2 folklore known for its popularity.

Designing a story book entitled "Sang Kridesan" is expected to increase interest in reading and the preservation of local culture. The folk tale entitled "Sang Kridesan" is a story created by Albani Nj who is an elder in the city of Prabumulih. This story is generally known by the people of Prabumulih by word of mouth. The story "Sang Kridesan" tells the life of a man whose patience is tested so that he has a happy life afterward. By using dialogue in Prabumulih language, this story is very appropriate to be used as a medium for cultural promotion and the introduction of moral values to children. Beside the reason for the moral value obtained, the story of "Sang Kridesan" was also appointed into the storybook because this story is the second typical story of the "Origin of Pehabung Uleh" story whose whereabouts are still very little known. The next is that it has a clear and interesting storyline that makes reading interest and curiosity about cultural elements increase. The happy ending makes this story even more interesting to be made into a storybook. Based on the background above, the purpose of this research is to design a folklore storybook entitled "Sang Kridesan" as a cultural heritage of

Prabumulih folklore.

Storybook

Storybook is a book which tells a story with the illustration in the form of oictures related to the story (Fadillah et al., 2018). Meanwhile, Nurzayyana et al. (2021) define the picture storybook as a learning media packed with stories and pictures in one unit and has a storyline according to the learning materials. There are several steps in writing a storybook. According to Trimansyah (2020), the following three processes can become a reference to create a children's storybook:

a. Freewriting. Freewriting is the initial activity to plan a children's storybook. Good planning is certainly a good start to produce quality children's storybooks.

- 1) Developing Story Ideas (Themes)
- 2) Collecting Storytelling Material
- 3) Setting the Story Title
- 4) Determining Story Characters
- 5) Compiling a Synopsis
- 6) Making a Storyboard

b. Writing a Draft. The storyboard in the picture storybook is already a draft full script. Hence, basically writing a storybook for children are relatively fast and simple. What really matters are the idea and what takes time is to think about how the story can be told in a simple but striking way. Especially for storybooks in the form of chapter books, early novels, and novels, the writer must prepare the manuscript on the manuscript template so that it becomes a complete draft of the manuscript. Here are some draft writing techniques you need to know, they are:

- 1) Starting the story
- 2) Inserting the dialogue
- 3) Developing the storyline
- 4) Ending the story

c. Revising and Editing. The theories in this manual are a basis for you to write children's stories. Hopeoplever, when you write a draft, you don't may be stymied by various

theories. An important step that people need to do before making a revision is to make a revision list. The list is in the section that contains what things people will correct in our writing, ranging from matters of substance to technical writing. If people have made the list, then our work to make revisions will be easy to do. Even when people feel confused about making the revision list, people can find important aspects that need to be revised in an article by searching for information on the internet or asking several other writers. Just write freely as knowledge, experience, thoughts, and feelings you as a writer. After revision, the next step is to edit the story, so that it is completely correct.

Folklore

Folklore is about all-prose narrative following traditional storylines, using word of mouth, or so told in previous generations (El-Shamy, 2018). Folklore is a dimension of the past that can be used as the best learning media to move forward in the future, so reading folklore can be an alternative to preserving the existing local culture. According to Jan Harold Brunvand, an American folklorist, there are three types of folklore, namely oral folklore is a folklore whose original form orally consists of: popular poetry such as rhymes, partially oral folklore whose form consists of a mixture of verbal and non-verbal elements, and non-verbal folklore which is a folk tale whose form is not verbal and usually have forms, such as clothing, food and drink.

“Sang Kridesan”

The folklore of the city of Prabumulih continues to be interesting to listen to. Not only it is entertaining, but also it contains moral messages such as the values of honesty, patience, and so on. One of the interesting folktales to listen to is the story entitled "Sang Kridesan" written by Albani Nj. The story of "Sang Kridesan" has also indirectly contributed to preserve the Prabumulih regional language and implies that people should not look at someone only from the outside. With the story “Sang Kridesan” that is read / presented, of course it will increase knowledge about folklore from Prabumulih and of course can introduce the existing culture so that it is not easily forgotten.

