

Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students


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All authors with numerical order	Koderi ¹ , Muhammad Sufian ² , and Erlina ³
Corresponding author	Name: Koderi Address : Universitas Islam Negeri Raden Intan Lampung, Indonesia Email: koderi@radenintan.ac.id

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1. The primary focus of student communications should be emphasised. Why did it occur?
2. Several instruments are used for data collection. However, it is not completely described in the findings.
3. Since this study employs inferential analysis, it is necessary to discuss in detail how the researchers conducted the sampling procedure.
In addition, the validity and reliability of the instruments require further explanation.
4. Since this study employed inferential analysis, it is recommended that the hypothesis be stated.
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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Abstract— The development of Lampung Local Wisdom Film for Arabic Communication Skills can enhance students' low Arabic communication skills. This research aims to create, validate, and evaluate Lampung Local Wisdom Film for Arabic Communication Skills. The ADDIE (Analysis, Design, Development, Implementation, and Evaluation) research and development model was used in this research. The data was collected through observation, documentation, interviews, questionnaires, and tests, which were then analyzed using qualitative and quantitative methods. Media experts rated Lampung Local Wisdom Film for Arabic Communication Skills as very practical, with a score of 91.5%, while the material experts rated the product with a score of 97%. The percentage of student responses was 94.5%, with a very interesting category. This media has also effectively taught Arabic Communication Skills, with a t-test analysis score of 58.9 (2.168). The value demonstrates the feasibility, interest, and efficacy of the Lampung Local Wisdom Film for Arabic Communication Skills media.

Keywords: Film media; Local wisdom; Arabic communication skills.

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1]–[3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4]–[6]. Learning Arabic aims to help students develop Arabic language skills while also understanding Arabic culture and traditions [7], [8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9], [10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of

interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14], [15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16]–[18].

Learning films are one type of learning media that may help students improve their Arabic communication skills. Learning films use personal computer devices, projectors, and Android phones to learn independently by presenting moving animated images and sounds that can make learning more exciting. Learning films have several benefits, including increasing visual appeal and memory, providing interesting alternatives, increasing creativity, and the ability to be reused [19]. Learning films can allow students to learn independently using their Android devices wherever and whenever they want [10]. Learning films can allow students to learn independently wherever and whenever they want using their Android devices. [10] This media can also foster student interest and enthusiasm for learning to improve their Arabic communication skills.

When local wisdom is incorporated into the construction of learning films, it makes them more entertaining. Indonesia boasts diverse cultures, customs, traditions, and local tourism opportunities. Lampung's indigenous wisdom is an heirloom that must be conserved for future generations. The youthful generation must have communication skills in Arabic and local Lampung culture. The goal of integration is for students to have Arabic communication skills and to establish their own identities with pride in their local culture and heritage to provide information to tourists outside of Lampung.

According to research by Wai Tse, Hasmalena, Daryono,

and Pambudi, film media is very feasible to use in learning because it can increase interest and be effective in increasing one's understanding, as well as show activeness in information search [20]–[23]. Researchers have not developed learning film media based on Lampung's local wisdom, particularly in developing communication skills in Arabic. Researchers integrate learning films with indigenous Lampung wisdom as an innovative approach to Arabic language acquisition.

Researchers created Lampung local wisdom-based learning films because of some of the benefits of film media, such as the ease with which complex information can be presented, the ability to watch mp4 files anywhere and at any time [18], the ability to use media repeatedly, and the increased student interest in learning [24], [25]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [26]. The aspect of local wisdom can give real-life learning experiences for students [27]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [29]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [30], [31]. This point is critical in developing student sense of identity and preventing cultural identity loss in an increasingly globalized environment.

Based on this concept, the researcher created a learning film for Madrasah Tsanawiyah students to master Arabic communication skills. To provide students with learning experiences that are more relevant to Lampung's social, environmental, and cultural settings and conditions, the researcher created a learning film based on local Lampung wisdom. Students can become local tour guides in Lampung thanks to research showing that learning Arabic communication skills is simple, enjoyable, and not challenging.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based learning films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices passed down from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved over time in reaction to their environment and historical experiences [32], [33]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This is consistent with the findings of Sri Hastuti's study, which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.[32]

Local wisdom can be used to create learning media, such as the work done by Bulkani and Efendi to create local

wisdom-based animation media that can improve learning outcomes and build student character [26], [28]. This statement is consistent with what Dwianto said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes [34]. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily lifestyle [35].

Learning Films will make local wisdom-based learning more engaging. So that students can view the wonderful things around them while they are learning.

B. Learning Films

Learning film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [43]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of learning films [43], [44]. Learning films can be utilized for various purposes, including classroom learning, training, and distance education [45]–[47]. Adopting learning films has various benefits, including increasing student attraction and interest in learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [48], [49].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [50]–[53]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using learning films [54], [55]

Careful and effective preparation and utilization of learning films are required to take advantage of the benefits and overcome the drawbacks. Learning films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, to obtain optimal learning outcomes, learning films must be combined with other learning methods and strategies, such as integrating local wisdom to strengthen students' Arabic Communication skills. It makes learning more relevant and helps students relate theory to practice in everyday life [29], making Arabic Communication Skills study more enjoyable and effective.

C. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [36]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [37]. Similarly, Siti Roudlotul Hikamah defines communication as "nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support/agreement [38].

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings

in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic's research demonstrates that vocabulary predicts speaking and writing skills [39].

Lipeng He defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language they have acquired to construct sentences. Students can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic both in and out of the classroom [40]. Students must know and memorize mufrodat to communicate in Arabic, as with Arabic Communication skills.

Communication skills are required for learning. Excellent communication skills enable us to effectively express our learning aims and objectives to students [37] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [40].

According to the description above, communication elements comprise information offered by the person, information and feedback provided by the receiver, and repetition of this process results in knowledge development. The communication process generally consists of four components: the speaker, the receiver, the communication route, and feedback. If the person receiving the information understands and practices the key skills, communication is more successful [41], [42]. Additionally, incorporating physical and social components into the communication process will make communication more meaningful. A pleasant communication environment provides a wonderful opportunity for students to learn how to communicate and improve their communication skills [38].

Madrasah Tsanawiyah students still have rather low Arabic Communication skills. Madrasah Tsanawiyah's Arabic Communication skills need to develop; this is where a breakthrough comes in. Media learning films could be one approach to helping Madratsah Tsanawiyah students improve their Arabic communication skills.

III. RESEARCH METHOD

This study aims to develop, test the feasibility, test the response, and test the effectiveness of learning films based on Lampung local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation) [56], [57], [58]. The data in this study were gathered from observation, documentation, interviews, questionnaires, and testing. A qualitative method was employed for data analysis, as well as a quantitative one in the form of a t-test [18], [59], [60]

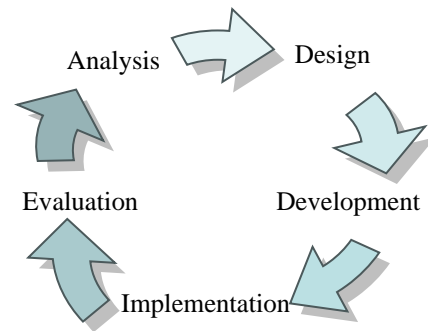


Fig 1. ADDIE Development Model

IV. FINDING AND DISCUSSION

A. Findings

The ADDIE model was used to create Lampung local wisdom-based learning film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage[61]. The following are the findings of an analysis of Lampung's local wisdom-based learning films using the ADDIE model.

1. Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Many students cannot practice Arabic communication skills due to poor comprehension of the material delivered by the teacher. A learning film based on traditional Lampung wisdom for acquiring Arabic communication skills is one medium that can suit these demands. Learning films based on Lampung's local wisdom can help students expand their imaginations and provide concrete learning experiences. As a result, it is vital to create an engaging learning film based on Lampung's local wisdom for students to master Arabic communication skills following their socio-cultural surroundings.

2. Design

The design of the Lampung local wisdom-based learning film includes an opening scene, learning film material, interactive evaluation, and a conclusion.

a. Opening Scene

The thumbnail and title of the learning film are displayed in the opening scene. There is also the name of the learning film developer and learning objectives. Learning objectives list the items that must be accomplished while studying *maharah al-kalam*.



Fig 2. The Opening Scene



Fig 3. Learning Objectives

b. The Content of the Film

The learning film features a sequence of animated dialogues with the concept of *yaumiyatuna* and *murodat-mufrodat* related to the subject. The local wisdom-based learning film is offered in simple animation with simple words. This learning film tells the story and includes images of *mufrodat* and supporting text that explains the conversation's topic. This instructional movie's plot revolves around the daily activities of a Lampung child who plans to spend the weekend at Pahawang Beach.



Fig 4. The Content of the Film



Fig 5. Mufrodat (Vocabulary)

c. Interactive Evaluation

An interactive question-and-answer slide is shown after the learning movie is created to encourage students and prevent boredom. The learning results on *yaumiyatuna* material on learning Arabic communication skills are known after working on interactive questions and answers through learning films based on Lampung local wisdom. Suppose the value is less than the minimum mastery criteria (KKM). In that case, the results of learning by using learning films based on Lampung's local wisdom for Arabic communication skills can be determined.

3. Development

The Lampung local wisdom-based learning film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones. The researcher's smartphone's built-in voice recorder app is used for audio recording, while a Laptop is used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds.



Fig 6. Developer's Voice-over Process

After the product has been developed, it is assessed by media and material experts. Learning media in the form of learning films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The material expert validation results will be displayed using a questionnaire approach with an instrument that can be observed and described descriptively. The material expert validation results are as follows:

TABLE I. MATERIAL EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	50	48	96%
II	50	49	98%
Total	100	97	97%

The attainment of a percentage of 97% or in highly feasible criteria indicates that the information in the learning film based on Lampung local wisdom in Arabic language learning has been developed following the requirements. Yet, validators or material experts provide several revisions as a form of media improvement to make it even better. According to the material expert, graphic animation should be included in the *mufrodats* to make it easier to understand.

There are 20 indicator assessment items for the media expert validation, grouped into three aspects: product attractiveness, appearance, and function. The results of media expert validation by two media experts are as follows:

TABLE II. MEDIA EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The validation findings by media experts yielded a percentage of 91.5% with a highly practical category. However, there are still areas that need to be improved, such as making the learning film more interactive (there is a dialogue between the media and students with questions and answers) and reducing the speed of the learning film duration.

4. Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. Before the students implemented the product, the researchers uploaded it to Google Drive to make it easily accessible. Also, the researchers distributed questionnaires to analyze the learning film based on Lampung's local knowledge of learning *maharah al-kalam*. Educational films based on native Lampung knowledge for learning Arabic communication skills can be used with laptops, LCDs, and android devices. After showing the Lampung local wisdom-based learning film, students were asked to complete a questionnaire with ten indicators. Based on the findings of the feasibility test, the results revealed 94.5% with a highly interesting category.

Researchers conducted two phases of testing, namely pre-test and post-test containing multiple choice questions, to evaluate the effectiveness of the generated learning film. The pre-test (test before the developed media) and post-test (test after using the developed media) scores were calculated using the Paired Sample t-test. To run this t-test, prerequisite data is required, which is then checked for normality and homogeneity.

According to the test findings, students' average pre-test (initial test) is 48, and the average post-test (final test) is 87, with a student development score of 39. The average initial

score before watching the Lampung local wisdom-based learning film differed from the average final score after using the developed media.

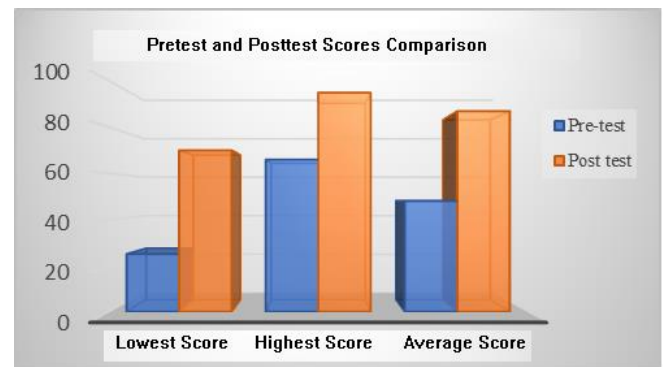


Fig 7. Pretest and Posttest Scores

The effectiveness of the generated learning film may be determined by comparing the results of the t_0 and t_{table} values at a significant level of 0.05. According to the analysis, t_0 is greater than t_{table} , with a value of $66,678 > 2.093$. The value demonstrates that learning Arabic communication skills through the developed media is highly beneficial.

TABLE III. T TEST: POST-TEST AND PRE-TEST RESULTS

	Post Test	Pre-Test
Mean	87	48
Variance	45,78947368	58,94736842
Observations	20	20
Pearson Correlation	0,942137544	
Hypothesized Mean Difference	0	
df	19	
t Stat	66,67833231	
P(T<=t) one-tail	2,70094E-24	
t Critical one-tail	1,729132812	
P(T<=t) two-tail	5,40187E-24	
t Critical two-tail	2,093024054	

5. Evaluation

After material and media validation, the generated media were subjected to expert revisions. The learning film should be developed to be more interactive (there is a dialogue between the media and students with questions and answers) and to lessen the speed of the learning film duration. Additionally, the material expert's revision is that visual animation should be added to the *mufrodats* to make it easier to grasp.

After implementation, students and teachers are asked to recommend or revise the learning films, particularly the *yaumiyatuna*. According to all aspects examined, the learning film based on Lampung's local wisdom is feasible for students to learn Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [26]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge [30], [31]. Local identity is critical to preserve and develop because it may strengthen local communities'

feelings of pride and self-identification while preserving distinctive cultural and environmental resources. Local identity can also be a tourism draw, boosting the regional economy and raising awareness about Indonesia's cultural diversity. As a result, it is critical to empower and strengthen local wisdom-based learning to preserve local identity.

The presence of local wisdom elements can give students with contextual learning experiences [27]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This assists students in understanding how learning may be implemented in their daily lives, making learning more interesting and relevant to students by integrating theory with practice in everyday life [29]. Real-world learning helps students to think critically and analytically to solve difficulties they encounter in their daily lives. Students will learn to obtain information, assess information, and solve issues on their own. Students learn about issues relevant to their lives, allowing them to actively tackle these issues.

Students learn practical skills that may be applied in everyday life through local wisdom-based learning, such as technology, leadership, presentation, and time management skills [26], [29], [31], [62]–[64]. The positive impact of this learning can help students be better equipped to handle future challenges and become more talented and experienced members of society in problem-solving [65].

