

Development of Online Web "Ayo Dolanan" as a Media for Preserving Traditional Games For Gen Z in Semarang City

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ABSTRACT

Technology development has greatly affected the fading of traditional games in people's lives. Especially with the existence of modern games that are increasingly sophisticated and interesting, traditional games lose prestige. The research aims to develop a traditional game preservation media in the form of online media, which was originally a threat, to be used as a preservation media with the creation of this "Ayo Dolanan" web. The research uses the ADDIE model RND development method which consists of 1) Analysis, 2) Design, 3) Development, 4) Implementation, and 5) Evaluation. The data collection techniques used in the assessment stage are validation sheets from traditional game experts, online media experts, and questionnaires for the people of Semarang City as the initial and final steps, namely analyzing the needs and responses of 156 samples, and the last is the Pre-Test and Post-Test to 30 samples. The results of the developed product have met the feasibility and qualifications as a traditional game preservation media. This can be seen from the results of content validation and product effectiveness by experts: (1) Traditional game experts get an average percentage of 94%, (2) Online media experts get an average percentage of 96%, (3) The significance value of the T-Test (2-tailed) test gets > 0.5 which is equal to 0.000, and (4) The N-Gain test gets an average difference > 0.7 which is equal to 0.7281. So it is concluded that the product "Ayo Dolanan" as a medium for preserving traditional games is "Very Feasible" to use.

Keywords: Ayo Dolanan; Traditional Game Preservation Media; Online Web; Semarang City

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- C) Analysis and interpretation of data;
- D) Manuscript preparation;
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INTRODUCTION

A book entitled "Traditional Games of the Archipelago" explains that traditional games are the result of the culture of the Indonesian nation which contains various cultural values in it. A book entitled "Traditional Games of the Archipelago" explains that traditional games are the result of the culture of the Indonesian nation which contains various cultural values in it (Rhama Nurwansyah Sumarsono, 2022). The presence of technology causes today's young generation to abandon the cultural values inherited by previous generations (Irawan et al., 2022). The presence of technology causes today's young generation to abandon the cultural values inherited by previous generations (Perdima & Kristiawan, 2021). Traditional games themselves fall into the category of recreational sports because in ancient times these games were played only to fill spare time and have fun (Cahyo Wibowo et al., 2023). With technology, the values instilled in a person will also disappear following the flow and development of this increasingly advanced era (Syafira Nur Damayanti et al., 2023). Along with the



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advancement of science and technology in Indonesia, play is no longer a physical activity that supports children's growth and development (Anggraini et al., 2023). Currently, the play in question tends towards games such as gadget games or online games (M. Husein. MR, 2021). This impacts the present, traditional games that have been passed down from previous generations to the current generation are slowly fading away because they are never played again (Muhammad Naafi' & Roy Januardi Irawan, 2022). The younger generation, often referred to as Generation Z, is a group of people born between 1997-2012 and the generation that has just entered the workforce or the youngest generation. Generation Z is usually called the Internet generation or Generation I, which is more active through electronic social media. Whereas the existence of folk games or traditional games has a positive impact on facilitating a person in socializing and interacting (Kuswanto et al., 2022). From an early age, Generation Z has lived side by side with the internet so they are very familiar with smartphones and can be categorized into a creative generation (Irawan et al., 2023).

The emergence of modern digital-based games supported by technological advances during Generation Z's life can be said to divert traditional games that have been cultivated from time to time to being lost in people's lives (Rianto & Yuliananingsih, 2021). The result of these problems is that traditional games have begun to be rarely played and are even rarely played by people today. This has an impact on many children who begin to not recognize traditional games which are a means for children to train their motor and cognitive (Priyono et al., 2024). because traditional sports or games that are rooted in the cultural heritage of each region, are a form of physical activity that has many benefits (Iif Firmana & Dafi Sofyan, 2024). Meanwhile, the role of the younger generation or Generation Z is needed to help preserve traditional games so that these games do not stop and disappear in this day and age (Ramadhana Sonjaya & Agustia Pratiwi Fakultas Pendidikan Islam dan Keguruan, 2021). The hallmark of children's play is memories that last until they grow up (Nehemiah Chivandikwa et al., 2019). Semarang City is the capital of Central Java province which is developing rapidly in various sectors. One of the strategic programs of the local government of Semarang City is to become a Smart City with several cities in Indonesia. The Smart City concept aims to improve the quality of life of the people of Semarang City by using new technologies that connect breakthroughs in helping reshape the relationship between society and government (Irfan Setiawan et al., 2022). Technology is also very helpful in improving the clarity and delivery of information (Williamson et al., 2020). Technology is proven to help increase the number of sports enthusiasts across a wide range of sports (Christina Gough, 2024). The adverse impact of technological development in Semarang City has resulted in the people of Semarang City forgetting or abandoning traditional games (Wibowo et al., 2023) (Irawan et al., 2023). Traditional games not only provide learning to their culture but also some of their life lessons (Aypay, 2016)

