

CREATIVE STRATEGIES IN UNDERSTANDING CHILDREN'S LEARNING STYLES IN MANADO

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Submitted: July 2022, Revised: December 2022, Accepted: May 2023

ABSTRACT

Learning is crucial. To learn something, every child has their way and methods, and to maximize their potential, parents need to know their learning type. There are some children's learning which differentiates them from one another. Each child has strengths and weaknesses and preferences on how the information processing is different for every one of them. It can be concluded that a person's learning style is divided into three types, such as visual, auditory, and kinesthetic (V-A-K). In this qualitative research, some of the methods used include observation, literature, surveys, and interviews. The research itself was targeted at women, especially mothers, around 27 – 35 years old, in the Manado area. The area was chosen in consideration of the ease of finding the data and information. Prior to the data from observation and surveys, most mothers know their child's learning tendencies but have less knowledge of their child's learning style. In consequence, mothers are often faced with difficulties and frequently face hard times when they should assist their child during learning time. Finally, from all the findings and insight, mother's knowledge and identify her child's learning style is matter, that the impact not only for children's learning development as well as assisting mothers who expected be able to guide and set their child's direction according to the child's learning style. These creative strategies are used to give more emphasis to the importance of a child's learning style and show the true feelings of mothers.

Keywords: Creative, strategy, children, learning, style, Manado

1. PREFACE

Learning style is a combination of how we absorb, then arrange, and process the information [1]. According to Fazrina (2018), every child has different ways and methods to learn something. To maximize our self-potential, we need knowledge about the preference on learning styles [2].

The same thing happens in the classroom learning activity. A student's learning style or learning modalities are one of the most important things that a teacher needs to know. Every student has the best yet easy way to learn and absorb information. And for the teacher, it's their job to maximize the student's most prominent learning style and introduce the other learning styles [3]. Based on ibupedia.com, it is not only for the student but also the early childhood. The differentiation of learning styles applies to them. Some of them prefer to learn by listening, the other one is interested in looking at the pictures or visuals, some are passionate to direct contact with the object, and not a few choose to always involve physical activities that include body movement [4].

According to Wahyuni's research, being forced to learn in a way that is not suitable and enjoyable for them can hinder the process, especially in terms of concentrating when absorbing the information provided. Recognizing the learning style certainly not only makes a person smarter but by getting to know the learning style they can determine how to learn more effectively [5].

Referring to *Quantum Learning*, two important things need to be considered in learning styles. The first one is the way a person absorbs the information easily or can be called a modality. The second one is the way a person processes and organizes the information. In conclusion, a person's learning style is divided into three types: visual, auditory, and kinesthetic (V-A-K).

As reported from hellosehat.com, the visual, auditory, and kinesthetic (V-A-K) learning style model is also a model developed by psychologists in the 1920s, taking the approach of using the brain's most important ration sensors, namely visual, auditory and kinesthetic. Based on this model, generally, a person has one learning style that is best suited for themselves and becomes the most dominant. But in reality, the incorporation of several learning styles is often found. Knowing what kind of learning style is right for us doesn't mean limiting or lacking personal abilities, it tends to help us learn more effectively and efficiently.

To sum up the three learning styles, here is a brief explanation. First, visual learning style is related to a person who understands the lesson through their vision, such as seeing a picture, graphics, etc. Second, the auditory learning style is related to the type of person that counts on the sense of hearing during the learning process. And lastly, also the third, kinesthetic learning style that is related to a person stimulates the ability to understand the lesson with body movement and touching things [6].

According to the surveys, most of the children in Manado used an auditory learning style, then followed by a visual learning style as second place. These survey results were based on mothers' observations or even tendencies for their children, which can differ from children's learning styles. Most of them still assume that the way children learn is the same one another and does not require adjustments to the children's actual interests. These kinds of thoughts are what lead the mother on provided learning assistance that was not right for the children, which causes the children less than optimal during the learning process.

The issue emerged from the differentiation between mother's and child's learning styles. Therefore, the creative strategies of mothers knowing their child's learning styles are considered matter because the parent or mothers, still do not fully understand the idea of the different kinds of preferences on their children's learning styles. Despite that the purpose of these visual communication processes is not to patronize, rather it is a medium which provided in terms for us able to learn together.