The story of "Sang Kridesan" is a folktale originating from the city of Prabumulih which tells about a young man lived in the village of Pehabung Uleh. He had a skin disease. The figure of this young man accidentally took part in a competition held by the

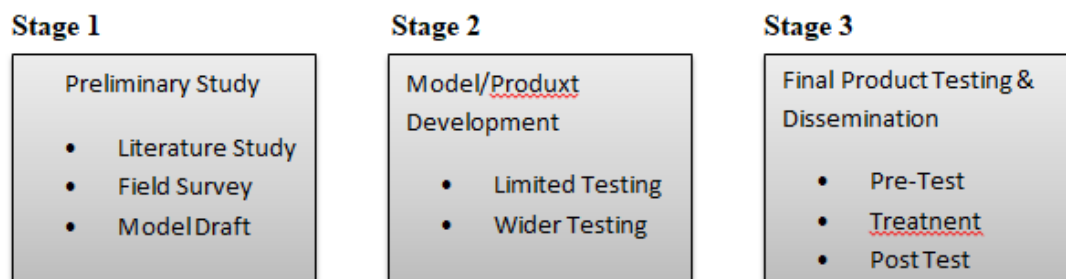
kingdom which awarded 2 buffaloes and a marriage with the princess. Luck finally came to Sang Kridesan, he won the race. Good luck still came to him after all the residents were surprised by the appearance of Sang Kridesan. Finally, the king ordered Rume Salet (shaman) to bathe Sang Kridesan and finally Sang Kridesan's skin returned to how it used to be before he got scabs. After being bathed in alabaster, he realized his true identity that he was actually a prince from a kingdom that was hit by a natural disaster. Finally Sang Kridesan married the princess and the king accepted them happily.

The use of storybook has been proven to bring a lot of benefits. Fadillah et al. (2018) in their research mentioned that there was a significant difference between the results of the child's prosocial behaviour before and after being given the local story-based storytelling media. Gunawan et al. (2023) also revealed that the development of picture storybook learning media meets the aspects of quality, practicality, and product effectiveness in terms of the critical and creative thinking skills of the fifth-grade elementary school students. In addition, reading folklore also give opportunity for people to improve the cultural knowledge (Scientia et al., 2018).

METHOD

The method used in this research was Research & Development method that was modified by Sukmadinata. Sukmadinata (2019) also mentions that research and development is a research approach to produce new products or improve existing products. There are 3 stages in this modified method, they are (1) Preliminary Study , (2) Model/Product Development, (3) Final Product Testing and Dissemination.

Figure 1. The Stages of Research and Development by Sukmadinta (2019)



The Stages of Research

Preliminary Study

Preliminary Study is the preparation stage in developing a product. The stage consists of three steps, they are: literature study, field survey, and also product draft. In more detail, the writer conducted these three steps.

a) Literature Study

A literature study is meant to study the concepts or theories relating to the product that will be developed. In this research, the literature study was conducted by reading some articles related to the definitions of design, definition of storybook, the characteristics and elements of a good storybook, writing a storybook, how to design the storybook, the definition of the folklore, Prabumulih city, the definition of cultural heritage, the definition of culture preservation, the folklore entitled "Sang Kridesan", the origin folklore from Prabumulih. The writer also read the articles from e-books and e-journals regarding this research. In this step, the data were collected, classified, and analyzed descriptively.

b) Field Survey

The Field Survey is intended to collect the data regarding the planning and execution of developing or making the product. The writer collected the data or information by interviewing the local people who knows well about the story of "Sang Kridesan by using the platform of Whats App. The data were analyzed to form the accurate information. Based on the data taken from the literature study and field survey, the researcher developed the model draft.

c) Model Draft

The data taken from the literature study and field survey were used to produce a model draft. The model draft was printed in the printing center and reviewed by the experts of linguistic for checking language for model draft.