In this regard, after researchers made initial observations at the Car Free Day at Simpang Lima Semarang City, it was found that public interest in traditional games is still quite low. Some people still do not know the name of the game played and how to play the tool. In this activity, the community is invited to reminisce about playing traditional games and attract public interest. These games contain various values of sportsmanship, honesty, justice, cooperation, and many more (Asri et al., 2021). In addition, knowledge is one of the competencies that must be carried out to carry out an active and healthy lifestyle (Cvejić et al., 2013).

Table 1. The results of the questionnaire to the people of Semarang City at the Car Free Day Activity

No	Description
1	3 out of 8 Car Free Day participants were neutral that this activity only contained traditional games.
2	7 out of 8 Car Free Day participants agreed that people are less interested in this activity.
3	4 out of 8 Car Free Day participants strongly agree that this activity is a means of preserving traditional culture.
4	5 out of 8 Car Free Day participants agree that visitors feel bored with this activity, because it is monotonous.
5	4 out of 8 Car Free Day participants agree that this activity seems outdated.
6	3 out of 8 Car Free Day participants agree that traditional games are boring games

But from the results of these activities, it seems that the interest of the people of Semarang City has begun to lack interest in traditional games. Traditional games have their value for players who are often fixated on technological developments (Irfan Fadhil Syamsuddin et al., 2024). As can be seen from the results of the questionnaire above regarding the community's response to traditional game preservation activities at CFD Semarang City.

After conducting interviews with several traditional game activists and several members of Hompimpa Semarang City such as one of them, Mas Sonny. They agreed that the existence of traditional games today can be said to be lacking. In addition, a more effective introduction media is needed so that in socializing people are also interested in learning traditional games. This seems to be a challenge for traditional game activists to be more creative and innovative. One of them is utilizing video as a preservation method because it has been proven to be more easily accepted by respondents (Jaime Urquiza et al., 2015). Because there is no effort to preserve traditional games globally under the auspices of the government (Permadi et al., 2021).

Table 2. Number of Readers of Traditional Games Articles on Kompasnia.com

No	Article title	Readership
1	Srempeng Traditional Game	77
2	Congklak/Dakon Game	36
3	Long Tempah Game	92
4	Bamboo Gangsing Game	24
5	Bekel Ball Game	77
6	Jump Rope Game	93
7	Loss of Existence of Folk or Traditional Games	93

It is clear from Table 2 and the figure on the number of readers of traditional game articles on Kompasnia.com that the public's enthusiasm for traditional games is not very popular. Compared to the scale of the people of Semarang City who often use online media, it can be seen that the public's interest in reading traditional game articles cannot be said to be much. Traditional game activists have done various ways to preserve traditional games in the community. For example, the data on traditional game articles above shows that Mas Sony innovated by creating traditional game-themed articles. This is an example of accepting change and innovating in response to technological developments (Baydar, 2022). However, this method seems to be considered less than optimal because traditional games lose prestige over other modern games (Eka Putri Ningsih et al., 2023). There is a need to innovate by

collaborating between online media in the form of articles by combining other online media. Because at this stage the community has reached the stage of addiction to online media (Aldi Wiranata et al., 2022). This large number of social media users has translated and helped the sports marketing domain (Huang & Hsu, 2017).