The surveys also found out about the kind of lifestyles that audiences are familiar with. These days, mothers were like to hang out, doing an outdoor activity that is close to nature.

Based on the data, the mother's tendencies who is concerned about the development of their children's learning leads to the strategy used for these visual communications which were the emotional approach and logical thought of the mother. Those associated with the delivery of text-based information explain learning styles that can be a mother's insight. Coupled with the existing visual, it is also shown the benefits that mothers can get in the future by recognizing their children's learning style, including ease in the process of learning assistance and achievements obtained by children. In advertising terms known as benefits causes story formats.

2. RESEARCH METHOD

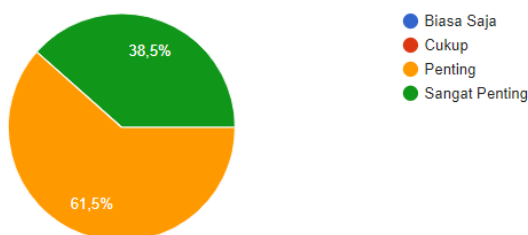
The methods used in this study are qualitative. Observation, literature reviews, surveys, and interviews are used while data is collected. Observations and literature review were the first steps that have been done to get the topic's affirmation. All information was collected at the same time. The next step in data collection is conducting surveys to form the information based on audiences. The purpose of this survey was to get into the mother's perceptions of how their children learning style and the extent to which the mother observes how their children learned. In addition, to explore and get deep information, interviews were conducted to gain insight into the mother's personal opinion, which was used to help arrange and determine creative strategies used in this campaign's initiative. All the interview process for mothers and teachers was conducted through an online platform and a chat app.

3. RESULT AND DISCUSSION

It is a fact that mothers usually have a tendency to hide their feelings inside, but in this case, when the topic of children is brought up, they are willing to give their opinion about their experiences with their children, especially regarding the learning process. Based on interview data, respondents strongly agree about the importance of their children's learning styles.

Figure 1

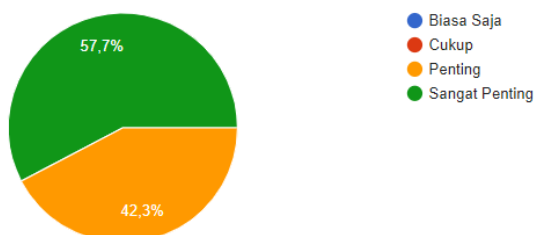
Most of the respondents (61.5%) agree to the importance of learning styles, and the other (38.5%) said learning styles are crucial



Through the survey, respondents were asked to give their opinion about the importance of introducing learning styles and most of them agreed that the introduction of learning styles was not only important but also crucial. Knowledge of children's learning styles is considered basic and important to know children's abilities and skills, as well as to measure children's level of understanding of the subject.

Figure 2

Respondents agreed that gaining knowledge about children's talent or ability is critical dan important

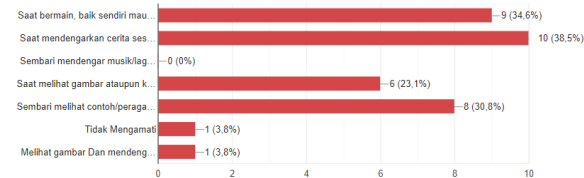


It was also found that respondents in this survey stated that it is critical to know the talents and abilities of children. As parents, they believe that gaining this knowledge will help them to have

and get a clear view so that they can direct and provide opportunities for their children to develop according to their interests and talents.

Figure 3

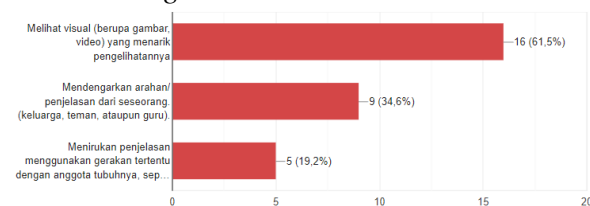
Majority of respondents (38.5%) said that children learned something through hearing stories



To find a deep insight, firstly, first, respondents were asked about their opinion on how their children learn through their observations and thoughts. It is found that most of the children learned by hearing stories from their parents or teachers. Most of the parents in Manado prefer to teach their children through stories that are considered the easiest way for the child to absorb the subject of learning.