In designing the storybook, the writers applied the steps from Trimansyah's theory (2020) which includes:

a. Developing Story Ideas (Themes)

The story idea developed is a typical prabumulih folktale entitled "Sang Kridesan"

which will be developed into a product with a folklore book design that can increase children's interest in reading.

a. Collecting Storytelling Material

The collection of fairy tale material is obtained from a collection of typical Prabumulih folklore books issued by the Prabumulih city government which can only be read in the Prabumulih city library.

b. Setting the Story Title

The title of the story that will be appointed must have been chosen from a collection of typical Prabumulih folklore books. The specified title is a title that is rarely known by the Prabumulih community.

c. Determining the Character of the Story

The specified characters have been taken from a collection of typical Prabumulih folklore books where the author emphasizes several characters with dialogue and storytelling.

d. Compiling Synopsis

The synopsis that is compiled is of course based on the original story that has been read before. By compiling a synopsis, the author can more easily create a draft product that will be used as a storybook design.

e. Creating Storyboards

The storyboard that is made is of course made based on the existing story. By adjusting the sketch of the image that will be made with texts that match the existing story, the reader will be able to understand the story easily.

Model/Product Development

Model/Product Development was the second stage in this Research and Development (R&D) project. This stage was divided into 2 steps, first step was limited testing and the second one was wider testing.

a) Limited Testing

It was the testing done by the writer to get the data about designing a storybook. In limited field testing, the writer made a storybook about Sang Kridesan. The writer gave a draft model of storybook to some experts. There were four experts that test four aspects. The aspects are content, language, and storybook writing.

1. The first expert was Content Expert, Mr. Fitra Rendy as a member of culture team in Prabumulih. The writer asked him to review the freewriting that the writer has been made and asked him to give his opinion about the origin of this story and the true story about Sang Kridesan as a folklore of Prabumulih. After the writer gets some comments and suggestions, the writer will revise the freewriting (first draft) based on the comments and suggestions.
2. The second expert was language expert, Mr. Valcino Fakhi Pratama as a Marketing in proof reader. The writer asked him for comments and Communications suggestions about the language the writer used. After the writer gets some comments and suggestions, the writer will revise the freewriting (first draft) based on the comments and suggestions.
3. The third expert was design expert, Mr. Adi Sutrisman, S.Kom., M.Kom. The writer asked some comments and suggestions about the design of the storybook writing draft. The writer asked him to suggest the design such as the colors of the book, arrangement about the lines and shapes, and etc.
4. The fourth expert is an expert on Storybook Writing, Naidi Atika Zundaro S.Ds. She is a freelance storybook writer. The writer asked her for some opinions and suggestions because she has published several children's story books. After getting the comments and suggestion from the experts, the writer revised and edited the first draft based on the comments.

b) Wider Testing

In wider testing, the model draft that has been developed in limited testing was given to 5 readers who came from different regions in South Sumatera to see the effectiveness of the product. The comments and suggestions from the readers were noted and used to develop the product.

Not much different from the Sukmadinata (2019) theory which makes a model development, after the storyboard is completed, based on Trimansyah (2020) theory states that the next step is to make a full script draft which includes the following stages:

a. Starting the story

There is also a story that begins by introducing the main character, namely Sang Kridesan who is a young man with scabs all over his body. He was introduced as a young man who had no parents and lived a life of misery

b. Bringing story characters to life

The characters in this folk tale are brought to life with several dialogues that emphasize the character of the existing story characters and the characters can also be seen from a second person point of view.

c. Developing a storyline

The storyline developed is made as clear as possible and not complicated so that readers who are focused on children do not have trouble understanding it. The plot used is an advanced storyline.

d. Ending the story

The ending of the story is made a happy ending so that the reader can end the reading with a happy heart. At the end of the story, a little conclusion is also given to the moral message that can be drawn from the story.

Final Product Testing and Dissemination

The last stage of research and development (R&D) is final product testing and dissemination. Final product testing and dissemination is intended to test whether the product is feasible and has an advantage at the practical level. Sukmadinata (2019) mentions that the research conducted by the students until magister degree can stop his project on his final draft that has been produced. It is not necessary for the researcher to test the model draft. Based on that information, the writer stopped his research after he revised the model draft in the wider testing.

Similar with Trimansyah (2020), write freely about the story, experience, think, and feel as a writer. After being revised, the next step was edited the product draft. After revised and edited has done, the writer made a design of storybook that truly correct and the result of the product can be used optimally.

Technique for Collecting the Data

There were two kinds of data collected in this R & D research, they were: primary data and secondary data. Those data were needed to design a storybook of "Sang Kridesan" for Cultural Heritage of Prabumulih.