Arabic language instruction can incorporate local wisdom-based learning. The integration of local wisdom learning in Arabic Communication skills (maharah kalam) can be accomplished by connecting learning materials with local culture or traditions that exist in the community. Students can better comprehend Arabic as a language that lives and develops in the area around them by applying local wisdom and learning Arabic Communication skills. This can help students grasp and use Arabic more effortlessly [34]. Creating a learning film based on Lampung's local wisdom is one way to learn Arabic Communication skills based on local knowledge.

Learning films are media created by drawing or modeling images in sequence, creating the illusion of movement [66]. Learning films are typically created for entertainment but can also be used for educational purposes [67]. Learning films based on Lampung local wisdom is created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily apply it in everyday life. Students can learn autonomously and actively and not be constrained by space or time by using this learning film to master Arabic Communication skills.

Furthermore, the benefits of learning films in learning include the presentation of complex information that is easier to grasp because it has mp4 files that can be watched anywhere and at any time [18] and can be used during offline and online learning [19], can be used repeatedly [68], and can increase students' interest in learning [24], [25].

However, there are some drawbacks to using learning films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with

others [54], [55].

Local wisdom-based learning films improve student motivation, learning outcomes, and self-identity [50]–[53]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of students' critical thinking skills [69], [70]. In a broader learning context, integrating learning films with local wisdom can also help students appreciate the cultural variety and respect one another [32], [33]. As a result, integrating learning films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

Learning will be more fascinating with the various benefits of movies in learning that are linked with local wisdom. By providing a glimpse of Lampung's social, cultural, and environmental aspects, the generated media is intended to assist students in developing Arabic communication skills. So that students are not only proficient in Arabic communication skills and can demonstrate the social, cultural, and cultural diversity, as well as the tourism of Lampung to foreign tourists, particularly Arabs.

V. CONCLUSION

The development of Lampung local wisdom film for Arabic communication skills of Madrasah Tsanawiyah students has been developed using the ADDIE development model. It is suited for learning Arabic communication skills. The feasibility test performed by media and material expert validators yielded highly feasible criteria. The t-test analysis shows that the Lampung local wisdom film for Arabic communication skills is successful and capable of overcoming problems in Arabic communication skills for Madrasah Tsanawiyah students.

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Participants

Ms. Jennifer Zeng (jennifer_zeng123)

koderi koderi (koderi)

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<p>Dear Authors,</p> <p>Thank you very much for providing the revised version of your paper:</p> <p>Manuscript ID: IJIET-9030 Title: Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students Submission URL: http://ojs.ejournal.net/index.php/ijiet/authorDashboard/submission/9030</p> <p>We will continue processing your paper and will keep you informed about the submission status.</p> <p>Ms. Jennifer Zeng jennifer.zeng@ejournal.net</p> <p>--</p> <p>International Journal of Information and Education Technology Website: http://www.ijiet.org/ Email: ijiet@ejournal.net Indexed in Scopus (CiteScore 2022: 2.0)</p> <p>Disclaimer: The information and files contained in this message are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this message in error, please notify me and delete this message from your system. You may not copy this message in its entirety or in part, or disclose its contents to anyone.</p>	<p>jennifer_zeng123 2023-06-27 10:2 AM</p>

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Participants

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koderi koderi (koderi)

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koderi koderi (koderi)

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koderi koderi (koderi)

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Cover Letter - Author response to Reviewer and Editor

Manuscript ID : IJIE-9030
Title : Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Dear Reviewer and Editor,

First and foremost, the authors would like to express their utmost gratitude to the Editor and Reviewers for their valuable comments and suggestions and for the effort and time spent in attempting to improve the quality of this article throughout the review process. As such, we have attempted to address all queries and corrections as best as possible.

“Comments of the Reviewer” have been included (written in black), followed by “Author’s response” (written in red), which explains how the changes have been incorporated, or provides further motivation. Some extracts from the paper to show how the reviewers’ comments have been addressed are written in blue color. The location of the corrections/motivation has been indicated in red font on the updated manuscript.

We trust we have met the expectations of the Editor and Reviewers.

Author detailed response:

Reviewer A:

Comment 1: Please fix it according to the suggestions in the draft article.

Response: We have fixed it according to the suggestions in the draft article.

Revised text:

.....

Abstract— The development of Lampung Local Wisdom Film for Arabic can improve students’ low Arabic communication skills. The purpose of this research is to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the ADDIE research and development model (Analysis, Design, Development, Implementation, and Evaluation). The researchers employed observation, interviews, documentation, questionnaires, and tests as the methods of data collection and then analyze with sequential explanatory designs. Material experts and media experts assessed Lampung Local Wisdom Film and declared that the product was appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The results of the effectiveness test showed that the value of t_{observed} was 66.678, which was higher than the t_{critical} of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved to be feasible, interesting, and effective in learning Arabic.

.....

Reviewer B:

Comment 1: The authors summarized related works in three connected areas. However, what is lacking is (1a) a showing how these three different areas link together and (2b) how this review underpins the research.

Response: we revise by showing how these three different fields interrelate and (2b) review the underlying research.

Revised text:

Statistics in the field based on Madrasah Tsaawiyah observations show students' Arabic communication skills are still relatively inadequate

The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].....

One form of learning media that can be used in learning Arabic communication skills is by developing learning films. Learning film is a media that presents audio and visual that contains learning materials to help understand the learning material being taught. Films are recognized as an effective educational resource for improving knowledge retention and desired behavior [19]. Watching films and reflecting on them can engage students and enable a deeper understanding of complex concepts [20].....

.....

Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the Nyeruit tradition and Lampung tourism. Nyeruit is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. Nyeruit needs to be preserved as a potential of Lampung gastronomic tourism [22]. Besides Nyeruit, Lampung also has famous tourist destinations, namely Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation through the integration of Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

.....

Comment 2: A method should contain sufficient information to enable replication of the research. However, the method is not replicable due to its brevity and lack of details. There are no details whatsoever regarding the protocols for the observation, documentary analysis, interview and questionnaire surveys, nor the testing. A qualitative method is alluded to, but not detailed. T-test is mentioned but what is to be compared is not stated.

Response: we have revised the Method so that it contains sufficient information to enable replication of the study..

Revised text: RESEARCH METHOD

This study aims to develop, test the feasibility, test the response, and test the effectiveness of educational films based on Lampung local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation) [62], [63], [64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, and then followed by quantitative data using tests.

The development stages are as follows:

Analysis

The analysis consists of two stages, namely performance analysis and needs analysis. Performance analysis is carried out to find out and classify problems related to Arabic language learning materials, methods processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. To strengthen the data from observations and interviews, documentation was performed on student learning outcomes data.

Design

The product design stage is completed through material planning, script preparation, flowchart making, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about Nyeruit and tourism.

Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media has been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format of 4,3,2,1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula, namely the number of respondents who answered divided by the number of validators multiplied by 100.

Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula, namely the number of respondents who answered divided by the number of students multiplied by 100.

Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4,3,2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18], [69], [70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

Comment 3: The main research findings are the evaluation of the product. (3a) Material expert analysis: These are emphasized in the abstract. Submitting a film to two experts who submit numerical scores of almost 100% surely creates the image of success. Are these experts friends? Was the evaluation anonymous? The veracity of the findings is dubious. A qualitative analysis of the pros and cons based on specific criteria would be more convincing. (3b) Media Expert analysis: Are these the same two people? Again, justification for the high scores is needed to convince readers. If I asked two of my friends (who happen to be experts), they are likely to positively evaluate my creations, too. Again, criterion-based assessment

would be convincing. (3c) Despite reporting t-tests, there is no detail on the MCQ test used apart from one question related to interest.

Response: we have revised according to viewer's suggestion.

Revised text: The two media expert validators had no friendship or family relationship with the researcher, to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4,3,2,1 and a comment column, to produce quantitative and qualitative data that can be presented descriptively.....

.....

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4,3,2,1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, prerequisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results obtained, the average pre-test score (initial test) was 48 and the average post-test score (final test) was 87, with a student progress score of 39. The average initial score before using Lampung local wisdom-based educational film was not the same as the average final score after using the developed media.

.....

Data Normality Test Results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H₀: Data is normally distributed.

H₁: Data is not normally distributed.

TABLE III. PRE-TEST NORMALITY DATA

Mean	48
Standard Deviation	7,677718959
L ₀	0,152006
L _{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV POST-TEST NORMALITY DATA

Mean	87
Standard Deviation	6,766792
L_0	0,121241
L_{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L_0 is lower than L_{table} ($0,121241 < 0.190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

Homogeneity Test Result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S: \frac{S_{\max}}{S_{\min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

$H_0 =$ If $F_{\text{observed}} < F_{\text{critical}}$, then the data variance is homogeneous.

$H_1 =$ If $F_{\text{observed}} > F_{\text{critical}}$, then the variance is not homogeneous.

TABLE V. HOMOGENEITY TEST DATA

Pre-test variance	58,94736842
Post-test variance	45,78947368
F_{observed}	1,287356322
F_{critical}	2,168251601

Based on the data above, the value of F_{observed} is 1.28 and the value of F_{critical} is 2.16. Because F_{observed} is lower than F_{critical} , the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{\text{observed}} \leq t_{\text{critical}}$$

$$H_1 = t_{\text{observed}} > t_{\text{critical}}$$

The finding of the t-test is as follows:

TABLE VI. T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58,94736842	45,78947368
Observations	20	20
Pearson Correlation		0,942137544
Hypothesized Mean Difference		0
df		19
t Stat		66,67833231
P(T<=t) one-tail		2,70094E-24
t Critical one-tail		1,729132812
P(T<=t) two-tail		5,40187E-24
t Critical two-tail		2,093024054

Based on Table VI, the value of t_{observed} is greater than the t_{critical} with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film is effective to be applied for learning Arabic communication skills.

Comment 4: Many readers are likely to be unaware of the geographic location and culture of Lampung so this is worth pointing out in the introduction.

Response: we have added a description of the geographical location and culture of Lampung in the introduction.

Revised text:

Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* needs to be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung also has famous tourist destinations, namely Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringung Beach, Klara Beach, and Marina Beach.

Comment 5: The findings describe the development of the product (the film) and its evaluation. I suggest using the headings Development and Evaluation instead of Findings to make the article easier to follow.

Response: we have followed the suggestion to use the title Development and Evaluation instead of Findings.

Revised text: A. Development and Evaluations

Comment 6: Pre-test should be given before the post-test in the table since we read left to right in English.

Response: we have fixed the table from left to right.

Revised text:

TABEL VI. T TEST: POST-TEST AND PRE-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58,94736842	45,78947368
Observations	20	20
Pearson Correlation		0,942137544
Hypothesized Mean Difference		0
df		19
t Stat		66,67833231
P(T<=t) one-tail		2,70094E-24
t Critical one-tail		1,729132812
P(T<=t) two-tail		5,40187E-24
t Critical two-tail		2,093024054

Comment 7: Some sentences are rather confusing, e.g. “Learning films use personal computer devices, projectors, and Android phones to learn independently by presenting moving animated images and sounds that can make learning more exciting.”.

Response: We have corrected the form of the sentence.

Revised text: Films are recognized as an effective educational resource for improving knowledge retention and desired behavior.

Comment 8: Some sentence patterns are rather repetitive particularly when the same sentence stem is repeated in consecutive sentences, e.g. “Learning films can allow students to learn independently using their Android devices wherever and whenever they want [10]. Learning films can allow students to learn independently wherever and whenever they want using their Android devices.[10]” Both sentences start with the same 8 words.

Response: we've removed one of those sentences.

Revised text: Learning films can allow students to learn independently using their Android devices wherever and whenever they want [10].

Comment 9: Simple punctuation and grammar issues, e.g. “and writing skills (maharah kitabah) [9], [10] The capacity”.

Response: We have given a punctuation mark to separate the two sentences.

Revised text: and writing skills (maharah kitabah) [9], [10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills....

Reviewer C:

Comment 1: The primary focus of student communications should be emphasised. Why did it occur?

Response: We've revised related to student communication.

Revised text: Communication skills are required for learning. Excellent communication skills enable us to effectively express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40], [41].

Furthermore, if individual and environmental factors are integrated, the communication process will be more meaningful. Contextualized communication environments and materials will provide opportunities for students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication, either by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that the integration of contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

Comment 2: Several instruments are used for data collection. However, it is not completely described in the findings.

Response: We have revised by adding in the findings (development and evaluations).

Revised text: The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. To strengthen the data from observations and interviews, documentation was performed on student learning outcomes data.

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After the educational film media has been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format of 4,3,2,1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the

average score of the validator's responses was the percentage formula, namely the number of respondents who answered divided by the number of validators multiplied by 100.

.....

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula, namely the number of respondents who answered divided by the number of students multiplied by 100.

.....

Comment 3: Since this study employs inferential analysis, it is necessary to discuss in detail how the researchers conducted the sampling procedure. In addition, the validity and reliability of the instruments require further explanation.

Response: We have revised it by adding sampling and validity and reliability tests.

Revised text:

Implementasi dilakukan kepada 20 siswa sebagai populasi pengguna.

.....

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4,3,2,1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, prerequisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results obtained, the average pre-test score (initial test) was 48 and the average post-test score (final test) was 87, with a student progress score of 39. The average initial score before using Lampung local wisdom-based educational film was not the same as the average final score after using the developed media

.....

Data Normality Test Results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H₀: Data is normally distributed.

H₁: Data is not normally distributed.

TABLE III. PRE-TEST NORMALITY DATA

Mean	48
Standard Deviation	7,677718959
L ₀	0,152006
L _{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV POST-TEST NORMALITY DATA

Mean	87
Standard Deviation	6,766792
L ₀	0,121241
L _{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0,121241 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

.....

Homogeneity Test Result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S: \frac{S_{\max}}{S_{\min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

$H_0 =$ If $F_{\text{observed}} < F_{\text{critical}}$, then the data variance is homogeneous.

$H_1 =$ If $F_{\text{observed}} > F_{\text{critical}}$, then the variance is not homogeneous.

TABLE V. HOMOGENEITY TEST DATA

Pre-test variance	58,94736842
Post-test variance	45,78947368
F_{observed}	1,287356322
F_{critical}	2,168251601

Based on the data above, the value of F_{observed} is 1.28 and the value of F_{critical} is 2.16. Because F_{observed} is lower than F_{critical} , the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$H_0 = t_{\text{observed}} \leq t_{\text{critical}}$

$H_1 = t_{\text{observed}} > t_{\text{critical}}$

The finding of the t-test is as follows:

TABLE VI. T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58,94736842	45,78947368
Observations	20	20
Pearson Correlation		0,942137544
Hypothesized Mean Difference		0
df		19
t Stat		66,67833231
P(T<=t) one-tail		2,70094E-24
t Critical one-tail		1,729132812
P(T<=t) two-tail		5,40187E-24
t Critical two-tail		2,093024054

Based on Table VI, the value of t_{observed} is greater than the t_{critical} with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film is effective to be applied for learning Arabic communication skills.