Then after interviewing with the Traditional Game Management of KORMI Semarang City, it is known that KORMI Semarang City has utilized Instagram online media called "PORTINA Kota Semarang" as a medium for sharing information on traditional game activities. However, the utilization of Instagram online media is not optimal because there is no online media that really focuses on introducing traditional games starting from understanding, history, and how to play traditional games. The need for innovations to replace information dissemination that is still done face-to-face (Stephen L. Vargo et al., 2020). Because the more interesting the media created, the easier it will be for users to absorb the material presented (Maryanti et al., 2021).

Based on the observations made by the researcher above, the researcher is motivated to examine the extent of the effectiveness of online media as a medium for preserving traditional games. Online Web "Ayo Dolanan" is an online media created to preserve traditional games in the form of online media that is expected to be accepted by the community at present. Thus, the purpose of this study is to test how effective the "Ayo Dolanan" web is as a medium for preserving traditional games as a solution to the fading existence of traditional games in modern times.

RESEARCH METHODOLOGY

This research used the Research and Development (RND) model ADDIE as a framework for developing a product development framework in the form of traditional game preservation media. The ADDIE model consists of five stages used in the development of product design. Stages ADDIE model used in This research are (1) analysis, (2) design, (3) development, (4) implementation, and (5) evaluation (Yudi Hari Rayanto, 2020). In practice, each stage in ADDIE must be completed first to be able to go through the next stage of the cycle.

The population of this study is the people of Semarang city. The sample needed to get a sample from the community in obtaining data about the needs and responses the product developed will be like what can be used as a solution to problems found and after the product is finished, the sample will provide feedback on shortcomings or advantages of the product. For this reason, the technique of purposive sampling technique amounted to 156 people who had previously been screened according to the sample criteria that have been determined by the researcher, namely: Residents of the city of Semarang city residents who were born in 1997-2012 or categorized as Generation Z, representatives from 16 sub-districts in Semarang, male or female, have or have not played traditional games, and various groups ranging from students to workers. To test the effectiveness of the product, a one-group experimental design was used an experimental design with a sample of 30 people who were representatives from 16 sub-districts in Semarang City with general criteria determined by the researcher, namely: male or female, born in 1997-2012, and have or never played traditional games.

Data sources were obtained through observation, interview, questionnaire needs and responses, and questionnaires assessment questionnaires include expert assessment questionnaires online media, expert assessment questionnaire expert

assessment questionnaires, traditional game Pre-Test assessment questionnaires, and Post-Test Test assessment questionnaires. Data sources are obtained through observation, interviews, questionnaires needs and responses and assessment questionnaires assessment questionnaire includes an online media expert assessment questionnaire, an online media, an expert assessment questionnaire, traditional game Pre-Test and Post-Test assessment questionnaire.

Procedure Needs and feedback sample of Semarang City was taken using a nonprobability sampling technique with a purposive sampling technique. purposive sampling technique, which involves certain categories based on factors and characteristics that have been determined by the researcher. Then a sample of needs and responses totaling 156 people residents of Semarang City who are expected to represent each sub-district in in Semarang City. The 156 samples were willing to voluntarily try the product that has been developed, namely the "Ayo Dolanan" online website as an initial needs test and final feedback regarding the product of traditional game preservation product among the people of Semarang.

For the pre-test and post-test samples as a form of testing the effectiveness of the product, a one-grub technique was used. effectiveness of the product was done with a one-grub sampling technique whose provisions have been determined by the researcher. Used in sampling were representatives from each sub-district in Semarang City, namely 16 sub-districts, and obtained a sample as many as 30 samples of the people of Semarang. Of the 30 samples people in Semarang City as samples to pre-test and post-test were willing to voluntarily try the product that has been developed, namely the "Ayo Dolanan" online website as a test of the effectiveness of the traditional game preservation product among the people of Procedure. Samples of needs and responses of the people of Semarang City were taken by using a nonprobability sampling technique with purposive sampling technique, which involves purposive sampling technique, which involves certain categories based on factors and characteristics that have been determined by the researcher. Then obtained a sample of needs and responses totaling 156 people residents of Semarang City who are expected to represent each sub-district in in Semarang City. The 156 samples are willing to voluntarily try the product that has been developed, namely "Ayo Dolanan" online web as an initial needs test and final feedback regarding the product of traditional game preservation product among the people of Semarang. For the pre-test and post-test samples as a form of testing the effectiveness of the product, a one-grub technique was used. effectiveness of the product was done with a one-grub sampling technique whose provisions have been determined by the researcher. Used in sampling were representatives from each sub-district in Semarang City, namely 16 sub-districts, and obtained a sample as many as 30 samples of the people of Semarang. Of the 30 samples of people in Semarang City as sample pre-test and post-test were willing to voluntarily try the product that has been developed, namely "Ayo Dolanan" online website as a test of the effectiveness of the traditional game preservation product preservation product among the people of Semarang.