- a) Primary data were collected from field survey, from the experts or the reviewers, from the respondents in limited testing step, and from the respondents in wider testing step.
- b) Secondary data were collected from the library on the step of the literature study.
Interviews were conducted by asking the informants via the platform of

WhatsApp to explore and obtain information related to the required data which were closely related to the storybook of "Sang Kridesan". In this study, semi-structured interviews were very appropriate to the research context. Semi-structured interview aims to find problems more openly, namely by asking questions that trigger the opinions of ideas from informants. So that in the interview process, the researcher needs to listen carefully and take notes on what the informants said. In this research, the writer interviewed the local people who knows well about the story of "Sang Kridesan".

Next, the writer interviewed the expert of content and language regarding the model draft of the design of the storybook that has been developed by the writer.. The writer also interviewed 5 readers from different regions of South Sumatra to find out whether they understood the plot of the storybook and whether the effectiveness of this storybook to promote the cultural heritage of Prabumulih . The interviews were conducted via WhatsApp. To get the best results, the writer summarized the statements of the participants.

Technique for Analyzing the Data

The data taken from literature study were classified, and analyzed descriptively to see the definitions of design, definition of storybook, the characteristics and elements of a good storybook, how to design the storybook, the definition of the folklore, Prabumulih city, the definition of cultural heritage, the definition of culture preservation, the legend of "Sang Kridesan" the origin folklore from Prabumulih.

The data taken in Field Survey were also analyzed descriptively especially to find out the origin or the real story of the legend of "Sang Kridesan". The data taken in draft (model development) were analyzed descriptively especially to find out everything about the legend itself and to find out how to make good design and writing a storybook. The data taken in limited testing step were analyzed descriptively especially to find out whether the respondents understood the plot and whether the sentences were easy enough for them to understand; and the data taken from the step of wider testing were analyzed especially to find out the effectiveness of the product.

DISCUSSION OF THE FINDINGS

Preliminary Study

In preliminary study, the writer conducted three steps, they were literature study, field survey, and arranging model/product draft.

Literature Study

In literature study, the writer studied some theories related to the current research such as about the important point in designing a storybook including the theme, mandate, character, plot, setting, angle point of view, and language style; about how to design storybook; and about the characteristics of the legend. The location of the research was in library of English Department State Polytechnic of Sriwijaya, the city library of Prabumulih, and internet. Most of the time, the folklore of Sang Kridesan was delivered to the society orally. Some people delivered it in written but it was written in Indonesian language. Therefore, the writer decided to retell the legend of Sang Kridesan written in English and made the storybook more interesting.

Field Survey

In field survey, the writer interviewed Mr. Fitra Rendy in Prabumulih. He was the local people originally from Prabumulih and a member of culture team in Prabumulih who knew the legend of Sang Kridesan retold by many people in his village by word of mouth by mouth. The folklore "Sang Kridesan" was unpopular. This folklore told about a good man with a problem with his skin until the good luck came to his life, married a beautiful princess and got the rewarded. The results in field survey showed that this unpopular folklore from Prabumulih only retold by few peoples in the village by word of mouth by mouth. As a good citizen, the writer believed that she should keep the sustainability of the local wisdom like the legend of Sang Kridesan. Therefore, the effort to produce it in written English need to be appreciated.

Model/Product Draft

After collecting the information in literature study and field survey. The writer decided to produce the product draft as the freewriting. The title of the product draft was Prabumulih's folklore "Sang Kridesan". This storybook was written in English.

Model Development

a. Limited Testing

In limited testing, the freewriting was given to some experts to check the information about this story. To checked the originally and validated about this story , the writer was gave this story draft to Mr.Fitra Rendy as the member culture team in Prabumulih and as the originally local people who knew this story, the second expert was the expert in language, Mr.Valcino Fakhi Pratama, and for the next expert the writer gave the story to the design expert to check the design of some pictures to Mr.Adi Sutrisman, S.Kom., M.Kom to checked the design that the writer have been made. The corrections of each expert are elaborated in the following section. For the last expert, the writer gave the story draft to Mrs.Naidi Atika Zundaro S.Ds. as the freelancer storybook writer to check this storybook was fit enough for children.