Comment 4: Since this study employed inferential analysis, it is recommended that the hypothesis be stated.

Response: We've revised by adding a hypothesis.

Revised text:

Teknik pengujian normalitas menggunakan uji Lilifors, dengan hipotesis statistik yang mendasari pengujian normalitas adalah:

H_0 : data berdistribusi normal

H_1 : data berdistribusi tidak normal

....

Hipotesis statistik yang mendasari pengujian homogenitas adalah:

$H_0 = F_{hitung} < F_{tabel}$ maka varians data homogen,

$H_1 = F_{hitung} > F_{tabel}$ maka varians tidak data homogen

.....

Analisis data efektifitas produk Lampung Local Wisdom Film dihitung melalui uji t paired test dengan hipotesis statistik:

$H_0 = t_{hitung} \leq t_{tabel}$

$H_1 = t_{hitung} > t_{tabel}$

Comment 5: The research design should also be described in detail. Does it employ an experimental method?

Response: We have revised it by providing a more detailed research design.

Revised text: This research is a research and development using the ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation) [62], [63], [64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, and then followed by quantitative data using tests.

Comment 6: The discussion should be conducted in detail.

Response: We've revised the discussion.

Revised text:

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at the environment, traditions, and culture of Lampung. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung

people. *Nyeruit* is done by Lampung people by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills (*maharah kalam*) can be done by linking learning materials with local culture or traditions in the community. Through the application of local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in the environment around them. It can help students in understanding and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is by developing an educational film based on Lampung's local wisdom.

.....

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and have a sense of pride in their region. In addition to students gaining knowledge and a sense of pride, students also easier to apply Arabic communication skills because the content is related to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18], [21], [79], [27], [28].

Comment 7: It is suggested that the conclusion section contain some recommendations.

Response: We've revised it by adding some recommendations in the conclusion.

Revised text: ... "Therefore, the product is considered very effective and able to overcome the difficulties in learning Arabic communication skills. The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film."

Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract— Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the ADDIE research and development model (Analysis, Design, Development, Implementation, and Evaluation). The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of t_{observed} was 66.678, which was higher than the t_{critical} of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms— Film media; local wisdom; Arabic communication skills.

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1]–[3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4]–[6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7], [8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9], [10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist

students in acquiring the capacity to speak orally, boost self-confidence, understand Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodat*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14], [15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16]–[18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction

Koderi is a lecturer in the Arabic Language Education Study Program of Tarbiyah and Teacher Training Faculty at the Raden Intan State Islamic University Lampung, Indonesia.

Muhammad Sufian is a postgraduate student of Arabic Language Education, Raden Intan State Islamic University Lampung, Indonesia.

Erlina is a lecturer in the Arabic Language Education Study Program, Tarbiyah and Teacher Training Faculty, Raden Intan State Islamic University Lampung.

*Correspondence: koderi@radenintan.ac.id

of educational films, it makes them more entertaining. Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26], [27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29]-[33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35]-[38]. Research by Kramer, Ye, Bieman, Kim, Wang, Ahmed, Wodahl, Qadha, Wai Tse, Hasmalena, Daryono, and Pambudi shows that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23], [39]-[42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own

identities and a sense of pride in their local culture and traditions [33], [34]. Local wisdom-based learning allows students to learn from a context close to their daily lives [45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46], [47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Siti Roudlotul Hikamah defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement [37].

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic's research demonstrates that vocabulary predicts speaking and writing skills [38].

Lipeng defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom [39]. In Arabic communication skills, students must know and memorize *mufrodāt* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four

elements: speaker, receiver, communication channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40], [41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43], [44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Sri Hastuti's study, which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity [43].

Local wisdom in learning can be utilized by developing learning media, such as the development research by Bulkani and Efendi, to create local wisdom-based animation media that can improve learning outcomes and build student character [29], [31]. This statement is consistent with what Dwianto said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes [45]. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48], [49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50]–[52].

Adopting educational films has various benefits, including increasing student attraction and interest in learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53], [54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47], [55], [56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57]–[60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19], [61].

Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication SKILLS. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation) [62], [63], [64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.

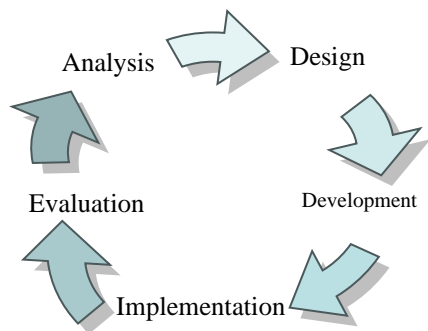


Figure 1. ADDIE Development Model

The development stages are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4,3,2,1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted

with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4,3,2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18], [69], [70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage[72]. The following are the findings:

Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

Opening Scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Figure 2. The Opening Scene

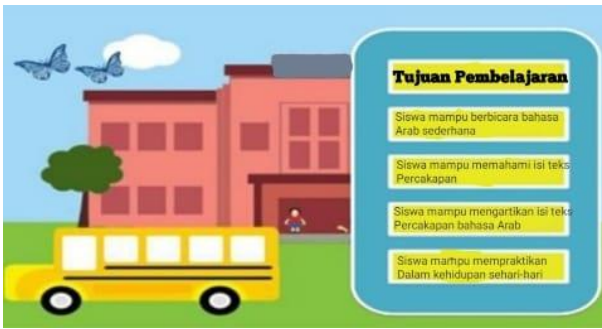


Figure 3. Learning Objectives

The Content of the Film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodat* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodat* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Figure 4. The Content of the Film



Figure 5. *Mufrodat* (Vocabulary)

Interactive Evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

The researcher's smartphone's built-in voice recorder app was used for audio recording, while a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Figure 6. Developer's Voice-over Process

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4,3,2,1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as follows:

TABLE 1. MATERIAL EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	50	48	96%
II	50	49	98%
Total	100	97	97%

The attainment of a percentage of 97% or in highly feasible criteria indicates that the information in the educational film based on Lampung local wisdom in Arabic language learning evolved following the requirements. Yet, validators or material experts provide several revisions as a form of media improvement to make it even better. According to the material expert, graphic animation should be included in the *mufrodlat* to make it easier to understand.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4,3,2,1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as follows:

TABLE 2. MEDIA EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The validation findings by two media experts yielded a percentage of 91.5%. Therefore, the product was feasible to be applied. However, there are still areas that need to be improved, such as designing the educational film to be more interactive by inserting interactive evaluation and reducing the duration of the educational film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of student response data, the average response was 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

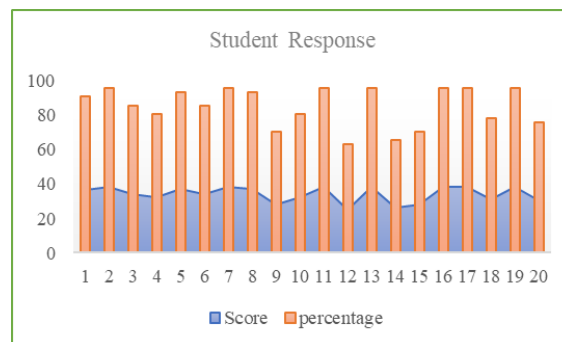


Figure 7. The Diagram of Students' Responses

Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4,3,2,1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) was 48, and the average post-test score (final test) was 87, with a student progress score 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

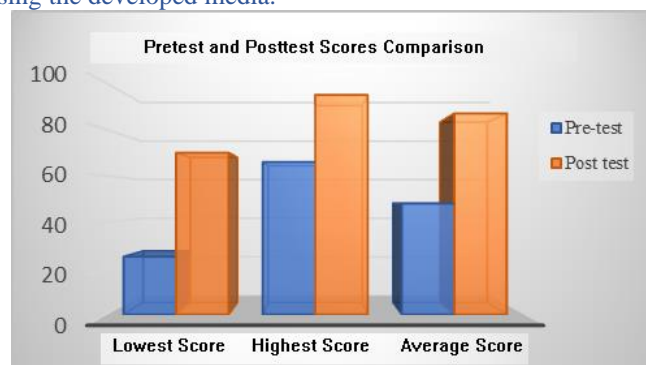


Figure 8. The pre-test and Post-test Score Comparison

Data Normality Test Results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H_0 : Data is normally distributed.

H_1 : Data is not normally distributed.

TABLE III. PRE-TEST NORMALITY DATA

Mean	48
Standard Deviation	7,677718959
L_0	0,152006
L_{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L_0 is lower than L_{table} ($0.152006 < 0.190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV POST-TEST NORMALITY DATA

Mean	87
Standard Deviation	6,766792
L_0	0,121241

L_{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L_o is lower than L_{table} ($0,121241 < 0,190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

Homogeneity Test Result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S: \frac{S_{max}}{S_{min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

$H_0 =$ If $F_{observed} < F_{critical}$, then the data variance is homogeneous.

$H_1 =$ If $F_{observed} > F_{critical}$, then the variance is not homogeneous.

TABLE V. HOMOGENEITY TEST DATA

Pre-test variance	58,94736842
Post-test variance	45,78947368
$F_{observed}$	1,287356322
$F_{critical}$	2,168251601

Based on the data above, the value of $F_{observed}$ is 1.28, and the value of $F_{critical}$ is 2.16. Because $F_{observed}$ is lower than $F_{critical}$, the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{observed} \leq t_{critical}$$

$$H_1 = t_{observed} > t_{critical}$$

The finding of the t-test is as follows:

TABLE VI. T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58,94736842	45,78947368
Observations	20	20
Pearson Correlation		0,942137544
Hypothesized Mean Difference		0
df		19
t Stat		66,67833231
P(T<=t) one-tail		2,70094E-24
t Critical one-tail		1,729132812
P(T<=t) two-tail		5,40187E-24
t Critical two-tail		2,093024054

Based on Table VI, the value of $t_{observed}$ is greater than the $t_{critical}$ with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it

involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33], [34]. The elements of local wisdom can provide contextualized student learning experiences [30], [31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29], [32], [34], [73]–[75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18], [24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35]–[38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean

beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18], [21], [79], [27], [28].

However, there are some drawbacks to using educational films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19], [61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57]–[60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80], [81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43], [44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes. [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic

communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Koderi is a lecturer in the Arabic Language Education Study Program of Tarbiyah and Teacher Training Faculty at the Raden Intan State Islamic University Lampung, Indonesia. He currently teaches media and technology for Arabic language learning. He holds a

Bachelor's degree from the Raden Intan Lampung State Islamic Institute in the Arabic language Education Study Program, a Master's degree from the University of Lampung, Indonesia, and a Doctorate in Educational Technology from the State University of Jakarta, Indonesia. His area of interest for research is educational technology.



Muhammad Sufian is a student at Raden Intan State Islamic University, Indonesia, enrolled in the Master of Arabic Language Education Postgraduate Program. His area of interest for research is the development of learning media.



Erlina is a lecturer in the Arabic Language Education Study Program at the Raden Intan State Islamic University Lampung in the Tarbiyah and Teacher Training Faculty. She currently teaches curriculum and Arabic learning strategies. She acquired her Bachelor's degree from Arabic Education Study Program and her

master's in curriculum development from Raden Intan State Islamic Institute Lampung, Indonesia. Later, she acquired her doctoral of Language Teaching from the University of Jakarta, Indonesia. Her research interests are in the field of Arabic language education.

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jennifer.zeng@ejournal.net

Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract— Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the ADDIE research and development model (Analysis, Design, Development, Implementation, and Evaluation). The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of t_{observed} was 66.678, which was higher than the t_{critical} of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media; local wisdom; Arabic communication skills.

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1]–[3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4]–[6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7], [8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9], [10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist

students in acquiring the capacity to speak orally, boost self-confidence, understand Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14], [15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16]–[18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction

Koderi is a lecturer in the Arabic Language Education Study Program of Tarbiyah and Teacher Training Faculty at the Raden Intan State Islamic University Lampung, Indonesia.

Muhammad Sufian is a postgraduate student of Arabic Language Education, Raden Intan State Islamic University Lampung, Indonesia.

Erlina is a lecturer in the Arabic Language Education Study Program, Tarbiyah and Teacher Training Faculty, Raden Intan State Islamic University Lampung.

*Correspondence: koderi@radenintan.ac.id

of educational films, it makes them more entertaining. Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26], [27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29]-[33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35]-[38]. Research by Kramer, Ye, Bieman, Kim, Wang, Ahmed, Wodahl, Qadha, Wai Tse, Hasmalena, Daryono, and Pambudi shows that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23], [39]-[42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own

identities and a sense of pride in their local culture and traditions [33], [34]. Local wisdom-based learning allows students to learn from a context close to their daily lives [45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46], [47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Siti Roudlotul Hikamah defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement [37].

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic's research demonstrates that vocabulary predicts speaking and writing skills [38].

Lipeng defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom [39]. In Arabic communication skills, students must know and memorize *mufrodlat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four

elements: speaker, receiver, communication channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40], [41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43], [44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Sri Hastuti's study, which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity [43].

Local wisdom in learning can be utilized by developing learning media, such as the development research by Bulkani and Efendi, to create local wisdom-based animation media that can improve learning outcomes and build student character [29], [31]. This statement is consistent with what Dwianto said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes [45]. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48], [49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50]–[52].

Adopting educational films has various benefits, including increasing student attraction and interest in learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53], [54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47], [55], [56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57]–[60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19], [61].

Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication SKILLS. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation) [62], [63], [64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.