The data obtained were tested statistically statistics. The tests used are 1) Test validity and Reliability using the Likert scale, 2) Pre-Test and Post-Test using the Paired-Sample T-test and N-Gain Test. All data were assisted by using the SPSS 21 program. The data obtained were tested statistics. The tests used were 1) Test Validity and Reliability using the Likert scale, 2) Pre- Test and Post-Test using Paired-Sample T-test and N-Gain Test. All data were assisted by using the SPSS 21 program.

RESULTS AND DISCUSSION

Online media experts and traditional game experts validate traditional game experts on the media that have been developed are grouped into several aspects of assessment. Namely, traditional game experts obtained a score of 94% with aspects assessment of material factors, display factors, and other factors. Then the online media expert online media experts scored 96% with the validation of online media experts and traditional game experts on the expert validation of traditional games against media that have been developed are grouped into several aspects of assessment. Namely, traditional game experts obtained a score of 94% with aspects assessment of material factors, display factors, and other factors. Then the media expert online media expert scored 96% with assessment aspects of web introduction, web control web, web display, and principles of multimedia design.

Then the development of a product will certainly be carried out Pre-Test and Post-Test stages to test the extent of improvement before using the product to after using the product. In this case, the researcher used the Pre-Test and Post-Test stages with 30 samples of representative people who are representative of each urban village in Semarang City. The obtained results as in Table 3 concluded that the product is proven to a significant effect on the different treatments given to each variable. This is because the value significance value (2-tailed) must be below 0.05 (<0.05) and the data obtained by researchers when conducting post-test obtained by researchers when conducting post-test and pre-test, the significance value is at 0.000. Then the results of the difference between the average calculated by using the N-Gain Test can be seen in Table 4 which shows that the average difference obtained is > 0.7 with a the value obtained is 0.7281 and is declared to have a high influence. So that this product is declared effective in increasing the knowledge of assessment aspects of web introduction, web control, web display, and web principles.

Table 3. Results of Pre-test and Post-Test results using Paired Sample Test Calculation

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Pre-Test - Post-Test	-55.333	25.015	4.567	-64.674	-45.993	-12.116	29	.000

Table 4. The mean difference between Pre-Test and Post-Test using the N-Gain test

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
NGain	30	-2.00	1.00	.7281	.56257
Valid N (listwise)	30				

DISCUSSION

This development research uses the ADDIE development model where each stage is interrelated from the first stage to the final stage. The first step is 1) Analysis or analyzing problems related to the loss of the existence of traditional games among urban communities, one of which is Semarang City due to the progress of increasingly modern times. Several problems were found, namely: 1) The people of Semarang City feel that traditional game preservation activities carried out at Car Free Day Simpang Lima are less interesting, 2) Online articles that discuss traditional games are less desirable, 3) The management of KORMI Semarang City does not utilize online media to introduce traditional games to the public. The above is proven by the data obtained from the questionnaire given to 156 samples of people in Semarang City that: 98% of people search for all information on the internet media, but the facts on the ground prove that 86.5% of people know traditional games from their parents or neighborhood. In addition, 66% of people rarely see online media that focuses on introducing traditional games owned by Indonesia. Social media data is now often used as a source of data analysis due to its characteristics (Tirunillai Seshadri, 2014). Disseminating information through online media is a great opportunity because almost all respondents get information through the internet. Because online media is now a promotional tool for sports, especially lesser-known sports, to increase publicity and provide an interactive forum (Vann, 2014). However, the utilization of internet online media as a medium for preserving traditional games is not optimal.