Figure 4

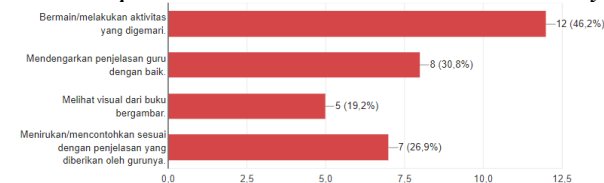
Respondents agreed that the easiest way to learn methods for their children was through looking at interesting visuals



Other than learning through hearing senses, secondly, respondents were also said that learning by looking at the attractive visual is the easiest way for their children on learning something. To compensate for the provision of knowledge through stories, mothers also tend to use attractive images that are considered to be able to attract children to be more enthusiastic in finding out something.

Figure 5

Most respondents said children could learn by doing their favorite activity



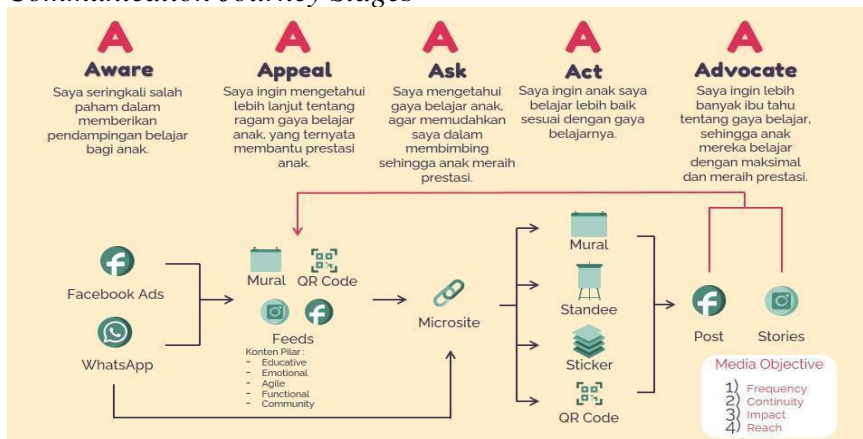
Through the surveys, mothers have also been asked about their personal opinion or tendencies on how their children should be learned. And the results are quite surprising, unlike the initial thought that mothers will tend to give complex answers, they argue that it would be better if their children could learn interspersed with playing or doing activities that children like, rather than having to sit still and force them to learn the subject.

Based on the results above, it was decided to use the left and right brain approach as a campaign strategy and adopted the 5A methods by Kotler which are also known as the Marketing 4.0 [7] 10.24912/ijassh.v1i2.27772

methods in the communication journey. To explain more about the journey of this visual communication, the 5A methods are divided into stages.

First is the awareness stage, which was explaining mothers' misperception of figuring their child's learning styles. At this stage, mothers could find the information through chat apps and social media accounts, which included posters and introduction videos. Second, in the appeal stage, was mothers realize the importance and the benefit of knowing the learning styles. For this stage, mothers could follow the visual communication journey through social media. The third is the ask stage when mothers have the willingness to know the learning styles that work for their children through the learning process. In these stages, mothers find more information about the learning style explanation on the provided microsite. Fourth is the action stage, where mothers want their child to be a better learner with the matched learning styles. In this stage, mothers were able to take pictures with mural medium or using the twibbon. The fifth stage is advocate, when mothers have the knowledge of the learning styles, know the benefit it costs, and want to share the experiences with others on their personal social media account.