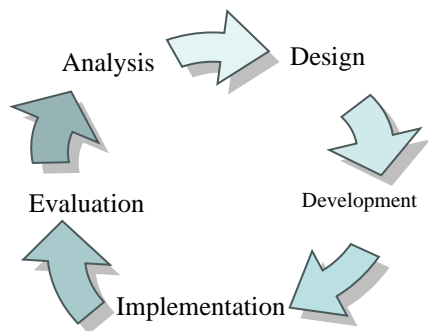


Figure 1. ADDIE Development Model

The development stages are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4,3,2,1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted

with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4,3,2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18], [69], [70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage[72]. The following are the findings:

Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

Opening Scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Figure 2. The Opening Scene

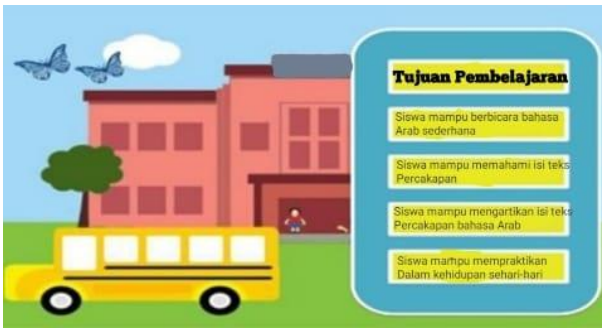


Figure 3. Learning Objectives

The Content of the Film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodat* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodat* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Figure 4. The Content of the Film



Figure 5. *Mufrodat* (Vocabulary)

Interactive Evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

The researcher's smartphone's built-in voice recorder app was used for audio recording, while a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Figure 6. Developer's Voice-over Process

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4,3,2,1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as follows:

TABLE 1. MATERIAL EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodlat) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as follows:

TABLE 2. MEDIA EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The results of media expert validation obtained an average percentage of 91.5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of student response data, the average response was 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

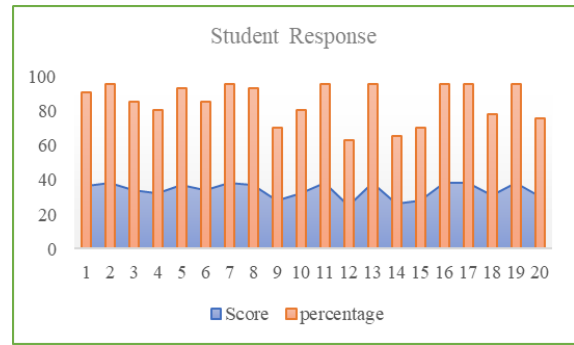


Figure 7. The Diagram of Students' Responses

Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4,3,2,1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) was 48, and the average post-test score (final test) was 87, with a student progress score 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

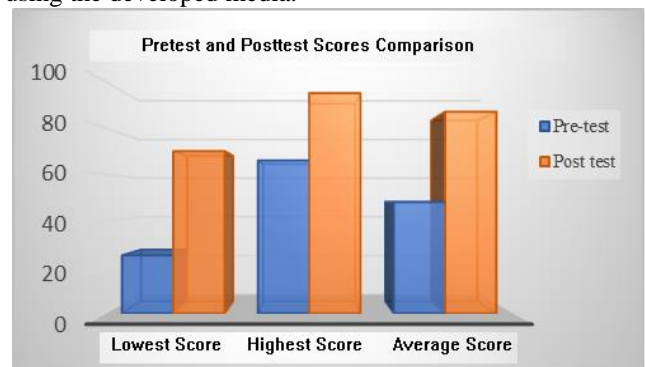


Figure 8. The pre-test and Post-test Score Comparison

Data Normality Test Results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H₀: Data is normally distributed.

H₁: Data is not normally distributed.

TABLE III. PRE-TEST NORMALITY DATA

Mean	48
Standard Deviation	7,677718959
L ₀	0,152006
L _{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV POST-TEST NORMALITY DATA

Mean	87
Standard Deviation	6,766792
L ₀	0,121241
L _{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L_o is lower than L_{table} ($0,121241 < 0,190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

Homogeneity Test Result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S: \frac{S_{max}}{S_{min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

$H_0 =$ If $F_{observed} < F_{critical}$, then the data variance is homogeneous.

$H_1 =$ If $F_{observed} > F_{critical}$, then the variance is not homogeneous.

TABLE V. HOMOGENEITY TEST DATA

Pre-test variance	58,94736842
Post-test variance	45,78947368
$F_{observed}$	1,287356322
$F_{critical}$	2,168251601

Based on the data above, the value of $F_{observed}$ is 1.28, and the value of $F_{critical}$ is 2.16. Because $F_{observed}$ is lower than $F_{critical}$, the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{observed} \leq t_{critical}$$

$$H_1 = t_{observed} > t_{critical}$$

The finding of the t-test is as follows:

TABLE VI. T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58,94736842	45,78947368
Observations	20	20
Pearson Correlation		0,942137544
Hypothesized Mean Difference		0
df		19
t Stat		66,67833231
P(T<=t) one-tail		2,70094E-24
t Critical one-tail		1,729132812
P(T<=t) two-tail		5,40187E-24
t Critical two-tail		2,093024054

Based on Table VI, the value of $t_{observed}$ is greater than the $t_{critical}$ with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local

knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33], [34]. The elements of local wisdom can provide contextualized student learning experiences [30], [31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29], [32], [34], [73]–[75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18], [24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35]–[38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and

feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18], [21], [79], [27], [28].

However, there are some drawbacks to using educational films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19], [61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57]–[60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80], [81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43], [44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes. [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using

Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Koderi is a lecturer in the Arabic Language Education Study Program of Tarbiyah and Teacher Training Faculty at the Raden Intan State Islamic University Lampung, Indonesia. He currently teaches media and technology for Arabic language learning. He holds a Bachelor's degree from the Raden Intan Lampung State Islamic Institute in the Arabic language Education Study Program, a Master's degree from the University of Lampung, Indonesia, and a Doctorate in Educational Technology from the State University of Jakarta, Indonesia. His area of interest for research is educational technology.



Muhammad Sufian is a student at Raden Intan State Islamic University, Indonesia, enrolled in the Master of Arabic Language Education Postgraduate Program. His area of interest for research is the development of learning media.



Erlina is a lecturer in the Arabic Language Education Study Program at the Raden Intan State Islamic University Lampung in the Tarbiyah and Teacher Training Faculty. She currently teaches curriculum and Arabic learning strategies. She acquired her Bachelor's degree from Arabic Education Study Program and her master's in curriculum development from Raden Intan State Islamic Institute Lampung, Indonesia. Later, she acquired her doctoral of Language Teaching from the University of Jakarta, Indonesia. Her research interests are in the field of Arabic language education.

Manuscript ID : IJIE-9030
Title : Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Dear Reviewer and Editor,

First and foremost, the authors would like to express their utmost gratitude to the Editor and Reviewers for their valuable comments and suggestions and for the effort and time spent in attempting to improve the quality of this article throughout the review process. As such, we have attempted to address all queries and corrections as best as possible.

“Comments of the Reviewer” have been included (written in black), followed by “Author’s response” (written in red), which explains how the changes have been incorporated, or provides further motivation. Some extracts from the paper to show how the reviewers’ comments have been addressed are written in blue color. The location of the corrections/motivation has been indicated in red font on the updated manuscript.

We trust we have met the expectations of the Editor and Reviewers.

Author detailed response:

Reviewer B:

Comment 1:

I cannot trust the results as reported. This is because the numbers do not add up.

Problem 1

In version one the authors reported the same percentages in Table 1 and Table 2 as in version two. In version one, they stated that there were a total 20 indicator assessment items. In version two they explain that experts were given a value scale of 1 to 4. Thus, the highest available mark should be $20 \times 4 = 80$.

Problem 2

Regardless of the number of indicator items, using a scale with the maximum value of 4 cannot result in a maximum score of 50 or 100, because neither 50 nor 100 are multiples of 4.

Potential resolution

There are three ways to resolve this.

1. Report the exact scores precisely so that readers can understand the reported numbers.

2. Do not report the scores at all, and replace this section with a more qualitative section focusing on the positive views of the expert witnesses and include some of their suggested improvements.

3. Delete the whole section on expert validation.

Naturally, some of these sections include amending or deleting references to these results in different parts of the paper. Once this issue is resolved (using any of three ways), the paper should be suitable for publication.

Response: We have fixed it according to the suggestions in the draft article. We have improved the scores accurately so that readers can understand the reported numbers.

Revised text:

.....

TABLE 1. MATERIAL EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodat) to enhance comprehension.

Notifikasi



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Pengajuan

Mengembangkan Film Kearifan Lokal Lampung Keterampilan Komunikasi Bahasa Arab Bagi Siswa Madrasah Tsanawiyah

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kepada to PT Bank Mandiri (Persero) Tbk

tanggal date 04-07-2023

harap dilakukan transaksi berikut please do this transaction:

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PENERIMA (wajib diisi) beneficiary
Status kependudukan resident status

perorangan individual perusahaan company pemerintah government
 penduduk resident bukan penduduk non-resident

Nama name
Nomor rekening account number
Bank bank
Alamat & telp penerima beneficiary address & phone no
Jenis & Nomor Identitas ID type & number

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054-902037-0
DBS BANK, SINGAPURA
9 JURONG TOWN HALL ROAD HUB SINGAPURA
KODE BIC/SWIFT: DBSS66SG

TUJUAN TRANSAKSI purpose of transaction (wajib diisi)

Tabungan / investasi savings / investment Pembayaran payment Biaya hidup personal expenses
 Bisnis business purpose Pembelian barang / jasa purpose of goods / services Donasi / amal donation

BERITA TRANSAKSI transaction remarks

MANUSCRIPT ID: LIET-9030: KODERI

diisi oleh Bank filled out by the bank

Jumlah transfer amount of transfer	
Komisi commission	
Biaya Pengiriman transfer fee (SWIFT/RTGS/SKNBI)	
Biaya Koresponden correspondent charge	
Sub Total	
Kurs rate	
Total	

Pemohon dengan ini menyetujui syarat-syarat dan ketentuan yang tercantum dibalik formulir aplikasi ini the applicant hereby accepts the terms and conditions stated on the reverse side of this transaction form

Pengesahan bank's authorization Tanda tangan pemohon applicant's signature
M. FARAH MUTIA SIREGAK
GENERAL BANKER STAFF
Nama name Farah

PENGIRIM (wajib diisi) applicant

nasabah customer non nasabah walk in customer (WIC)

NIK/Paspor (WNA)/NPWP (Perusahaan) ID number 1871021307730001

Informasi pengirim applicant information

perorangan individual perusahaan company pemerintah government
 penduduk resident bukan penduduk non-resident

Status kependudukan resident status

Nama name KODERI

Alamat & nomor telepon address & telephone number 081379011161

METODE TRANSAKSI (wajib diisi) method of transaction

tunai cash debet rekening debit account 1140005806040 cek/bilyet giro cheque

Bank Tertarik drawee bank	No.cek/BG cheque number	Valuta currency	Nominal amount
			<u>450 USD</u>

Jumlah setoran/transfer/kliring/inkaso deposit/transfer/clearing/collection amount 450. USD

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SUMBER DANA TRANSAKSI (wajib diisi) source of fund

Gaji / penghasilan salary / income Tabungan / hasil investasi savings / investment Warisan inheritance Dana pemerintah Government Funds
 Hibah / hadiah Grants / gifts Penjualan aset sale of assets Hasil usaha business proceed Sumbangan contribution

BIAYA TRANSAKSI transaction fee

Tunai cash Debet rekening debit account

Biaya bank koresponden correspondent charge

Pengirim applicant Penerima beneficiary Lainnya others

diisi apabila pembawa formulir bukan Pengirim filled out if the bearer of this form is not the applicant

Nama name
Alamat & nomor telepon address & telephone number
NIK/ Paspor (WNA) ID number

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) research and development model. The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of $t_{observed}$ was 66.678, which was higher than the $t_{critical}$ of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media, local wisdom, Arabic communication skills

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1–3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4–6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7, 8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9, 10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand

Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14, 15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16–18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining.

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Koderi and Erlina are with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

Muhammad Sufian is with Arabic Language Education, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

*Correspondence: koderi@radenintan.ac.id (K.)

Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26, 27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29–33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35–38]. Research by Kramer, Ye, Bieman, Kim, Wang, Ahmed, Wodahl, Qadha, Wai Tse, Hasmalena, Daryono, and Pambudi shows that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23, 39–42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [33, 34]. Local wisdom-based learning allows students to learn

from a context close to their daily lives [45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46, 47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Hikamah *et al.* [37] defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement.

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic [38] demonstrates that vocabulary predicts speaking and writing skills.

Lipeng [39] defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom. In Arabic communication skills, students must know and memorize *mufrodat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication

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channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40, 41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43, 44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Hastuti [43], which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.

Local wisdom in learning can be utilized by developing learning media, such as the development research by [Bulkani and Efendi](#), to create local wisdom-based animation media that can improve learning outcomes and build student character [29, 31]. This statement is consistent with what Dwianto [45] said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational Films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48, 49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50–52].

Adopting educational films has various benefits, including increasing student attraction and interest in

learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53, 54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47, 55, 56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57–60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19, 61].

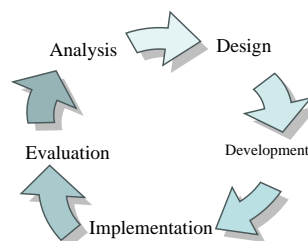
Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication skills. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) development model [62–64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.



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Fig. 1. ADDIE development model.

The development stages are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4, 3, 2, 1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4, 3, 2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18, 69, 70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage [72]. The following are the findings:

1) Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

2) Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

3) Opening scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Fig. 2. The opening scene.

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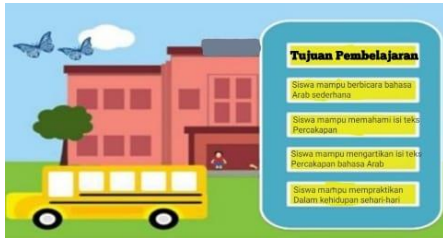


Fig. 3. Learning objectives.

4) The content of the film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodat* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodat* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Fig. 4. The content of the film.



Fig. 5. Mufrodat (vocabulary).

6) Interactive evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

7) Development

The Lampung local wisdom-based educational film was

created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

The researcher's smartphone's built-in voice recorder app was used for audio recording, while a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Fig. 6. Developer's voice-over process.

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as Table I:

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local

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Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodlat) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as Table II:

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The results of media expert validation obtained an average percentage of 91.5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of student response data, the average response was 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

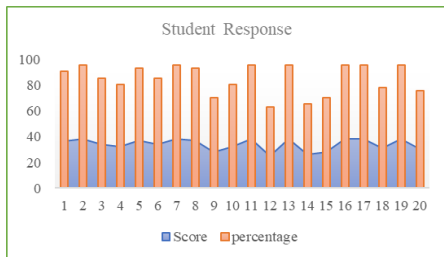


Fig. 7. The Diagram of students' responses.

8) Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4, 3, 2, 1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) was 48, and the average post-test score (final test) was 87, with a student progress score 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

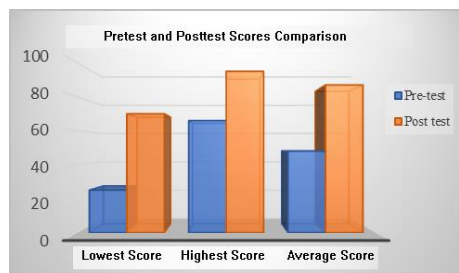


Fig. 8. The pre-test and post-test score comparison.

9) Data normality test results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H_0 : Data is normally distributed.

H_1 : Data is not normally distributed.

Mean	48
Standard Deviation	7.677718959
L_0	0.152006
L_{table}	0.19
Description	Normal

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Based on the results of the calculations, it can be seen that L_0 is lower than L_{table} ($0.152006 < 0.190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

Mean	87
Standard Deviation	6.766792
L_0	0.121241
L_{table}	0.19
Description	Normal

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Based on the results of the calculations, it can be seen that L_0 is lower than L_{table} ($0.121241 < 0.190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

10) Homogeneity test result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S: \frac{S_{\max}}{S_{\min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

H_0 = If $F_{\text{observed}} < F_{\text{critical}}$, then the data variance is homogeneous.

