



Webtoon: E-Comic Based Application To Support The Learning Process In Higher Education

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ABSTRACT

Webtoon is an application that is split from two syllables namely web and cartoon. Webtoon is an application in the form of online-based cartoons or comics which can be enjoyed in the form of a website, by various groups who have the same interests. Webtoon is a service that is provided by presenting many new webtoons or stories that are released continuously according to the schedule that has been targeted by the webtoon authors themselves. Readers can access it with various technologies such as cellphones, laptops, tablets, or computers. The use of the webtoon application also has many fans, especially among teenagers and adults who have an interest. Therefore, webtoons have extraordinary interest. The purpose of this research is based on the use of webtoon applications to support the learning process in universities. The research method used is a descriptive qualitative method with an in-depth discussion related to the material using the webtoon. The research was carried out by direct interviews with students in Asian countries who use the webtoon application. Researchers asked several forms of questions and answered with explanations and reasons for these students related to the material. The results of the research found that the use of the webtoon application has quite an effect on the learning process in tertiary institutions. The weakness in the research was that the researchers did not interview many students, only a few were interviewed and that too were women. It is hoped that future researchers can conduct interviews with many parties in order to get maximum results

Keywords: *Higher Education, Learning Process, Webtoon*

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INTRODUCTION

Technology at this time is part of human life that has been integrated with self and human personality.(Saad et al., 2020; Saberi et al., 2019) Technology seems to be mushrooming within them which has become a basic need that must be met in order to achieve their respective goals. As technology progresses from time to time, there are many applications that appear in various forms, as well as their respective uses. Experts race in making various kinds of applications,(Du et al., 2019; Goap et al., 2018) whether it's for education, life or games to just have fun and entertain yourself. with the rapid development of the application has emerged with various versions of each and can meet the needs of the users of the application. (Gatteschi et al., 2018; Morkunas et al., 2019) On the other hand, the application also makes it easier for everyone to get what they want, because like applications, they are provided according to the needs of the users. That way they will have no trouble reaching their destination because they have been provided with an instant application that helps (Mittal et al., 2019) meet their individual needs. No exception is also the application called webtoon.

At the beginning of its appearance, this webtoon was founded by someone named Kim Jun Koo, where he is a citizen from South Korea. (Lee et al., 2019) and founded a webtoon in 2004 with the name Webtoon which has been called Webtoon since it was first released. He founded the webtoon app after seeing the decline of the manhwa industry in the late 1990s and early 2000s. Kim herself also really likes to read stories. At that time she read stories through comics (Cohn, 2020; Nguyen et al., 2018) still in book form. At that time he was reading comics from Japan which were called manga with stories about super heroes, which at that time were in great demand. At that time he realized that there were so few stories being released and the stories presented were not updated. That way, his mind appeared to bring up many stories with even more advanced applications. The webtoon application is presented in various languages and has been released in many other major countries such as South Korea, Indonesia, England, Japan, Germany, France, Spain, Thailand and China.

Webtoon is a platform launched in South Korea (Shim et al., 2020; Yecies et al., 2020) by a technology company called LINE Corporation with NAVER Corporation. Webtoon is an application that presents illustrated stories, or also known as comics. But webtoons present stories with pictures through online access. Webtoon basically consists of two words, namely web and cartoon which means picture story. (Berlian et al., 2021; S.-H. Kim, 2022) Apart from that, the webtoon itself is also known as online comics which are accessed via the network. At first, the webtoon was made in South Korea by someone named Daum. In the end, in July 2014, Naver published 520 webtoon stories (Cho et al., 2022; Kwon et al., 2020) and he presents LINE Webtoon, while Daum himself publishes 434 webtoon stories. The two of them continuously released new stories and included them in the webtoon according to the schedule they previously arranged, and attracted readers' attention with their heart-wrenching presentation of stories and images and readers can access the stories every day for free.

