

Writing Literacy Media and Writing Techniques

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ABSTRACT

Early childhood literacy is the process of introducing children to the world of literacy, including reading, writing and comprehension at a very young age, usually before they enter primary school. Building literacy in early childhood is very important as it is a critical stage in language development, cognitive skills and social-emotional development. The success of early childhood education lies with the educator or teacher. Educators or teachers must be able to guide, help and direct their students. One of them is optimizing the child's own language, namely reading and writing, so that the child's ability in other fields can be mastered towards further education. Literacy development carried out by PIAUD teachers is to create, compile and develop materials, media, strategies and activities in teaching materials which will later be applied or applied in the learning process in the classroom according to the level of early childhood.

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1. Introduction

Many countries are currently talking about the influence of literacy on the welfare of their people. In simple terms, literacy can be defined as the ability to read and write. But nowadays literacy has a broad meaning. There are various literacies, for example: library literacy, legal literacy, computer literacy, media literacy, technology literacy, economic literacy, information literacy, math literacy, and even moral literacy. So, literacy can mean being literate, i.e. literate in law, literate in technology, literate in information, critical thinking, sensitive to the environment, and even sensitive to politics. The essence of literacy is reading-thinking-writing activities (Suyono, 2009).

Early childhood is a golden age where stimulation of all aspects of child development plays an important role in subsequent developmental tasks (Halimah, 2016). In providing early childhood education, it is important for education service providers and parents to work together to create a safe, supportive and stimulating environment. This can include providing developmentally appropriate learning materials, encouraging parental involvement in a child's education and ensuring access to good health care. The reading and writing literacy movement in Indonesia has been carried out by the government, but the results have not been encouraging. Until now, the condition of reading and writing literacy of Indonesian society is still very minimal. The 21st century is characterized by the rapid development of science and ICT. The utilization of ICT occurs in all aspects of human life, including education and improving human resources.

Traditionally, literacy is seen as the ability to read and write (Abidin, Yunus, Tita Mulyati, 2017). Literacy refers to an individual's ability to read, write, understand, analyze and use information effectively. It includes comprehension of written texts, as well as the critical thinking, interpretation and communication skills associated with those texts. Education and support in literacy development is essential. Effective literacy programs in schools and communities can help

strengthen reading, writing and comprehension skills, and help individuals develop deep critical and analytical thinking abilities (Yulia et al., 2021).

Literacy is a person's effort and skill in maximizing the skills and potential he has as a blessing and gift from God. The Education Development Center (EDC) provides a broader understanding of literacy. Literacy is not merely a matter of expertise in writing and reading. Providing literacy materials in early childhood will lead to the birth of children who are smart in reading and writing. But also smart in academics, intelligence, and emotional and spiritual. A child who is accustomed to writing and reading will make himself more creative and think very logically and critically and can solve every problem he faces (Astuti & Aziz, 2019).

The government continues to move in improving early childhood writing and reading skills (Panca & Vol, 2023). Because this is not only the task of parents at home and teachers at school but also the task of the government. To improve children's literacy skills, there are various ways carried out by the government, one of which is by establishing libraries in various parts of the region. Literacy education for early childhood is very important nowadays. Especially in an increasingly competitive era with all the competition.

An early childhood child who does not get a good literacy education will be left far behind with other children (Parapat et al., 2023). It will be difficult for them to adapt and have high intelligence. The availability of literacy materials for kindergarten (TK) will motivate children to literacy and determine the level of intelligence and character of future generations (Yulianti et al., 2021). With the availability of literacy materials, children will be motivated to literate. Literacy for children should be fun, easy and can trigger thinking skills in preparation for learning in primary school.

In today's rapidly growing digital and information age, writing literacy plays a very important role, especially in the context of mass media and digital platforms. Writing literacy is not only related to basic writing skills, but also to the ability to understand, criticize and utilize various forms of texts in everyday life. On the other hand, writing techniques are a key element that enables one to convey messages effectively, whether in the form of informative, persuasive or narrative writing.

Media Writing Literacy refers to an individual's ability to read, analyze and produce text in various media formats, such as news articles, social media posts, blogs, and text-based visual content. This literacy also includes an understanding of journalistic ethics, proper word choice, and awareness of the media's influence in shaping public opinion. In a media world that is heavily influenced by technological developments, it is important for individuals to have the ability to filter the information received, and produce writing that is not only accurate but also useful for readers.

Writing Techniques, on the other hand, encompasses the various skills required to produce clear, concise, and engaging writing. Techniques such as outlining, choosing a language style that suits the audience, and applying good and correct language rules are necessary to create effective writing. In addition, writing techniques also include the ability to adapt writing to the media used, whether it is writing for newspapers, magazines, websites or social media, each of which has its own characteristics. Thus, mastering media writing literacy and writing techniques is not just a matter of writing well, but also a matter of being able to convey the right information, appropriate to the context, and able to influence readers in a positive way. Therefore, developing writing literacy and understanding writing techniques is crucial in equipping individuals with effective communication skills in this fast-paced, information-packed world.