H_1 = If $F_{\text{observed}} > F_{\text{critical}}$, then the variance is not homogeneous.

TABLE V: HOMOGENEITY TEST DATA

Pre-test variance	58.94736842
Post-test variance	45.78947368
F_{observed}	1.287356322
F_{critical}	2.168251601

Based on the data above, the value of F_{observed} is 1.28, and the value of F_{critical} is 2.16. Because F_{observed} is lower than F_{critical} , the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{\text{observed}} \leq t_{\text{critical}}$$

$$H_1 = t_{\text{observed}} > t_{\text{critical}}$$

The finding of the t-test is as follows:

TABLE VI: T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58.94736842	45.78947368
Observations	20	20
Pearson Correlation		0.942137544
Hypothesized Mean Difference		0
df		19
t Stat		66.67833231
P(T<=t) one-tail		2.70094E-24
t Critical one-tail		1.729132812
P(T<=t) two-tail		5.40187E-24
t Critical two-tail		2.093024054

Based on Table VI, the value of t_{observed} is greater than the t_{critical} with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33, 34]. The elements of local wisdom can provide contextualized student learning experiences [30, 31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn

practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29, 32, 34, 73–75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18, 24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35–38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18, 21, 27, 28, 79].

However, there are some drawbacks to using educational

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films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19, 61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57–60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80, 81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43, 44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results

of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) research and development model. The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of $t_{observed}$ was 66.678, which was higher than the $t_{critical}$ of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media, local wisdom, Arabic communication skills

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1–3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4–6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7, 8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9, 10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand

Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14, 15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16–18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining.

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Koderi and Erlina are with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

Muhammad Sufian is with Arabic Language Education, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

*Correspondence: koderi@radenintan.ac.id (K.)

Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22-25]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26, 27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29-33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35-38]. [Research by Bulkani [29], Luthfi [27], Jumini [28] Kim [14], Hasmalena [26], Daryono [25], and Pambudi [24] shows that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23, 39-42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [33, 34]. Local wisdom-based learning allows students to learn

from a context close to their daily lives [43-45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46, 47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Hikamah *et al.* [37] defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement.

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic [38] demonstrates that vocabulary predicts speaking and writing skills.

Lipeng [39] defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom. In Arabic communication skills, students must know and memorize *mufrodat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication

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channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40, 41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43, 44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Hastuti [43], which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.

Local wisdom in learning can be utilized by developing learning media, such as the development research by Bulkani [29] and Napitulu [31], to create local wisdom-based animation media that can improve learning outcomes and build student character [29, 31]. This statement is consistent with what Dwianto [45] said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational Films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48, 49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50–52].

Adopting educational films has various benefits, including increasing student attraction and interest in

learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53, 54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47, 55, 56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57–60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19, 61].

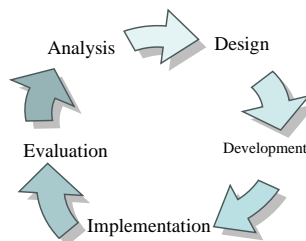
Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication skills. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) development model [62–64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.



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Fig. 1. The Steps of the ADDIE Development Model [62]

The development stages according to Fig. 1 are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4, 3, 2, 1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4, 3, 2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18, 69, 70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage [72]. The following are the findings:

1) Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

2) Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

3) Opening scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Fig. 2. The opening scene of the film.

Fig. 2 shows the thumbnail and title of the educational film play an important role in capturing the audience's attention and providing a brief overview of the topic to be

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discussed. With this display, viewers can quickly identify the subject of the film and decide whether it is relevant to their interests or needs. Furthermore, by including the name of the developer, valuable information about the credibility and source of the content are presented. It allows viewers to recognize and establish a connection between the film and the developer, which can serve as a further point of reference. After the thumbnail and title, the next is the display of learning objectives.

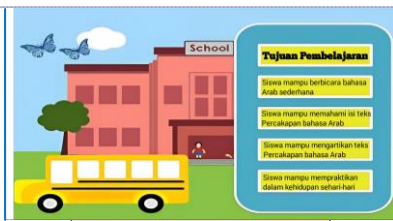


Fig. 3. The Learning Objectives' Display.

Furthermore, Fig. 3 shows that the learning objectives are a key aspect of this educational film. In this context, the learning objectives are designed to focus the learning efforts on developing communication skills in Arabic. These objectives may involve mastering vocabulary, grammar, speaking, listening, reading, and writing in Arabic. With clear learning objectives, learners can direct their learning efforts more effectively and purposefully.

4) The content of the film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodad* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodad* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Fig. 4. The dialogue content in the film.

In fig. 4, a dialogue about planning a trip to Pantai Pahawang is presented. The conversation is depicted in a simple dialogue format. The students will be going on a tour

to Pantai Pahawang to explore the beauty of the beach and engage in the cultural activity of *Nyeruit* as a way of preserving Lampung's heritage.



Fig. 5. The portrayal of *Mufrodad* (vocabulary) in the film.

Fig. 5 showcases the vocabulary used in the film. Fig. 5 displays *Mufrodad* images accompanied by supporting texts that explain the topic of discussion. It enables the audience to understand the meaning and purpose of the educational film.

6) Interactive evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

7) Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

Fig. 6 shows that the researcher's smartphone's built-in voice recorder app was used for audio recording and a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Fig. 6. Developer's voice-over process.

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough

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and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as Table I:

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodlat) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as Table II:

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The results of media expert validation obtained an average percentage of 91,5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested

revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of the student response data shown in Fig. 7 that the average response is 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

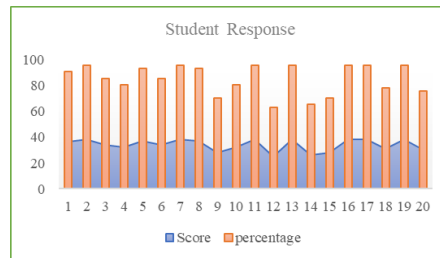


Fig. 7. The Diagram of students' responses.

8) Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4, 3, 2, 1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) in Fig. 8 was 48, and the average post-test score (final test) was 87, with a student progress score of 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

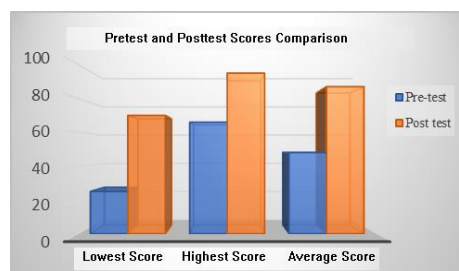


Fig. 8. The pre-test and post-test score comparison.

9) Data normality test results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H_0 : Data is normally distributed.

H₁: Data is not normally distributed.

TABLE III: THE PRE-TEST NORMALITY DATA

Mean	48
Standard Deviation	7.677718959
L ₀	0.152006
L _{table}	0.19
Description	Normal

Based on the results of the calculations on Table III, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV: THE POST-TEST NORMALITY DATA

Mean	87
Standard Deviation	6.766792
L ₀	0.121241
L _{table}	0.19
Description	Normal

Based on the results of the calculations on Table IV, it can be seen that L₀ is lower than L_{table} (0.121241 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

10) Homogeneity test result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S = \frac{S_{max}}{S_{min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

H₀ = If F_{observed} < F_{critical}, then the data variance is homogeneous.

H₁ = If F_{observed} > F_{critical}, then the variance is not homogeneous.

TABLE V: RESULT OF HOMOGENEITY TEST DATA

Pre-test variance	58.94736842
Post-test variance	45.78947368
F _{observed}	1.287356322
F _{critical}	2.168251601

Based on Table V, the value of F_{observed} is 1.28, and the value of F_{critical} is 2.16. Because F_{observed} is lower than F_{critical}, the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{observed} \leq t_{critical}$$

$$H_1 = t_{observed} > t_{critical}$$

The finding of the t-test is as follows:

TABLE VI: T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58.94736842	45.78947368

Observations	20	20
Pearson Correlation		0.942137544
Hypothesized Mean Difference		0
df		19
t Stat		66.67833231
P(T<=t) one-tail		2.70094E-24
t Critical one-tail		1.729132812
P(T<=t) two-tail		5.40187E-24
t Critical two-tail		2.093024054

Based on Table VI, the value of t_{observed} is greater than the t_{critical} with a value of 66.678 > 2.093. This result shows that H₀ is rejected and H₁ is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33, 34]. The elements of local wisdom can provide contextualized student learning experiences [30, 31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29, 32, 34, 73-75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the Nyeruit tradition as one of the symbols of togetherness of the Lampung people. Lampung people do Nyeruit by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational

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purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18, 24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35, 38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18, 21, 27, 28, 79].

However, there are some drawbacks to using educational films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19, 61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57–60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80, 81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43, 44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory

comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) research and development model. The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of $t_{observed}$ was 66.678, which was higher than the $t_{critical}$ of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media, local wisdom, Arabic communication skills

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1–3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4–6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7, 8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9, 10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand

Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14, 15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16–18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining.

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Koderi and Erlina are with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

Muhammad Sufian is with Arabic Language Education, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

*Correspondence: koderi@radenintan.ac.id (K.)

Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26, 27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29–33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35–38]. [Research by Bulkani \[29\], Luthfi \[27\], Jumini \[28\], Kim \[14\], Wang \[60\], Hasmalena \[26\], Daryono \[25\], and Pambudi \[24\] shows](#) that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23, 39–42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [33, 34]. Local wisdom-based learning allows students to learn

from a context close to their daily lives [45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46, 47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Hikamah *et al.* [37] defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement.

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic [38] demonstrates that vocabulary predicts speaking and writing skills.

Lipeng [39] defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom. In Arabic communication skills, students must know and memorize *mufrodat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication

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channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40, 41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43, 44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Hastuti [43], which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.

Local wisdom in learning can be utilized by developing learning media, such as the development research by Bulkani [29] and Napitulu [31], to create local wisdom-based animation media that can improve learning outcomes and build student character [29, 31]. This statement is consistent with what Dwianto [45] said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational Films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48, 49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50–52].

Adopting educational films has various benefits, including increasing student attraction and interest in

learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53, 54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47, 55, 56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57–60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19, 61].

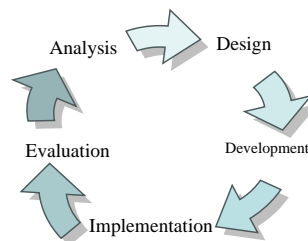
Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication skills. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) development model [62–64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.



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Fig. 1. The steps of the ADDIE development model [62].

The development stages according to Fig. 1 are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4, 3, 2, 1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4, 3, 2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18, 69, 70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage [72]. The following are the findings:

1) Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

2) Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

3) Opening scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Fig. 2. The opening scene of the film.

In Fig. 2 shows the thumbnail and title of the educational film play an important role in capturing the audience's attention and providing a brief overview of the topic to be

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discussed. With this display, viewers can quickly identify the subject of the film and decide whether it is relevant to their interests or needs. Furthermore, including the name of the educational film developer provides valuable information about the credibility and source of the content being presented. This allows viewers to recognize and establish a connection between the film and the developer, which can serve as a further point of reference. After the thumbnail and title, the next is the display of learning objectives.

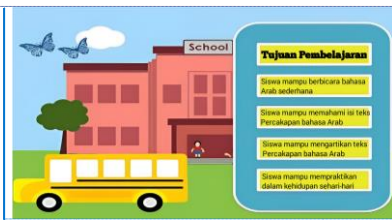


Fig. 3. The learning objectives' display.

Furthermore, in Fig. 3 shows the learning objectives are a key aspect of this educational film. In this context, the learning objectives are designed to focus learning efforts on developing communication skills in Arabic. These objectives may involve mastering vocabulary, grammar, speaking, listening, reading, and writing in Arabic. With clear learning objectives in place, learners can direct their learning efforts more effectively and purposefully.

4) The content of the film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrod* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrod* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Fig. 4. The dialogue content in the film.

In fig. 4, a dialogue between students planning a trip to Pantai Pahawang is presented. The conversation is depicted

in a simple dialogue format. The students will be going on a tour to Pantai Pahawang to explore the beauty of the beach and engage in the cultural activity of *Nyeruit* as a way of preserving Lampung's heritage.



Fig. 5. The portrayal of *Mufrod* (vocabulary) in the film.

In Fig. 5 showcases the vocabulary used in the film educational. Fig. 5 displays *Mufrod* images accompanied by supporting texts that explain the topic of discussion. This enables the audience to understand the meaning and purpose of the educational film.

6) Interactive evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

7) Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

The researcher's smartphone's built-in voice recorder app was used for audio recording, while a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Fig. 6. Developer's voice-over process.

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies

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and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as Table I:

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodlat) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as Table II:

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The results of media expert validation obtained an average percentage of 91,5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a

way to further improve the film media. The suggested revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of student response data, the average response was 84,5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

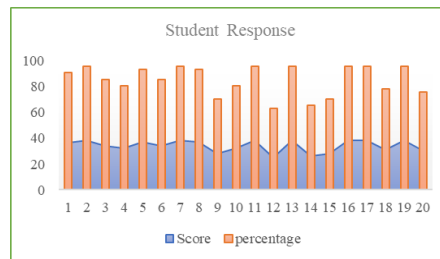


Fig. 7. The Diagram of students' responses.

8) Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4, 3, 2, 1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) was 48, and the average post-test score (final test) was 87, with a student progress score 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

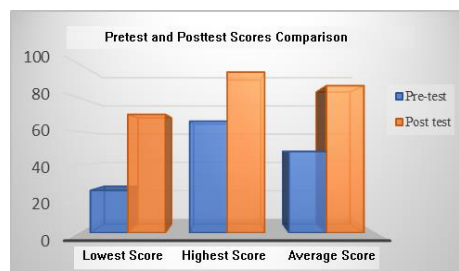


Fig. 8. The pre-test and post-test score comparison.

9) Data normality test results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H₀: Data is normally distributed.
H₁: Data is not normally distributed.

TABLE III: PRE-TEST NORMALITY DATA RESULT

Mean	48
Standard Deviation	7.67718959
L ₀	0.152006
L _{table}	0.19
Description	Normal

Based on the results of the calculations on Table III, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV: POST-TEST NORMALITY DATA RESULT

Mean	87
Standard Deviation	6.766792
L ₀	0.121241
L _{table}	0.19
Description	Normal

Based on the results of the calculations on Table IV, it can be seen that L₀ is lower than L_{table} (0.121241 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

10) Homogeneity test result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S = \frac{S_{max}}{S_{min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

H₀ = If F_{observed} < F_{critical}, then the data variance is homogeneous.