Figure 6
Communication Journey Stages



According to the characteristic, women, especially mothers, were having these vulnerabilities in emotional matters, including their feelings for the children. Based on the research, mothers are directly willing to give their opinion to some related questions about children's learning development. Therefore, using an emotional approach as the creative strategy for this communication journey is the most appropriate decision to make. The visual communication intends to show mothers concerned about the knowledge of their children's learning styles. In the process of creating creative strategies, the 'warranty' idea concurrently formed along in the mind mapping process. Eventually, warranty becomes the 'big idea' that is used as the main theme. To represent the idea of warranty, the wings being the first chosen icon, based on consideration of the actual function that would help to fly things up, which related to the idea of giving children a brighter future. The usage of the wings shows on the mural. The second item that represents warranty is stamps. These items are also used as the logo for the visual communication journey, added with the title and each symbolic icon of the three learning styles. The following figure (figure 7) was a visual recommendation for the content journey. The key visual itself was a mix between digital imaging and vector illustration.

Figure 7
Key Visual



This Key Visual was describing mothers feeling during the learning time when they have no idea about their child's learning style. The digital image shows mothers' frustration in assisting their children during the learning process with their style of learning, but at the same time, their children have completely different thoughts of learning styles. This differentiation of the learning styles was also visualized with the different color codes on both mother and child's costumes along with the representative element for each learning style. The key visual itself was only showing two out of three learning styles which were the visual and the auditory learning styles. Besides, the visual, generally, use complementary colors, which were opposite of one another [8]. The color used is a derivative of its basic complementary colors. Typography was a 'visual language', which means a language that can be seen. Typography means to translate words that are spoken to a page that can be read [9]. Which exactly be the reason for choosing the font. The using font was called *Fredoka One* which is the main font for every visual. First impression when audiences see the font is a cute and attention-grabbing shape [10]. In addition, this font also has a good level of readability.

Figures 8 to 10, were the result of the mural. Earlier, it was mentioned that each of the learning styles uses color code to represent itself. Green is representing the visual learning style, pink represents the auditory learning style, and the last one, yellow represents the kinesthetic learning style. The mural also includes all the elements that indicating on represent each characteristic based on its learning style. Visual learners tend to show interest in artistic sides. Then, the auditory learner tends to absorb voice-based information. And the kinesthetic learner gladly to including movement and demonstration tools during the learning process. The mural also pictures the wings that frame the elements from each of the learning styles. These wings were representing the final form of the warranty that mothers could get only by knowing their children's learning styles.

Figure 8
The Mural of 'Visual' Learning Styles



Figure 9
The Mural of 'Auditory' Learning Styles



Figure 10
The Mural of 'Kinesthetic' Learning Styles



On the other hand, talking about the purpose of the mural. First, hopefully, mothers could get the message about the importance of knowing children learning styles. Secondly, mothers could share their preferences and experiences about the benefit of knowing the children learning styles with others. In addition, they could upload their photo with the mural on their personal social media account, which includes tags and hashtags for the event. And there was another option, which was the twibbon that was provided for this event to be sustained and freely shared within the *google drive* link. Mothers could easily get the link by clicking it on the social media page or by scanning the *QR Code* in the mural location. Throughout this visual communication journey, mothers eventually could have and share as much information as they needed.

4. CONCLUSIONS AND RECOMMENDATIONS

Lack of knowledge about a child's learning styles could lead to a lack of preparation for the child's future. For mothers who would like to know and understand children's learning styles, creative strategies using an emotional approach and logical thought that show the mothers true feelings during learning time are needed. Through this research, it concluded that, firstly, mothers feeling of frustration when they had no idea about their children learning styles were visualized in the key visual. Secondly, based on surveys, the majority of the mothers were digital users, who made digital platforms are the most reasonable medium for sharing all the information, especially through social media. And lastly, depending on the lifestyles which familiar with the audiences were doing an outdoor activity, hanging out with friends alongside with enjoying the nature, makes the mural medium as the summit event being the right choices. Focusing on the strategy of emotional approach and logical thought, the recommendation of creative strategies that offered in this visual communication journey is to highlight the benefits that mothers will get by knowing their child's learning style, namely the ease in the learning assistance process, and the achievements of children following their interests and abilities.

Acknowledgement

The author would like to give acknowledgment to Universitas Tarumanagara, who gave a chance for this paper to be published.

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