The use of webtoon applications is also included in the category of the most usage. Webtoon application enthusiasts from various backgrounds (Jeon, 2021; D. Kim et al., 2018) especially among teenagers and adults themselves. With the webtoon application, it makes it easier for readers to be even more practical in reading the stories they want, (Cho, 2021; Yecies et al., 2020) In webtoons, many interesting stories are presented with many genre choices, so that readers can be satisfied and choose the form of the story they want. In presenting the story on the webtoon, the story is presented in

an interesting way and complete with very interesting pictures (Balasubramanian et al., 2018; Hufnagel et al., 2018; Macoir et al., 2018) and make the readers more comfortable to keep reading the story. By presenting an interesting story and pictures that also support the story, it can make readers interested just by looking at the cover image. apart from presenting the story, the images contained in it also determine the interest of the readers.

Enthusiasts in using webtoons are not only directed at teenagers, but in fact many adults are also loyal readers (Lenhart et al., 2018) in using webtoons. Not only in reading stories on webtoons, many of them are also involved in making webtoon stories and produce many new stories every day.(Mattila et al., 2018; Mironescu & Brezis, 2018; Nasr et al., 2019) By reading a lot of stories presented in webtoons, it also motivates readers to launch new stories and image designs that have never been used before in making webtoons. The presentation of stories on webtoons is very diverse with their respective forms and storylines. (Cui et al., 2019; Pekarek Doehler & Berger, 2016) Making a webtoon is neither too difficult nor too easy, but you could say it's moderate, making a webtoon also requires knowledge and skills (Harumy, 2018) in designing pictures or people who have talent in terms of drawing and creating new creative and innovative stories.

Webtoon displays stories and images that are very attractive to readers, (. et al., 2021; Bateman et al., 2021; Stamenković et al., 2018) where the pictures shown are perfect and interesting to read so that by just looking at the cover the readers become interested in opening the story and reading it. Most readers of this webtoon are more interested in women, because most of the stories presented are more about youth stories, stories of school life and teenage puberty. (Hands et al., 2018; Lemmi et al., 2018) But even so, not only romance stories are presented, but many stories in the form of action are also presented in it, some of the action stories presented have become famous in several parts of the country, such as in Korea and Indonesia, of course.. (Cohn, 2020; Laubrock & Dunst, 2020) One of the favorite stories of many people in various circles is the story with the title Lookism which tells about real life that happened in South Korea. The story is told in great detail, also featuring pictures that feel real to real life.

In addition, there are several stories that are currently also becoming popular and are becoming a hot topic of conversation, where the story is entitled How to Fight, which is very inspiring for everyone. (Hamilton & Finley, 2019; Williams & Solbrække, 2018) who read it, because the story shows a lot about the struggle of the main character in achieving his desire to learn martial arts. Where is a person named Yoo Hajun, a young student who wants to learn self-defense and defend his friends from a yakuza and gangsters who have a large organization. From the story snippets, it can attract readers' interest, and they want to know the continuation of the story that was made and how the ending of the story will be. In addition, the genres featured in the webtoon are very many, starting from romance, action, comedy, drama, fantasy, horror, slice of life with many genres raised in the webtoon, of course it won't make the readers bored, so they are free to choose according to their preferences. their favorite story.

In addition, the webtoon also presents many features that can help readers more easily find their stories or contribute to the creation of a webtoon., (Cantrell et al., 2022; Chen, 2018; Young et al., 2021) In reading the webtoon, readers can add the stories they read to favorites so that when they want to read they will get a notification notification of a new story episode to readers, so readers can immediately read the story by clicking on the notification section in favorites only. then the appearance on the webtoon is also

separated (Ciullo et al., 2021; Padia et al., 2019; Penuel et al., 2022) Based on the schedule and genre, the webtoon writers have divided the stories according to the schedule they set beforehand so that readers know when the story is given and on what day they can read the story they want. Then in the webtoon readers can also search for stories from their country of origin, (Lynch et al., 2019; Smith Ochoa, 2020) for example stories in South Korea that have not been shown on webtoons in Indonesia. This feature presents webtoon stories with translations previously in the native language of that country.

This research is based on the influence of the use of webtoon applications in supporting the learning process in tertiary institutions in particular, then it also discusses how much influence is generated in its use and whether its use is relatively sufficient among college students. In essence, the use of the webtoon application can also help some complaints or problems that occur in life, the webtoon application also has a pretty good impact on the interest of its readers. Webtoons can also be a place to show talent in storytelling and in creating image designs that are more attractive to readers. In terms of making webtoon stories, it is clear here that the ability of the creators to present interesting stories and pictures that support the storyline are clearly drawn. You can't just stick to a good story, but the pictures don't really support it and vice versa, if the picture is interesting but not the story then it can also be unattractive in the eyes of the reader.