After analyzing the problems and needs at the beginning, proceed to the next stage of the development model, namely 2) Design and 3) Development, namely analyzing the appropriate product from the problems found previously. In this study, researchers developed traditional game preservation media in the form of online media because the opportunity to use internet online media is a great opportunity because 98% of people access all information through internet online media. The results of the development of traditional game preservation media products in the form of an online web "Ayo Dolanan" with the ADDIE model made with figma.com web. This product is used as a medium for preserving traditional games that are starting to fade among the people of Semarang City. The people of Semarang City can access traditional game preservation media can search for "ayodolanan.site" on Google, Chrome, and others (Domain is subject to change at any time). The following is the display when using the "Ayo Dolanan" web which can be seen in figure 1, 2, 3, 4, 5, 6, and 7.

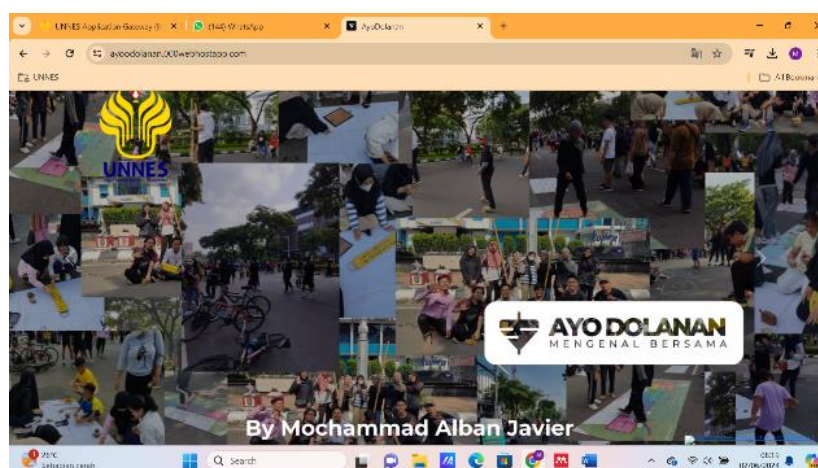


Figure 1. Initial View of "Ayo Dolanan" Web



Figure 2. Introduction to "Ayo Dolanan" Web and Definition of Traditional Games

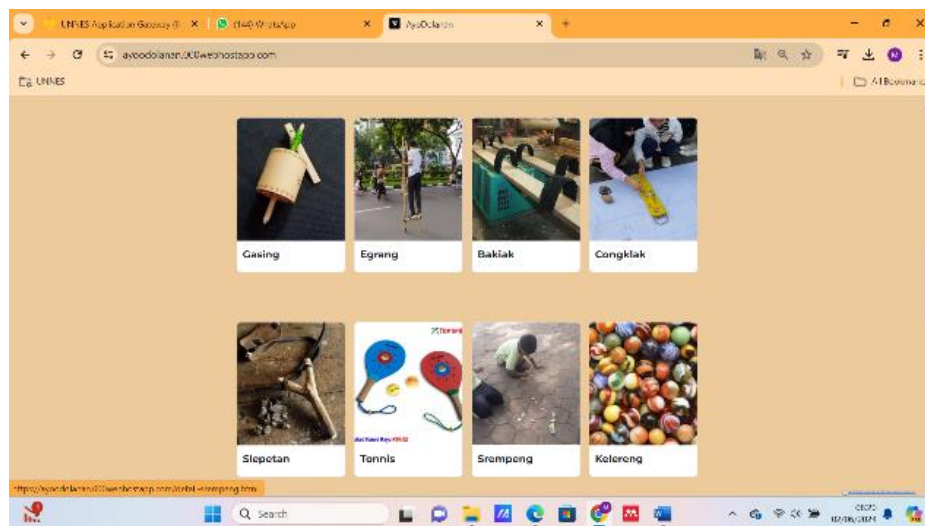


Figure 3. 1st View of Traditional Game Materials Selection

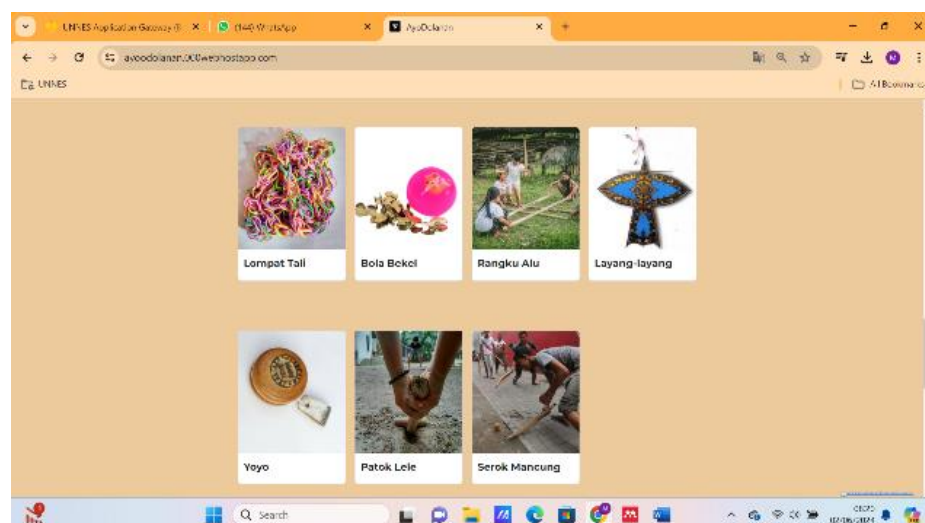


Figure 4. 2nd View of Traditional Game Materials Selection

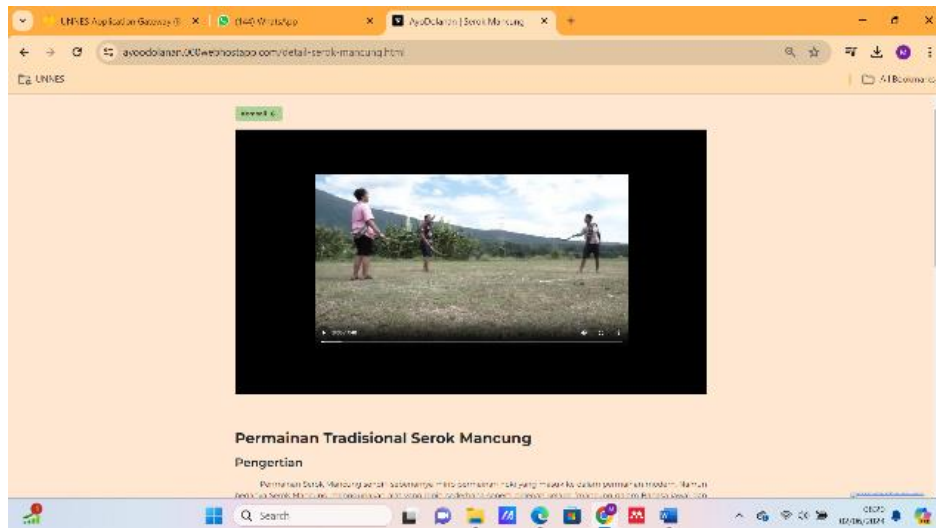


Figure 5. Initial Display of Traditional Game Material Content



Figure 6. Display of Traditional Game Material Content

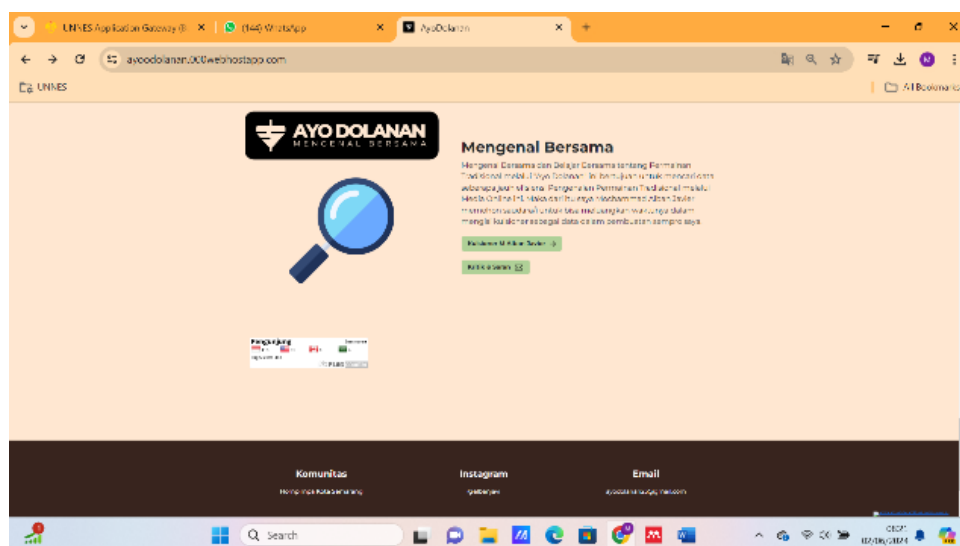


Figure 7. Final View of "Ayo Dolanan" Web

The developed product will be consulted with experts. According to Sugiyono, expert validation is to test new product designs and whether they are more effective than old products (Prof. Dr Sugiyono, 2019). Furthermore, it is expected to find weaknesses, shortcomings, and errors so that later it can produce a product that is suitable for use (Putra Perdana et al., 2024). Continued to the Validation Test stage which will be tested on FIK UNNES Lecturers and Founders of the Semarang City traditional game organization "Hompimpa Kota Semarang" as online media experts and traditional game experts on the media that has