H₁ = If F_{observed} > F_{critical}, then the variance is not homogeneous.

TABLE V: RESULT OF HOMOGENEITY TEST DATA

Pre-test variance	58.94736842
Post-test variance	45.78947368
F _{observed}	1.287356322
F _{critical}	2.168251601

Based on Table V, the value of F_{observed} is 1.28, and the value of F_{critical} is 2.16. Because F_{observed} is lower than F_{critical}, the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{observed} \leq t_{critical}$$

$$H_1 = t_{observed} > t_{critical}$$

The finding of the t-test is as follows:

TABLE VI: T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87

Variance	58.94736842	45.78947368
Observations	20	20
Pearson Correlation		0.942137544
Hypothesized Mean Difference		0
df		19
t Stat		66.67833231
P(T<=t) one-tail		2.70094E-24
t Critical one-tail		1.729132812
P(T<=t) two-tail		5.40187E-24
t Critical two-tail		2.093024054

Based on Table VI, the value of t_{observed} is greater than the t_{critical} with a value of 66.678 > 2.093. This result shows that H₀ is rejected and H₁ is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33, 34]. The elements of local wisdom can provide contextualized student learning experiences [30, 31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29, 32, 34, 73-75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for

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entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18, 24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35–38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18, 21, 27, 28, 79].

However, there are some drawbacks to using educational films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19, 61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57–60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80, 81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43, 44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication

Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) research and development model. The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of $t_{observed}$ was 66.678, which was higher than the $t_{critical}$ of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media, local wisdom, Arabic communication skills

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1–3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4–6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7, 8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9, 10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand

Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14, 15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16–18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining.

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Koderi and Erlina are with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

Muhammad Sufian is with Arabic Language Education, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

*Correspondence: koderi@radenintan.ac.id (K.)

Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26, 27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29–33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35–38]. [Research by Bulkani \[29\], Luthfi \[27\], Jumini \[28\], Kim \[14\], Wang \[60\], Hasmalena \[26\], Daryono \[25\], and Pambudi \[24\] shows](#) that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23, 39–42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [33, 34]. Local wisdom-based learning allows students to learn

from a context close to their daily lives [45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46, 47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Hikamah *et al.* [37] defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement.

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic [38] demonstrates that vocabulary predicts speaking and writing skills.

Lipeng [39] defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom. In Arabic communication skills, students must know and memorize *mufrodat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication

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channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40, 41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43, 44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Hastuti [43], which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.

Local wisdom in learning can be utilized by developing learning media, such as the development research by Bulkani [29] and Napitulu [31], to create local wisdom-based animation media that can improve learning outcomes and build student character [29, 31]. This statement is consistent with what Dwianto [45] said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational Films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48, 49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50–52].

Adopting educational films has various benefits, including increasing student attraction and interest in

learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53, 54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47, 55, 56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57–60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19, 61].

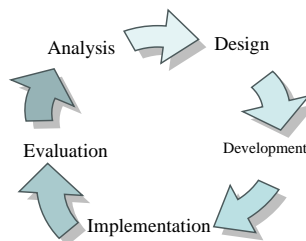
Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication skills. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) development model [62–64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.



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Fig. 1. The steps of the ADDIE development model [62].

The development stages are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4, 3, 2, 1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4, 3, 2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18, 69, 70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage [72]. The following are the findings:

1) Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

2) Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

3) Opening scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Fig. 2. The opening scene of the film.

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Fig. 3. The learning objectives' display.

4) The content of the film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodlat* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodlat* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyerūt* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Fig. 4. The dialogue content in the film.



Fig. 5. The portrayal of *Mufrodlat* (vocabulary) in the film.

6) Interactive evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

7) Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser

installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

The researcher's smartphone's built-in voice recorder app was used for audio recording, while a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Fig. 6. Developer's voice-over process.

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as Table I:

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly

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valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodlat) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as Table II:

TABLE II: MEDIA EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The results of media expert validation obtained an average percentage of 91.5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of student response data, the average response was 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

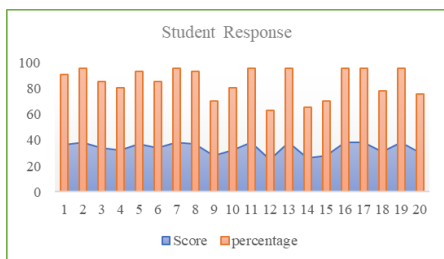


Fig. 7. The Diagram of students' responses.

8) Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4, 3, 2, 1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) was 48, and the average post-test score (final test) was 87, with a student progress score 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

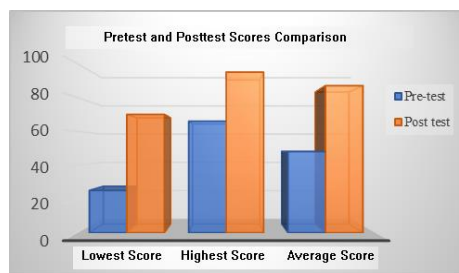


Fig. 8. The pre-test and post-test score comparison.

9) Data normality test results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

- H₀: Data is normally distributed.
- H₁: Data is not normally distributed.

TABLE III: PRE-TEST NORMALITY DATA RESULT

Mean	48
Standard Deviation	7.677718959
L ₀	0.152006
L _{table}	0.19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV: POST-TEST NORMALITY DATA RESULT

Mean	87
Standard Deviation	6.766792
L ₀	0.121241
L _{table}	0.19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.121241 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

10) Homogeneity test result

The Homogeneity test performed was the F-test with the formula used as follows:

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$$S: \frac{S_{\max}}{S_{\min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

H_0 = If $F_{\text{observed}} < F_{\text{critical}}$, then the data variance is homogeneous.

H_1 = If $F_{\text{observed}} > F_{\text{critical}}$, then the variance is not homogeneous.

TABLE V: RESULT OF HOMOGENEITY TEST DATA

Pre-test variance	58.94736842
Post-test variance	45.78947368
F_{observed}	1.287356322
F_{critical}	2.168251601

Based on the data above, the value of F_{observed} is 1.28, and the value of F_{critical} is 2.16. Because F_{observed} is lower than F_{critical} , the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{\text{observed}} \leq t_{\text{critical}}$$

$$H_1 = t_{\text{observed}} > t_{\text{critical}}$$

The finding of the t-test is as follows:

TABLE VI: T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58.94736842	45.78947368
Observations	20	20
Pearson Correlation		0.942137544
Hypothesized Mean Difference		0
df		19
t Stat		66.67833231
P(T<=t) one-tail		2.70094E-24
t Critical one-tail		1.729132812
P(T<=t) two-tail		5.40187E-24
t Critical two-tail		2.093024054

Based on Table VI, the value of t_{observed} is greater than the t_{critical} with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33, 34]. The elements of local wisdom can provide contextualized student learning experiences [30, 31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn

practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29, 32, 34, 73–75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18, 24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35–38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18, 21, 27, 28, 79].

However, there are some drawbacks to using educational

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films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19, 61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57–60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80, 81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43, 44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results

of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) research and development model. The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of $t_{observed}$ was 66.678, which was higher than the $t_{critical}$ of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media, local wisdom, Arabic communication skills

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1–3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4–6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7, 8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9, 10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand

Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14, 15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16–18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining.

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Koderi and Erlina are with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

Muhammad Sufian is with Arabic Language Education, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

*Correspondence: koderi@radenintan.ac.id (K.)

Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26, 27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29–33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35–38]. [Research by Bulkani \[29\], Luthfi \[27\], Jumini \[28\], Kim \[14\], Wang \[60\], Hasmalena \[26\], Daryono \[25\], and Pambudi \[24\] shows](#) that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23, 39–42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [33, 34]. Local wisdom-based learning allows students to learn

from a context close to their daily lives [45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46, 47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Hikamah *et al.* [37] defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement.

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic [38] demonstrates that vocabulary predicts speaking and writing skills.

Lipeng [39] defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom. In Arabic communication skills, students must know and memorize *mufrodat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication

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channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40, 41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43, 44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Hastuti [43], which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.

Local wisdom in learning can be utilized by developing learning media, such as the development research by Bulkani [29] and Napitulu [31], to create local wisdom-based animation media that can improve learning outcomes and build student character [29, 31]. This statement is consistent with what Dwianto [45] said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational Films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48, 49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50–52].

Adopting educational films has various benefits, including increasing student attraction and interest in

learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53, 54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47, 55, 56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57–60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19, 61].

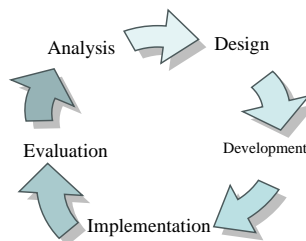
Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication skills. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) development model [62–64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.



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Fig. 1. The steps of the ADDIE development model [62].

The development stages are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4, 3, 2, 1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4, 3, 2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18, 69, 70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage [72]. The following are the findings:

1) Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

2) Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

3) Opening scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Fig. 2. The opening scene of the film.

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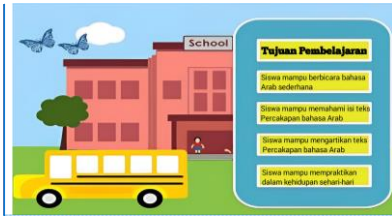


Fig. 3. The learning objectives' display.

4) The content of the film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodlat* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodlat* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyerūt* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Fig. 4. The dialogue content in the film.



Fig. 5. The portrayal of *Mufrodlat* (vocabulary) in the film.

6) Interactive evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

7) Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser

installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

The researcher's smartphone's built-in voice recorder app was used for audio recording, while a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Fig. 6. Developer's voice-over process.

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as Table I:

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly

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valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodad) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as Table II:

TABLE II: MEDIA EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The results of media expert validation obtained an average percentage of 91.5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of student response data, the average response was 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

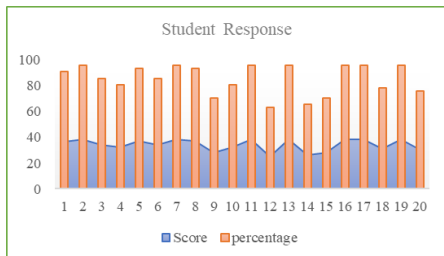


Fig. 7. The Diagram of students' responses.

8) Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4, 3, 2, 1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) was 48, and the average post-test score (final test) was 87, with a student progress score 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

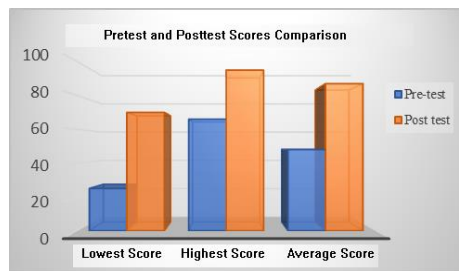


Fig. 8. The pre-test and post-test score comparison.

9) Data normality test results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

- H₀: Data is normally distributed.
- H₁: Data is not normally distributed.

TABLE III: PRE-TEST NORMALITY DATA RESULT

Mean	48
Standard Deviation	7.677718959
L ₀	0.152006
L _{table}	0.19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV: POST-TEST NORMALITY DATA RESULT

Mean	87
Standard Deviation	6.766792
L ₀	0.121241
L _{table}	0.19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.121241 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

10) Homogeneity test result

The Homogeneity test performed was the F-test with the formula used as follows:

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$$S: \frac{S_{\max}}{S_{\min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

H_0 = If $F_{\text{observed}} < F_{\text{critical}}$, then the data variance is homogeneous.

H_1 = If $F_{\text{observed}} > F_{\text{critical}}$, then the variance is not homogeneous.

TABLE V: RESULT OF HOMOGENEITY TEST DATA

Pre-test variance	58.94736842
Post-test variance	45.78947368
F_{observed}	1.287356322
F_{critical}	2.168251601

Based on the data above, the value of F_{observed} is 1.28, and the value of F_{critical} is 2.16. Because F_{observed} is lower than F_{critical} , the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{\text{observed}} \leq t_{\text{critical}}$$

$$H_1 = t_{\text{observed}} > t_{\text{critical}}$$

The finding of the t-test is as follows:

TABLE VI: T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58.94736842	45.78947368
Observations	20	20
Pearson Correlation		0.942137544
Hypothesized Mean Difference		0
df		19
t Stat		66.67833231
P(T<=t) one-tail		2.70094E-24
t Critical one-tail		1.729132812
P(T<=t) two-tail		5.40187E-24
t Critical two-tail		2.093024054

Based on Table VI, the value of t_{observed} is greater than the t_{critical} with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33, 34]. The elements of local wisdom can provide contextualized student learning experiences [30, 31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn

practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29, 32, 34, 73–75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18, 24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35–38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18, 21, 27, 28, 79].

However, there are some drawbacks to using educational

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films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19, 61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57–60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80, 81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43, 44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results

of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This study uses a mixed-method approach with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) research and development model. The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of $t_{observed}$ was 66.678, which was higher than the critical of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media, local wisdom, Arabic communication skills

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1–3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4–6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7, 8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9, 10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic

communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14, 15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16–18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve

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Koderi is with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia.

Muhammad Sufian is with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia. Email: muhammadsufian1998@gmail.com (M.S.)

Erlina is with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia. Email: erlina@radenintan.ac.id (E.)

*Correspondence: koderi@radenintan.ac.id (K.)

Commented [a1]: Please confirm if authors' affiliations are correct, the both affiliations are the same? Please note that affiliations should include department or faculty, university, city, country

Commented [Koderi2R1]: Koderi and Erlina come from the same affiliation. Muhammad Sufian has added a faculty affiliation.

students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining. Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22–25]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26, 27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29–33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35–38]. Researches show that films are feasible and effective in learning [14, 24–29].

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23, 39–42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities

and a sense of pride in their local culture and traditions [33, 34]. Local wisdom-based learning allows students to learn from a context close to their daily lives [43–45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46, 47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Hikamah *et al.* [37] defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement.

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic [38] demonstrates that vocabulary predicts speaking and writing skills.

He and Luo [39] defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom. In Arabic communication skills, students must know and memorize *mufrodlat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of

information [39]. The communication process generally involves four elements: speaker, receiver, communication channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40, 41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43, 44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Hastuti [43], which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.

Local wisdom in learning can be utilized by developing learning media, such as the development research [29, 31] to create local wisdom-based animation media that can improve learning outcomes and build student character [29, 31]. This statement is consistent with what Dwianto [45] said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational Films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48, 49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50–52].

Adopting educational films has various benefits,

including increasing student attraction and interest in learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53, 54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47, 55, 56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57–60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19, 61].

Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication skills. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) development model [62–64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.