RESEARCH METHODOLOGY

The form of research conducted is a qualitative form with an approach (Guidotti et al., 2019; Wu et al., 2020; Zhou & Zafarani, 2020) which the researcher describes with a detailed and in-depth explanation related to the title, namely about the use of webtoon applications in the learning process in tertiary institutions. Researchers conducted interviews directly with several students in Asian countries on October 21 2022 on Friday. In the interviews conducted, the researchers made students a random sample only, and asked several questions about the webtoon application in influencing the learning process. The researcher took two sample students and asked questions related to the use of the webtoon application, which at that time many students were using, they answered the questions the researcher asked, then they mentioned and explained their respective opinions related to what the researcher asked..

The sample of this study were two students because it was in accordance with what the researcher needed related to the material that the researcher discussed. (Paeckel et al., 2019; Zhao et al., 2019) Where is the use of webtoons in universities and the impact they get from using webtoon applications, are there more benefits than harm or could it be the other way around. In this case the role of the students is highly demanded and becomes the most important part, because their opinion about the use of the webtoon application is very necessary in order to describe various forms of their opinion and get the results that are in accordance with what the researcher expects. With the interviews conducted, the results obtained will not be far from the desired results and can be a reference for the readers. Furthermore, from the answers given by some of the samples, the researcher can describe them using language that is more complete and can be easily understood by future readers.

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RESULT AND DISCUSSION

RESULT

In the data previously collected, along with technological developments and increasingly advanced times, the role of technology is very influential and some applications are a basic need for some people. Webtoon applications are very influential in supporting the learning process in tertiary institutions, that using webtoon applications can make many people more creative and active in creating something new. Because the use of webtoon applications can increase users' interest in reading, especially teenagers and adults, of course. The recitations in the webtoon application are also very interesting to look at, in the eyes of the stories and pictures that won't make readers feel bored because the pictures presented in it are not arbitrary, there are also many famous artists through their work in making stories and pictures. Likewise, the learning process will further improve the reader's speed reading skills. On the other hand, reading webtoon stories is very practical and it's not difficult to access them via any technology, especially on a cellphone. Along with the many stories that have been read, the mindset can change and you can think more creatively. Reading webtoons can also bring up new ideas to come up with new stories that are not yet available in stories on webtoons. The use of the webtoon application is not just for reading, but can also bring in quite a profitable income just by making stories by attracting many people and participating in events held by the webtoon. In addition to getting achievements and popularity can also bring in a decent income.

DISCUSSION

Where is the use of webtoons in universities and the impact they get from using webtoon applications, are there more benefits than harm or could it be the other way around. In this case the role of the students is highly demanded and becomes the most important part, because their opinion about the use of the webtoon application is very necessary in order to describe various forms of their opinion and get the results that are in accordance with what the researcher expects. With the interviews conducted, the results obtained will not be far from the desired results and can be a reference for the readers. Furthermore, from the answers given by some of the samples, the researcher can describe them using language that is more complete and can be easily understood by future readers.

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can describe them using language that is more complete and can be easily understood by future readers. The research was carried out only for students, with several interviews conducted and asking questions directly to students. They answered with their understanding related to what they know about webtoon applications. The research carried out was only in the form of in-person interviews, not by distributing Google forms online. That way it can be seen how they explain and their understanding related to the questions posed by researchers. Then from their answers the researcher asked the reasons and their own opinions related to the title and the questions given. The form of research conducted is very effective and easy for many people to understand because the discussion given is explained in detail and not too difficult to understand. That way, readers will not be mistaken and can become a reference for them in further research.