been developed which is grouped into several aspects of assessment. That is for traditional game experts to get a score of 94% with aspects of assessing material factors, display factors, and other factors. Then for online media experts, the score was 96% with aspects of web introduction assessment, web control, web display, and multimedia design principles.

The next stage in the ADDIE development model is 4) Implementation before proceeding to the final stage of the ADDIE development model. After testing the feasibility of the previously developed product, the product that is ready to be tested will be tested on a predetermined sample. The sample for Pre-Test and Post-Test used a sample of 30 people taken from representatives of each sub-district in Semarang City to determine the results before and after using the developed product (Yulianti et al., 2024). The sample criteria are the same as the sample when conducting the initial needs analysis, namely falling into the Generation Z category (born in 1997-2012), male or female, have or have not played traditional games, free from any background. The 30 respondents obtained the results as in Table 4 below using the "N-Gain Test" to determine the average difference obtained after using the developed product. From the table below it can be seen that each sample experienced an increase after the application of the developed product. The sample was invited to try and learn the traditional game material on the web as an effort to increase the sample's understanding and knowledge related to traditional games. So after getting the material from the online web "Ayo Dolanan" the sample can answer the Post-Test properly and correctly, it is proven that the average difference obtained > 0.7 is declared to have a high influence. So that this product is declared effective in increasing user knowledge about traditional games.

The last stage in the ADDIE development model is 5) Evaluation of products that have been developed and implemented in the community. Evaluation was also carried out during the expert validation test conducted by experts, namely online media experts and traditional game experts. Evaluations given by (1) Online media experts include: Images of traditional games with personal photos, videos related to the game being