1. Content Expert

To validate the originally of the folklore, the story draft (freewriting) was given to Mr. Fitra Rendy. He was the member of culture team in Prabumulih and an originally local people of Prabumulih who knew about this story. He commented the story draft that the writer gave was correct and same with the original story and there are no revision on this content expert because he thinks that the story was clear and good enough, book is good and cool, the story that is raised is also good because it is about regional stories. The packaging of the story is also unique because it uses two languages, Indonesian and English. He just suggested for the choice of words is chosen again so that the story is easily understood by the general public.

2. Language Expert

The writer used English language as the language of this storybook. The writer asked Mr.Valcino Fakhi Pratama as an expert of language to review the story. He gave the corrected based on the appropriateness of word form, word choice, verb tense, add a word, omit a word, word order, incomplete sentence, article, meaning not clear, and run-on

sentence to support the study. Mr. Valcino Fakhi Pratama suggested to removed some inappropriate words.

3. Design Expert

The design expert in this research was Mr. Adi Sutrisman, S.Kom, M.Kom. He provided some comments and suggestions. First, he is totally agree with the design of storybook that writer was made. Start about the arrangement of lines, shapes, colors, teztures, and also taste of users. The design stunning and can attract the readers to read. It is in line with the idea mentioned by Widiawati (2000) regarding the arrangement of lines, shapes, colors, teztures, and also taste of users of the product. Moreover, Mr. Adi Sutrisman, S.Kom, M.Kom also mentioned about the style that the writer used must be same on each page. He felt that the design was met the criteria of a good storybook. Typography is appropriate and can be read clearly. There is nothing to revised. But, he suggested writer to gave the logo of Polytechnic of Sriwijaya, logo of Prabumulih, and logo of English Department.

4. Storybook Writing Expert

The storybook writing (range for children) expert in this research was Mrs. Naidi Atika Zundaro S.Ds. She is a freelance storybook writer. The writer asked her for some opinions and suggestions . She suggested using simpler sentences and making the sentences in the story shorter and clearer .Overall on the content of the story book, she commented the storydraft that what the writer has made has met the requirements of a good children's story book which includes the graphic component including the size of the book, the design of the book cover and the design of the book content . She said that the storybook that writer designed was good enough.

b. Wider testing

In wider testing, the writer showed the product draft that had been revised in limited testing to the expert. After the model/product draft had been revised, the writer showed the model/product draft to five respondents who came from different region in South Sumatera to find out the effectiveness of the storybook. The writer asked about their comments and also suggestions of the storybook. Moreover, they also believed that the

theme was interesting and the sentences were simple and easily understood. To get the comments and suggestions of this storybook, the writer asked five respondents from



different region in South Sumatra to see the effectiveness about this storybook. The form and layout were also good enough.

c. Final Product Testing

After the writer conducted the model development, the writer conducted the final product. The final product that had been revised in limited testing and wider testing to get a correct final product. The following was the final product:

Figure 2. The storybook entitled “Sang Kridesan”

CONCLUSIONS AND SUGGESTION

Conclusions

In the process of designing the story book “Sang Kridesan” as a cultural heritage from Prabumulih, the writers applied the steps of the Research and Development Method adapted by Borg and Gall (1989) modified by Sukmadinata (2017). This method consisted of three main steps, namely (1) Preliminary Study which consists of two steps: Literature

Study and Field Survey, (2) Model/Product Development and (3) Final Product Testing and Dissemination. In the Preliminary Study, the writers collected information about the object of research, both the framework and content. Based on the data of the Preliminary Study, a draft of the story of “Sang Kridesan” was made as a preliminary product. The data taken through the literature in the Prabumulih city library as a reference. After the preliminary stage of the story draft was developed, further testing was carried out at the next stage, namely limited testing. In a limited test, the writers provided model development to three experts. They were content experts on typical Prabumulih folklore, experts in language, and experts in design. The data were used for limited testing as the final draft.

Suggestion

Based on the project of designing a storybook entitled "Sang Kridesan", it is suggested for the next researchers to cooperate with the government to increase the promotion media about folk tales, especially the Prabumulih area so that they are not forgotten by the next generation. This will help everyone to know about the existing culture. With the cooperation between the government and the local youth, the typical folklore of Prabumulih will be better known and can be passed on to the next generation as a cultural heritage of Prabumulih.

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