Webtoon is an application that presents illustrated stories online or also known as 'online comics'. The webtoon application was first popular in South Korea which was launched by Naver Corporation in 2004. The webtoon application was also launched in several languages and is present in several other countries such as Indonesia, South Korea, Thailand, Chinese, English, German, French and Spanish. . The worldwide launch of the webtoon application occurred on July 2, 2014, accessible via mobile phones and in the form of an application. Then, artists from various parts of the world began to upload their works that had been made as attractive as possible to get readers. In entering stories into the webtoon application, as a webtoon application launcher Naver Corporation chose as many as 42 webtoon stories which at that time were included to become residents of the webtoon application. Where among the selected stories were Noblesse, Tower of God and The God of High School and there was one of the selected webtoons which was composed by an artist from the United States, which was available in English at that time.

Of the many stories submitted, the stories are divided into their respective genres to make it easier for readers to find and read the stories they want. So, readers just have to search for the story based on the genre listed in the story, starting from the romantic, action, comedy, horror, or drama genres. The released stories are also translated according to the language available in that country, the language used is also provided in the form of a translation if readers want to read stories from abroad whose stories have not been released in their country. Then in 2016, webtoon application user services entered various countries such as Japan and China. In Japan the webtoon is called XOY and in China it is called Dong Man Manhua. Then in 2019, the webtoon which was formerly called Line Webtoon was changed to only Webtoon when it was in the Indonesian, English and Thai versions and there were also Spanish and French versions which were also published at that time.

The influence contained in the use of applications in the learning process has a very big impact, especially in carrying out the learning process. Where some people only think that reading comics like that is pointless, this is different from the actual fact that there are many positive impacts caused by using this webtoon application. because the readers can also present new stories and they are more active and creative in creating something new, of course this is really needed, especially in universities. Because, reading stories with pictures on webtoons can bring up positive thoughts for the readers, because they don't just read and make stories just like that, they can gain knowledge and new experiences in their lives. Then it is also possible to get coffers of income from making stories on webtoons.

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Many of the stories featured in the webtoon can be used as inspiration and not a few come from true stories. Like the webtoon story entitled Lookism, this story is very popular today, where this story has a background in life in South Korea, where each story has a very interesting plot and is related to real Korean life. In other stories, there are many lessons that can be used as lessons for the readers, because the stories that are shown are very much in accordance with today's life and the behavior of teenagers that often occur today. For students in tertiary institutions in particular, they can use stories on webtoons as a reference both in education and in their own lives. The stories on the webtoon are also presented with words that can also be motivational, not a few stories that are presented lead to education, the meaning of a struggle, wanting to become a better person and many lessons that can be drawn from several stories on the webtoon.

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Making a webtoon, like designing stories and images from scratch, also requires some interesting ideas and designs. Making webtoon stories is usually done by at least two people where the task of the first person is to make the story, then the second person makes the graphic design or character shape which will be included later in the story. In making stories in webtoon applications, it usually takes quite a while to make, which makes stories take a long time to be updated, one of which is stopping in the middle of the road, no ideas or images that have been made have changed. In this case, of course, creativity and activeness and cooperation are needed in this case for the continuity of the story for future readers. Because as you know, the stories that have been selected and entered into the prearranged schedule must be updated that day. If, for example, they can't present a story, the authors of the story will usually create a hiatus animation for the readers, so they won't be too disappointed because their story doesn't update on a set schedule.

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Not a few films and dramas are taken from webtoon stories. As in the Indonesian film entitled 'Eggroid' whose story comes from an Indonesian author. This film was adapted into a fantasy and action genre film. Then also in the making of Korean dramas, many stories were taken from webtoon stories, such as dramas true beauty, lookism, All of us are dead, a business proposal, sweet home, yumi's cells, hellbound, tomorrow, and the sound of magic. All of these dramas are stories that were originally presented in a webtoon and then made into a film and drama and were able to penetrate the highest rating in the world, with the characters shown and the selection of actors who play a role in them are also considered so that the stories that were just stories, are now the Readers can witness the story and plot directly. In turning the story into a drama or film, it makes the story presented have a lot of fans and has a high rating in the webtoon application, thereby indicating that the author is very accomplished and has gained popularity, as is the case with the story entitled 'weak hero' which will be coming soon. in dramatic form. Then there are also many stories that have high ratings based on genre and interest, including stories with the titles how to fight, wind breaker, daddy goes to school, high school soldier, I wanna be u and many other stories.

CONCLUSION

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