The development stages according to Fig. 1 are as follows:

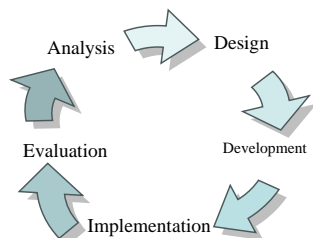


Fig. 1. The Steps of the ADDIE Development Model [62].

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4, 3, 2, 1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was

carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4, 3, 2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18, 69, 70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage [72]. The following are the findings:

1) Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

2) Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

3) Opening scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Fig. 2. The opening scene of the film.

Fig. 2 shows the thumbnail and title of the educational film play an important role in capturing the audience's attention and providing a brief overview of the topic to be discussed. With this display, viewers can quickly identify the subject of the film and decide whether it is relevant to their interests or needs. Furthermore, by including the name of the developer, valuable information about the credibility and source of the content are presented. It allows viewers to recognize and establish a connection between the film and the developer, which can serve as a further point of reference. After the thumbnail and title, the next is the display of learning objectives.



Fig. 3. The Learning objectives' display.

Furthermore, Fig. 3 shows that the learning objectives are a key aspect of this educational film. In this context, the learning objectives are designed to focus the learning efforts on developing communication skills in Arabic. These objectives may involve mastering vocabulary, grammar, speaking, listening, reading, and writing in Arabic. With clear learning objectives, learners can direct their learning efforts more effectively and purposefully.

4) The content of the film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodat* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodat* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Fig. 4. The dialogue content in the film.

In Fig. 4, a dialogue about planning a trip to Pantai Pahawang is presented. The conversation is depicted in a simple dialogue format. The students will be going on a tour to Pantai Pahawang to explore the beauty of the beach and engage in the cultural activity of *Nyeruit* as a way of preserving Lampung's heritage.

Fig. 5 showcases the vocabulary used in the film. Fig. 5 displays *Mufrodat* images accompanied by supporting texts that explain the topic of discussion. It enables the audience to understand the meaning and purpose of the educational film.

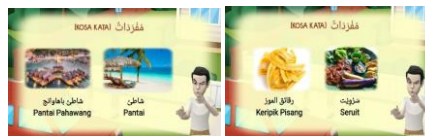


Fig. 5. The portrayal of *Mufrodat* (vocabulary) in the film.

6) Interactive evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

7) Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

Fig. 6 shows that the researcher's smartphone's built-in voice recorder app was used for audio recording and a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20s. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Fig. 6. Developer's voice-over process.

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as Table I:

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92.5%

The validation results from subject matter experts obtained an average percentage of 92.5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodlat) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or

family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as Table II:

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91.5%

The results of media expert validation obtained an average percentage of 91.5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

8) Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of the student response data shown in Fig. 7 that the average response is 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

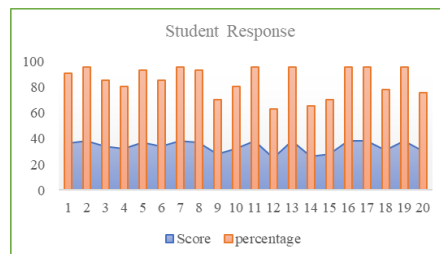


Fig. 7. The Diagram of students' responses.

9) Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4, 3, 2, 1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) in Fig. 8 was 48, and the average post-test score (final test) was 87, with a student progress score of 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score

after using the developed media.

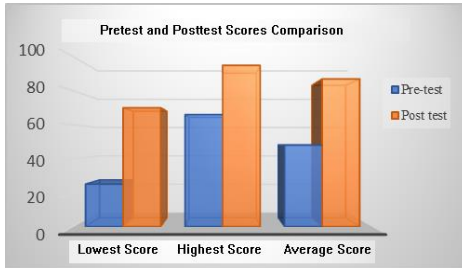


Fig. 8. The pre-test and post-test score comparison.

10) Data normality test results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

- H_0 : Data is normally distributed.
- H_1 : Data is not normally distributed.

TABLE III: THE PRE-TEST AND POST-TEST NORMALITY DATA

	Pre-test	Post-test
Mean	48	87
Observed	20	20
df	19	19
Standard Deviation	7.67718959	6.766792
$L_{observed}$	0.152006000	0.121241
$L_{critical}$	0.190000000	0.190000
Description	Normal	Normal

Based on the results of the calculations on Table III, it can be seen that $L_{observed}$ is lower than $L_{critical}$ ($0.152006 < 0.190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

Based on the results of the calculations on Table III, it can be seen that $L_{observed}$ is lower than $L_{critical}$ ($0.121241 < 0.190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the post-test data is normally distributed.

11) Homogeneity test result

The Homogeneity test performed was the F-test with the formula used as follows:

$$F = \frac{S_{max}}{S_{min}}$$

$$df1 = (n1 - 1)$$

$$df2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

- H_0 = Data is homogeneity distributed If $F_{observed} < F_{critical}$, then the data variance is homogeneous.
- H_1 = Data is not homogeneity distributed If $F_{observed} > F_{critical}$, then the variance is not homogeneous.

TABLE IV: RESULT OF HOMOGENEITY PRE-TEST AND PRE-TEST DATA

Pre-test variance	58.94736842
Post-test variance	45.78947368
$F_{observed}$	1.287356322
$F_{critical}$	2.168251601

Based on Table IV, the value of $F_{observed}$ is 1.287356322, and the value of $F_{critical}$ is 2.168251601. Because $F_{observed}$ is lower than $F_{critical}$, the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

- H_0 = data is rejected if $t_{observed} \leq t_{critical}$
 - H_1 = data is accepted if $t_{observed} > t_{critical}$
- The finding of the t-test is as follows:

TABLE V: T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58.94736842	45.78947368
Observations	20	20
Pearson Correlation		0.942137544
Hypothesized Mean Difference		0
df		19
$t_{observed}$		66.67833231
P(T<=t) one-tail		2.70094E-24
t Critical one-tail		1.729132812
P(T<=t) two-tail		5.40187E-24
t Critical two-tail		2.093024054

Based on Table V, the value of $t_{observed}$ is greater than the $t_{critical}$ with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel prouder of their culture and tradition [33, 34]. The elements of local wisdom can provide contextualized student learning experiences [30, 31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29, 32, 34, 73-75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into

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 H_1 = Data is not homogeneity distributed If $F_{observed} > F_{critical}$, then the variance is not homogeneous

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Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18, 24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35–38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18, 21, 27, 28, 79].

However, there are some drawbacks to using educational films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19, 61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57–60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80, 81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43, 44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating

a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed,

interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This study uses a mixed-method approach with the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) research and development model. The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of $t_{observed}$ was 66.678, which was higher than the $t_{critical}$ of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media, local wisdom, Arabic communication skills

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1–3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4–6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7, 8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9, 10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand Arabic culture, and serve as the foundation for other Arabic

language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodah*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14, 15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16–18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to improve students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining. Lampung is a region in Indonesia located on the island of

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Koderi, Muhammad Sufian, and Erlina are with Study Program of Arabic Language Education, Faculty of Tarbiyah and Teacher Training, Raden Intan State Islamic University Lampung, Lampung, Indonesia. E-mail: iyansufian1998@gmail.com (M.S.), erlina@radenintan.ac.id (E.)

*Correspondence: koderi@radenintan.ac.id (K.)

Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22–25]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26, 27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29–33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35–38]. Researches show that films are feasible and effective in learning [14, 24–29].

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23, 39–42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [33, 34]. Local wisdom-based learning allows students to learn from a context close to their daily lives [43–45].

Research relevant to local wisdom makes it easier for

students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46, 47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Hikamah *et al.* [37] defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement.

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic [38] demonstrates that vocabulary predicts speaking and writing skills.

He and Luo [39] defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom. In Arabic communication skills, students must know and memorize *mufrodad* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts, opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the

core skills [40, 41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43, 44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Hastuti [43], which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity.

Local wisdom in learning can be utilized by developing learning media, such as the development research [29, 31] to create local wisdom-based animation media that can improve learning outcomes and build student character [29, 31]. This statement is consistent with what Dwianto [45] said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational Films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and narrative films deliberately structured for learning objectives are examples of educational films [48, 49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50–52].

Adopting educational films has various benefits, including increasing student attraction and interest in learning, facilitating active learning, improving information retention, and stimulating student creativity and critical thinking [53, 54]. Films media also provide messages that

can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47, 55, 56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57–60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19, 61].

Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication skills. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the Analysis, Design, Development, Implementation, and Evaluation (ADDIE) development model [62–64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.

The development stages according to Fig. 1 are as follows:

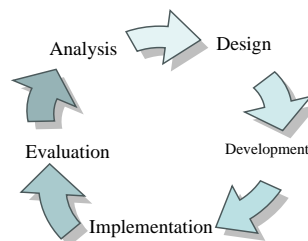


Fig. 1. The Steps of the ADDIE Development Model [62].

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4, 3, 2, 1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: the number of respondents who answered divided by the number of validators multiplied by 100.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: the number of respondents who answered divided by the number of students multiplied by 100.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4, 3, 2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18, 69, 70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage [72]. The following are the findings:

1) Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

2) Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

3) Opening scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Fig. 2. The opening scene of the film.

Fig. 2 shows the thumbnail and title of the educational film play an important role in capturing the audience's attention and providing a brief overview of the topic to be

discussed. With this display, viewers can quickly identify the subject of the film and decide whether it is relevant to their interests or needs. Furthermore, by including the name of the developer, valuable information about the credibility and source of the content are presented. It allows viewers to recognize and establish a connection between the film and the developer, which can serve as a further point of reference. After the thumbnail and title, the next is the display of learning objectives.

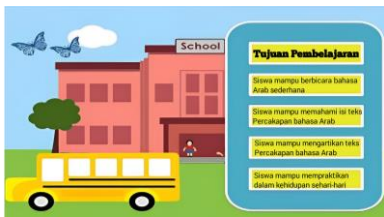


Fig. 3. The Learning objectives' display.

Furthermore, Fig. 3 shows that the learning objectives are a key aspect of this educational film. In this context, the learning objectives are designed to focus the learning efforts on developing communication skills in Arabic. These objectives may involve mastering vocabulary, grammar, speaking, listening, reading, and writing in Arabic. With clear learning objectives, learners can direct their learning efforts more effectively and purposefully.

4) The content of the film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrod* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrod* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Fig. 4. The dialogue content in the film.

In Fig. 4, a dialogue about planning a trip to Pantai Pahawang is presented. The conversation is depicted in a simple dialogue format. The students will be going on a tour

to Pantai Pahawang to explore the beauty of the beach and engage in the cultural activity of *Nyeruit* as a way of preserving Lampung's heritage.

Fig. 5 showcases the vocabulary used in the film. Fig. 5 displays *Mufrod* images accompanied by supporting texts that explain the topic of discussion. It enables the audience to understand the meaning and purpose of the educational film.



Fig. 5. The portrayal of *Mufrod* (vocabulary) in the film.

6) Interactive evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

7) Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

Fig. 6 shows that the researcher's smartphone's built-in voice recorder app was used for audio recording and a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20s. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Fig. 6. Developer's voice-over process.

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough

and clear; 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as Table I:

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92.5%

The validation results from subject matter experts obtained an average percentage of 92.5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodah) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as Table II:

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91.5%

The results of media expert validation obtained an average percentage of 91.5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested

revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

8) Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of the student response data shown in Fig. 7 that the average response is 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

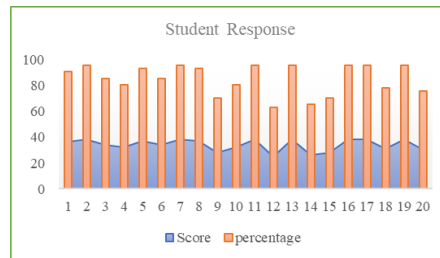


Fig. 7. The Diagram of students' responses.

9) Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4, 3, 2, 1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) in Fig. 8 was 48, and the average post-test score (final test) was 87, with a student progress score of 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.

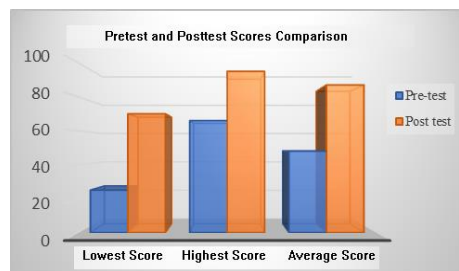


Fig. 8. The pre-test and post-test score comparison.

10) Data normality test results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H₀: Data is normally distributed.
H₁: Data is not normally distributed.

TABLE III: THE PRE-TEST AND POST-TEST NORMALITY DATA

	Mean	Observed	df	Standard Deviation	L _{observed}	L _{critical}	Description
Pre-test	48	20	19	7.68	0.15	0.19	Normal
Post-test	87	20	19	6.77	0.12	0.19	Normal

Based on the results of the calculations on Table III, it can be seen that L_{observed} is lower than L_{critical} (0.15 < 0.19) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

Based on the results of the calculations on Table III, it can be seen that L_{observed} is lower than L_{critical} (0.12 < 0.19) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the post-test data is normally distributed.

1) Homogeneity test result

The Homogeneity test performed was the F-test with the formula used as follows:

$$F = \frac{S_{max}}{S_{min}}$$

$$df1 = (n1 - 1)$$

$$df2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

H₀ = Data is homogeneity distributed If F_{observed} < F_{critical}, then the data variance is homogeneous.

H₁ = Data is not homogeneity distributed If F_{observed} > F_{critical}, then the variance is not homogeneous.

TABLE IV: THE PRE-TEST AND POST-TEST HOMOGENEITY DATA

Pre-test variance	58.95
Post-test variance	45.79
F _{observed}	1.29
F _{critical}	2.17

Based on Table IV, the value of F_{observed} is 1.29, and the value of F_{critical} is 2.17. Because F_{observed} is lower than F_{critical}, the post-test and pre-test data are homogeneous.

12) Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

H₀ = data is rejected if t_{observed} ≤ t_{critical}

H₁ = data is accepted if t_{observed} > t_{critical}

The finding of the t-test is as follows:

TABLE V: T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58.95	45.79
Observations	20	20
Pearson Correlation		0.94
Hypothesized Mean Difference		0
df		19
t _{observed}		66.678
P(T ≤ t) one-tail		2.7
t _{critical one-tail}		1.73
P(T ≤ t) two-tail		5.4
t _{critical two-tail}		2.093

Based on Table V, the value of t_{observed} is greater than the t_{critical} with a value of 66.678 > 2.093. This result shows that H₀ is rejected and H₁ is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel prouder of their culture and tradition [33, 34]. The elements of local wisdom can provide contextualized student learning experiences [30, 31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29, 32, 34, 73–75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18, 24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35–

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38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18, 21, 27, 28, 79].