2. Method

This research is descriptive research where the researcher aims to provide an objective description of a condition or event, the data collection method is carried out through observation, interviews. The data analysis used is qualitative analysis. Qualitative analysis is expected to be able to produce an in-depth description of the speech, writing or observable behavior of an individual,

community group, or certain organizations studied from a whole, comprehensive and holistic point of view (Tersiana, 2020). Based on the explanation above, qualitative methods can be used so that the data is natural according to the background of the problems that exist among early childhood. Qualitative research shows a picture of how learning is carried out in the process of applying reading and writing literacy to early childhood. At the implementation stage, this activity begins with observation then continues with teacher interviews.

3. Results and Discussion

Reading skills are one of the most fundamental basic skills and are closely related to academic success (Sahiruddin, 2021). Reading has many important benefits, especially in literacy development and personal development. Reading is an important skill that should be developed from an early age and continuously improved throughout life. By reading regularly, one can develop intelligence, broaden horizons and find pleasure in the world of words.

In the concept of literacy, writing is an iterative process carried out by writers to revise their ideas, repeat the stages of writing, until they are able to pour these ideas and ideas into a form of writing that is in accordance with the ideas or ideas they develop (Abidin, Yunus, Tita Mulyati, 2017a). In language, literacy comes from the English word literacy which means a script. Meanwhile, according to general terms, literacy in children is a child's reading and writing skills. In other words, literacy is related to letters and numbers, such as the ability to write and the ability to read.

Providing literacy materials in early childhood will lead to the birth of children who are intelligent in reading and writing (Hapsari et al., 2017). A child who is accustomed to writing and reading will make himself more creative and think logically and critically and can solve every problem he faces. Literacy is an important part of measuring the level of human resources. Human resources can be measured by how often existing people/human resources can develop (Bastin, 2022). In addition to increasing children's creativity, this also stimulates six aspects of early childhood development, namely aspects of moral and religious values, physical motor aspects, art aspects, social emotional aspects and language aspects. Children's initial literacy in this creation studio activity is to perform drawing, weaving, and coloring activities.

Early childhood literacy refers to the process of developing reading, writing and speaking skills in children within the pre-school age (usually between 0 to 6 years). It is important to introduce literacy early as this is the time when children are most receptive to language teaching and development. Here are some important aspects of early childhood literacy:

Reading together: Reading books to children regularly and inviting them to interact with the story and the pictures in it. This helps children expand their vocabulary, understand language structures and build their interest in reading (Tantri, 2017), **Provide a literacy environment:** Make sure there are easily accessible books and reading materials in the child's home, playground or school. Children should have access to different types of books, magazines and reading materials that match their interests and developmental level (Fadilah, 2015), **Play with words and sounds:** Games such as nursery rhymes, puzzles, and word play can help children recognize language sounds, expand their vocabulary, and improve their speech (Tifani, n.d.), **Writing and drawing:** Provide opportunities for children to write or draw using pencils, crayons, or watercolors. This helps them develop fine motor skills, recognize letters and numbers, and express their ideas visually.

Talk and discuss: Encourage your child to talk and discuss about anything that interests them. Listen attentively and respond patiently. This helps children improve their speech, organize their thoughts, and understand new concepts. **Use technology wisely:** In the digital age, using technology can support early childhood literacy. Choose apps or interactive programs that support language, reading or writing development, but supervise and manage time spent using technology.

Involve family and community: Invite family, friends or the surrounding community to support children's literacy. Organizing reading sessions together, sharing books or visiting the library are activities that can strengthen children's interest in reading (Wijatwati, 2022).

Conclusion

Conclusions in data collection and data analysis in the application of reading and writing literacy using learning methods in general, such as matching pictures with words, imitating letters, recognizing shapes and colors and drawing according to imagination. The activities are very simple and very common in other schools. Furthermore, the media used are media made by the teachers themselves and some are finished media obtained from assistance from organizations and the government. Literacy learning in learning, especially in writing, is very important. But this will not happen if a teacher does not carry out learning effectively and fun for students. Opening learners' insights in writing, especially writing narratives, teachers must first know the stages in writing, namely pre-writing, during writing, and post-writing, so that teachers can carry out narrative writing learning properly and combined with tree chart media.

We can see from the above simulation that the integration between the stages of writing with tree chart media is very interesting and clear, so that students know what they will make first. This really helps open learners' insights in developing their narrative writing, learners do not become confused in writing. Learners can easily express their ideas, thoughts and feelings well. We can look for other media besides tree chart media to carry out narrative writing learning, there are still many effective media that can be used. Teachers must be good at sorting out or thinking about how learning is carried out to be effective and fun, so that students follow the learning process more easily.

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