

Comics Legend of North Sumatera as a Creative and Innovative Students' Business Opportunities

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Abstract

The comic is one of the print media and is liked by the children and adults. Comics legend of North Sumatera is a result of the innovation from the comics "generally serving as a means to for preserve the local wisdom. Now the local wisdom is about the story of the people or the legends located in North Sumatera. The purpose of the creation of this comic is to create new innovations and business opportunities and receiving complain community awareness of local wisdom in North Sumatera. The implementation of methods that include data collection, product creation and marketing. The end result of the product is in the form of comic books and also the digital application.

Keywords: Comics, Local Wisdom, and Implementation Methods.

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Introduction

Printed media paints an interesting and most preferred one is the comics. Almost all people like comic, especially in children. However, comics in Indonesia many excerpted from the Japan comics. This will surely give impact to the children following the Japanese culture which is located in the comics they read and forget the culture of the land itself. So as Indonesian citizen, required to preserve the local wisdom in order to keep the continuity is.

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In addition, problems that occurred in the city of Medan, children aged 13 to 15 years prefer to read comics, but they did not like learning English and in Indonesia is not found comics about the legend of the North Sumatera in English. So we are as English students attempt to collaborate it, so inhuman murders comics containing typical legend North Sumatera which have two languages namely English and Bahasa Indonesia, so that children are interested to learn English and local wisdom North Sumatera still maintained very well by the generations of the young man.

Comics legend of North Sumatera which have two languages namely English and Bahasa Indonesia logo "Go-mic Legend" lift local wisdom with deals with legends of genuine North Sumatera. The original legends, its existence is still not known by the wider community so that we want to marketing not only in Indonesia but overseas so that people in the world know and know there are cultures in North Sumatera.

Business Opportunities in this activity is: (1) Comics this could become an interesting visual media for children to know the legend of North Sumatera and learning materials English. (2) Remind again and introduce the legends of North Sumatera on the community. (3) to additional options for comic lovers, so that they can still enjoy reading them but they get the actual information.

The feasibility of business in this activity is: (1) Students English is not only able to sell services but also able to sell goods such as comics legend in English. (2) Grow entrepreneurial soul for each student especially our team to encourage students and the public in general to grow in the form of something that can produce good values in the field of education and in the field of the economy. (3) market goods in accordance with our activities is to get an occurrence report know the extent to which our products produce buying and selling power that attracted many people not only in Indonesia but abroad.

Literature Review

Etymologically, local wisdom consists of two words namely wisdom (wisdom) and local (local). On KBBI, local means that local people, while wisdom with wisdom. So if seen etymologically, local wisdom (local wisdom) can be interpreted as a local ideas (local) who is wise, full of wisdom, good value, planted and followed by members of the community. Forms of local wisdom in society according to Aulia and Dharmawan (2010) (in the journal Using Heading Culture and Local Wisdom in conducting Soil and Water Conservation can be values, norms, trust and special rules. The local wisdom is the identity of/personality culture nation that causes the nation is able to absorb and process foreign culture according to the characters and the ability to own (Ayatrohaedi, 1986:18-19). While Moendardjito (in Ayatrohaedi, 1986:40-41) says that the elements of the culture of potential areas as *local genius* because it has proven its ability to survive until now.

The local wisdom contains three important elements. First, religious values and social ethics that underpin the practices of biological resource management. Second, norms/rules of indigenous peoples, which regulates the relations between communities and the natural environment. Third, local knowledge and skills obtained from empirical

experience tens even hundreds of years manage resources biodiversity and the environment.

The importance of the preservation of the local wisdom found in Act No. 32 The year 2009 about the protection and management of environment that is the noble values occurred in the procedures for the life of the community to among others to protect and manage the environment sustainably. In the article 2 mentioned that the protection and management of environment conducted based on some basis that one of them is the basis of the local wisdom.

Research Method

Before producing comics, we do the collection of data about how the narrative from the legends in North Sumatera which we will lift in comic books by visiting some of the regional library and book store as a reference. In addition, we buy some comic books for us to make a comparison as well as the reference in the making of our comic books.

In the phase of making comics, each member has the role of each. Now the role that will be done is: specifies the legend that will be published, determine the narrative from the legend, arrangement of the script of the story or *script*, make sketch that corresponds with the story on paper and then scan it into the computer for *editing process* and dye in the form of a digital image and the switching language. To the end result of the product Go-mic Legend, we work together with the printing press.

Now the equipment that we use in making the comics namely: pencil, paper sin offering and a ruler, to make the sketch. Medibang paint pro application for the process of making pictures on comics. Photoscape application, for the process of creating a balloon on each conversation in comics figures.

The end result of the product in the form of comic books that are printed in the appropriate size with comics that circulate in general, so easy to carry. On the front cover comics loaded pictures that are in accordance with the contents of the story in it and the logo which is a characteristic of our comic, while on the back cover comics loaded synopsis in addition to attract the attention of consumers and description about the content of the book.

Because the process of making the comics a long time, we work together with an illustrator in the making of the comic to match the comic publishing target. We are also working with relationships that make application programs playstore, so comics we not only produced in the form of a print or books but also in digital form. We also worked together with the printing press that will help us in the printing comic books that already surfing the ISBN.

Marketing strategy that will we do on the comic business legend of North Sumatera, done online and offline. The marketing done online namely, use some social media to promote products, while offline marketing done by offering a product to some of the school library.

Results and discussion

With the existence of comic production this legend, students had the opportunity to regain the business with successfully enhance the creativity to produce new product innovation. The ability of creativity can be enhanced with various ways and marked with the results of innovative products, and captivating relevant.

The initial activities done to produce comics i.e. perform data collection on the legend that will be taken into the comics. Data collection is done by searching for the books concerned with the story of the legend that is meant to the regional library and book store. The next step is the preparation of the script and the narrative according to the original story. Then continued with the creation of the sketch of the picture based on the flow has been made until the coloring process digital pictures.

The process of making comics need a long time and vary based on the length of the short story. To produce a story comics, time needed a minimum of 2 weeks. The more the length of the story and the longer the time needed for execution the comics.

The process stages of the making of the comic can be seen from the pictures below:



Picture 1. The making of the sketch of the picture



Picture 2. The process of lining of the sketch of the picture



Picture 3. The process of filling the colors of the sketch of the picture



Picture 4. The placement of the words on the balloons conversation and the redirection of Bible

Sales prices for 1 fruit comic books is Rp 10.000,- and to the use of or application downloads also imposed cost Rp 10.000,-. Announcement of the selling price of products is adjusted with the making process so that obtained the selling price that economically.

Product marketing stage is done by using two ways the online and offline. Online marketing is done to promote products on some social media and offline done by offering products to libraries in schools.

Conclusion

With creativity, authors produce comics new innovations that it also can simultaneously preserve the local wisdom so that one of the local wisdom of North Sumatera remains continuity is. From the explanation above, can be drawn the conclusion that: (1) The comic is a means of delivering effective way to preserve the local wisdom culture among students. (2)The local wisdom of Indonesia is very diverse and the need for preservation will be the local wisdom, (3) The creation of the comics this creation can become business opportunities among students. With the existence of this creation comic can increase community awareness of local wisdom.

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