discussed, a view count button so that researchers can find out how many people access the "Ayo Dolanan" web, provide a column of suggestions and input, and web colors are not suitable for certain groups because they tend to be too dark. (2) Traditional game experts include: adding games that are rarely known by the public in order to provide good information and knowledge for readers. After obtaining various kinds of evaluations for the products developed, the researchers conducted an evaluation of improvements again to achieve a product that is suitable for dissemination to the wider community. In addition to evaluations from expert tests conducted, data were also obtained regarding responses from 156 samples of community assessments of the products developed whether they were in accordance with the objectives of this product development or not. The results of the data obtained include: 91% of the samples found it easy to access this "Ayo Dolanan" online web,

91.7% of the samples stated that the material presented was easy to understand, 90.4% of the samples stated that this product was interesting to use as a medium for preserving traditional games. A total of 69.2% of the community stated that the community gained new knowledge after opening the "Ayo Dolanan" online web, and 96.2% of the sample stated that the "Ayo Dolanan" online web media was effective as a medium for preserving traditional games.

CONCLUSION

From the discussion above, it can be concluded that the online media "Ayo Dolanan" is declared "Very Feasible" with various stages such as online media expert validation tests and traditional game experts who get 96% and 94% respectively. After the expert test is carried out, the next step is the Pre-Test and Post-Test to a sample of the people of Semarang City who get an average difference or N-Gain Test of 0.7281 and the significance value of the T-Test (2-tailed) test gets > 0.5 , which is at 0.000. Therefore, the conclusion from the various product tests that have been developed is that the online web media "Ayo Dolanan" is effective as a medium to preserve traditional games in Semarang City.

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CONFLICT OF INTEREST

The authors declare no conflict of interest.

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