However, there are some drawbacks to using educational films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19, 61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57–60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80, 81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43, 44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab

countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results of the t-test, namely $t_{observed}$ of 66.678, which is higher than $t_{critical}$ of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Developing Lampung Local Wisdom Film of Arabic Communication Skills for Madrasah Tsanawiyah Students

Koderi*, Muhammad Sufian, and Erlina

Abstract—Lampung Local Wisdom Film development for Arabic can improve students' low Arabic communication skills. This research aims to develop, validate, analyze user responses, and analyze the effectiveness of Lampung Local Wisdom Film for Arabic Communication Skills. This research uses a mixed-method approach with the ADDIE research and development model (Analysis, Design, Development, Implementation, and Evaluation). The researchers employed observation, interviews, documentation, questionnaires, and tests as the data collection methods and then analyzed the data with sequential explanatory designs. Material and media experts assessed Lampung Local Wisdom Film and declared the product appropriate for Arabic Communication Skills. Students' responses showed that the product was highly interesting for learning. The effectiveness test results showed that the value of t_{observed} was 66.678, which was higher than the t_{critical} of 2.093. Therefore, the Lampung Local Wisdom Film for Arabic Communication Skills proved feasible, engaging, and effective in learning Arabic.

Index Terms—Film media; local wisdom; Arabic communication skills.

I. INTRODUCTION

Arabic language instruction in Indonesia begins in elementary and high school, prioritizing mastering vocabulary, communication, and grammar. Arabic language study in Indonesia has evolved with technological advancement [1]–[3]. In keeping with the advancement of the digital era, which is centered on technology and communication, technology is a vital requirement for improving the effectiveness of Arabic language learning [4]–[6]. Learning Arabic aims to help students develop Arabic language skills while understanding Arabic culture and traditions [7], [8].

Arabic language skills include four main points, namely: listening skills (*maharah istima'*), speaking skills (Arabic communication skills), reading skills (*maharah qiro'ah*), and writing skills (*maharah kitabah*) [9], [10]. The capacity to effectively explain oneself in Arabic in both professional and casual settings is known as Arabic communication skills [11]. Students learn about the Arabic language, grammar, and communication skills [11]. Arabic communication skills

are critical in Arabic language learning because they assist students in acquiring the capacity to speak orally, boost self-confidence, understand Arabic culture, and serve as the foundation for other Arabic language skills.

Statistics in the field based on Madrasah Tsanawiyah observations show students' Arabic communication skills are still relatively inadequate. According to the findings of interviews with Arabic language teachers at Madrasah Tsanawiyah, students are still not confident in speaking, are poor in understanding vocabulary (*mufrodlat*), have the incorrect pronunciation of Spellings, and do not grasp a precise sentence structure (*qowaid*). One of the factors behind the students' lack of interest in learning Arabic, which they regard as challenging, is their lack of interest in developing their communication skills in Arabic. Also, students do not pay attention when the teacher delivers Arabic communication skills learning materials.

According to the findings of interviews conducted at Madrasah Tsanawiyah, the school has not integrated technology-based learning and continues to rely on printed media. The school's potential promotes learning how to use technology to overcome the difficulty of acquiring Arabic communication skills by creating learning media [12].

Learning media significantly assists language learning, particularly in developing Arabic communication skills. It may deliver information in various formats, such as audio, video, film, graphics, or animation [13]. Learning media can extend student awareness by giving diverse information and opinions. Learning media can provide a learning environment distinct from the traditional classroom setting [14], [15]. Learning media has several advantages, such as increasing interest in learning, facilitating concept understanding, adding variety to learning, facilitating independent learning, reaching students in all locations, providing more diverse learning materials, and facilitating more efficient and effective learning [16]–[18].

One form of learning media that can be used to learn Arabic communication skills is developing educational films. An educational film is a medium that presents audio and visuals and contains learning materials to help understand the learning material. Films are recognized as a practical educational resource for improving knowledge retention and desired behavior [19]. Watching and reflecting on films can engage students and enable a deeper understanding of complex concepts [20]. Learning movies have several advantages, including: increasing visual appeal, improving memory, providing attractive alternatives, increasing creativity, and can be reused [21]. Films allow students to learn independently using their Android devices wherever and whenever they want [10]. Films can be utilized as Arabic language learning media to

Koderi is a lecturer in the Arabic Language Education Study Program of Tarbiyah and Teacher Training Faculty at the Raden Intan State Islamic University Lampung, Indonesia.

Muhammad Sufian is a postgraduate student of Arabic Language Education, Raden Intan State Islamic University Lampung, Indonesia.

Erlina is a lecturer in the Arabic Language Education Study Program, Tarbiyah and Teacher Training Faculty, Raden Intan State Islamic University Lampung.

*Correspondence: koderi@radenintan.ac.id

improve students' Arabic communication skills.

When local wisdom is incorporated into the construction of educational films, it makes them more entertaining. Lampung is a region in Indonesia located on the island of Sumatra. It has various cultures, customs, traditions, and local tourism potential. The local wisdom preserved through this educational film is the *Nyeruit* tradition and Lampung tourism. *Nyeruit* is a tradition of eating to foster the value of togetherness between family members in Lampung society. This tradition is usually done at weddings, traditional events, or religious ceremonies. *Nyeruit* must be preserved as a potential of Lampung gastronomic tourism [22]. Besides *Nyeruit*, Lampung has famous tourist destinations: Pahawang Beach, Tanjung Setia Beach, Kilauan Beach, Sari Ringgung Beach, Klara Beach, and Marina Beach.

Lampung's local wisdom is a heritage that must be preserved for the younger generation by integrating Arabic language learning in schools. Therefore, the younger generation must have Arabic communication skills that integrate with local Lampung culture. The purpose of this integration is intended so that students have Arabic communication skills and can build their identity with a sense of pride in their local culture and heritage. As a result, they can provide information to tourists from outside of Lampung.

Previous research related to learning with films could make students more cognitively active and can be more meaningful [26], [27]. Films can also facilitate the improvement of students' skills [28] in terms of communication skills, critical thinking skills, collaboration, and creativity [29]-[33]. Learning with the film is considered more cognitively stimulating. Overall, movie-based learning is a promising pathway to connect theory and practice in learning [34]. Films can also increase one's interest and understanding in information seeking [35]-[38]. Research by Kramer, Ye, Bieman, Kim, Wang, Ahmed, Wodahl, Qadha, Wai Tse, Hasmalena, Daryono, and Pambudi shows that films are feasible and effective in learning.

However, the films developed in the previous studies did not contain stories about contextual material. Hence, they could only increase reading motivation, modify behavior, and strengthen animation principles understanding. The film developed in this study contains Lampung's local wisdom as a novelty in Arabic language learning. The development of an educational film based on Lampung's local wisdom has not been developed, especially in improving Arabic communication skills.

Researchers developed an educational film integrated with Lampung local wisdom because it can improve students' understanding of factual and conceptual material and enhance students' learning interest [23], [39]-[42]. When combined with local wisdom-based learning, students can benefit from social growth, skills development, and cultural and environmental values [29]. The aspect of local wisdom can give real-life learning experiences for students [30]. Local wisdom-based learning allows students to study in an environment that is familiar to them [28]. This aspect makes learning more relevant and helps students relate theory to practice in everyday life [30]. This makes learning

more relevant and makes it easier for students to connect theory with practice in everyday life [32]. Local wisdom-based learning assists students in developing their own identities and a sense of pride in their local culture and traditions [33], [34]. Local wisdom-based learning allows students to learn from a context close to their daily lives [45].

Research relevant to local wisdom makes it easier for students to connect theory with practice in everyday life [40]. Local wisdom-based learning helps students build their identity and develop a sense of pride in their local culture and heritage [46], [47]. This sense is important in strengthening students' sense of identity and reducing the loss of cultural identity in society, especially Lampung culture, which is declining. However, previous research has not integrated Lampung's local wisdom and Arabic communication skills learning.

Based on this concept, the researcher created an educational film for Madrasah Tsanawiyah students to master Arabic communication skills to provide students with learning experiences more relevant to Lampung's social, environmental, and cultural settings and conditions. This research allows Arabic communication skills to be easily achieved, fun, and not considered difficult. Therefore, students can explore local Lampung tourism.

This study aims to create, test the feasibility, and evaluate the usefulness of Lampung local wisdom-based educational films for students at Madrasah Tsanawiyah learning Arabic communication skills.

II. LITERATURE REVIEW

A. Arabic Communication Skills

Communication is the simultaneous sharing and giving of meaning through symbolic interaction [35]. Another definition of communication is "verbal communication, written communication, nonverbal communication, listening, and providing feedback [36]. Similarly, Siti Roudlotul Hikamah defines communication as nonverbal skills, providing feedback, conveying ideas orally and in writing, making presentations, and negotiating to achieve a goal and gain support or agreement [37].

Arabic communication skills are the capacity to efficiently and clearly express thoughts, ideas, and feelings in Arabic. Correct grammar, proper vocabulary, accurate tone, and clear pronunciation are all components of good communication skills. Vocabulary that has been memorized influences speaking skills. Kilic's research demonstrates that vocabulary predicts speaking and writing skills [38].

Lipeng defines speaking skill as the ability of students to appropriately explain images using grammar and to use the language acquired to construct sentences. They can use their understanding of vocabulary and sentence patterns to learn conversation until they can speak the language learned in the context of the topic, both in and out of the classroom [39]. In Arabic communication skills, students must know and memorize *mufrodat* to communicate in Arabic.

Communication skills are required for learning. Excellent communication skills enable us to express our learning aims and objectives to students [36] with ideas, thoughts,

opinions, knowledge, experiences, and emotions. As a result, communication is a process of exchanging or sharing information between the sender and receiver of information [39]. The communication process generally involves four elements: speaker, receiver, communication channel, and feedback. Communication is more effective if the recipient (information) can understand and practice the core skills [40], [41].

Furthermore, the communication process will be more meaningful if individual and environmental factors are integrated. Contextualized communication environments and materials will allow students to learn and have good communication skills [37]. Therefore, Arabic communication skills materials need to be integrated with local wisdom. Local wisdom learning materials can increase students' motivation to participate more in classroom communication by asking, responding, expressing facts, or finding innovative understanding [42]. This concept shows that integrating contextualized local wisdom learning with Arabic can make students excited and attentive to learning.

B. Local Wisdom

Local wisdom is collective knowledge, beliefs, and practices from generation to generation within a certain community or culture. It encompasses values, rituals, traditions, and ways of life that are distinctive to a specific group of people and have evolved in reaction to their environment and historical experiences [43], [44]. Local wisdom can be a great source of learning, particularly for schooling that strives to broaden perspectives and encourage student creativity about cultural variety. This statement is consistent with the findings of Sri Hastuti's study, which used local wisdom-based digital book media as a learning resource for students composing short tales and found it to be successful in improving student creativity [43].

Local wisdom in learning can be utilized by developing learning media, such as the development research by Bulkani and Efendi, to create local wisdom-based animation media that can improve learning outcomes and build student character [29], [31]. This statement is consistent with what Dwianto said about how adding local wisdom into the teaching and learning process can help develop scientific process skills and scientific attitudes [45]. Furthermore, because the substance of the material is directly related to students' minds, local wisdom-based teaching easily attracts students' attention to focus on the information. It makes it easier for students to understand the material related to their daily life [46].

Local wisdom-based learning is more interesting when integrated with educational Film to improve Arabic communication skills. Films tend to make students easily remember and understand lessons because they do not use one type of sense but two at once: the eyes and ears [47]. Therefore, students can see, hear, and say things around them visually in learning Arabic communication skills.

C. Educational films

An educational film is a medium that conveys learning material through moving visuals, cinematography, or sequenced images [48]. Documentaries, animations, and

narrative films deliberately structured for learning objectives are examples of educational films [48], [49]. Educational films can be utilized for various purposes, including classroom learning, training, and distance education [50]–[52].

Adopting educational films has various benefits, including increasing student attraction and interest in learning, facilitating active learning, improving information retention, and stimulating student activity and critical thinking [53], [54]. Films media also provide messages that can be received more evenly by students, is effective in explaining a process, overcomes time and space limitations, is more realistic, can be repeated and stopped as needed, and gives a deep impression that can affect student attitudes [47], [55], [56].

Numerous studies have demonstrated that combining movies and learning can improve student motivation, learning competency, and learning outcomes [57]–[60]. However, there are some drawbacks to using learning movies, including relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior while learning, delaying learning at will, and interaction with others while using educational films [19], [61].

Careful and effective preparation and utilization of educational films are required to take advantage of the benefits and overcome the drawbacks. Educational films should be adapted to the learning objectives and targets to be attained and presented with approaches and language easily comprehended by students.

Furthermore, it is also essential to integrate educational films with other learning methods and strategies to achieve optimal learning outcomes, such as integrating with local wisdom to improve students' Arabic communication SKILLS. It makes learning more relevant, strengthens students' sense of identity, reduces the loss of cultural identity in an increasingly globalized society, and makes it easier for students to connect theory with practice in everyday life [32] so that learning Arabic Communication Skills is more fun and effective.

III. RESEARCH METHOD

This study aims to develop and test educational films' feasibility, response, and effectiveness based on Lampung's local wisdom for Arabic Communication skills for the eighth Madrasah Tsanawiyah students.

This research is a research and development using the ADDIE development model (Analysis, Design, Development, Implementation, and Evaluation) [62], [63], [64]. The data was analyzed using sequential explanatory designs by combining data compiled from qualitative data and reinforced by quantitative data [65]. Data collection techniques were carried out by observation, interviews, and documentation to obtain qualitative data, followed by quantitative data using tests.

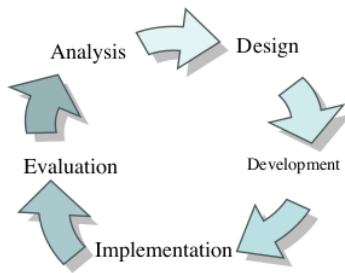


Figure 1. ADDIE Development Model

The development stages are as follows:

A. Analysis

The analysis consists of two stages: performance analysis and needs analysis. Performance analysis is conducted to determine and classify problems related to Arabic language learning materials, methods, processes, and media used in schools. Solutions are found by improving or developing learning media. Needs analysis as qualitative data is needed to describe the materials, methods, and learning media in improving Arabic communication skills.

The researchers employed observation, interviews, and documentation to obtain data in this stage. The observation was carried out to obtain preliminary data on the research. Here, the researchers determined the object, prepared observation sheets, made systematic and structured observations, recorded data, and analyzed and concluded the results of observations [66].

The teachers and students were interviewed to obtain information on the material process, method process, and Arabic language learning media used through the stages of determining the theme, compiling a list, determining the source, recording the results, and analyzing and concluding [67]. Documentation was performed on student learning outcomes data to strengthen the data from observations and interviews.

B. Design

The product design stage involves material planning, script preparation, flowchart, and storyboard making. The learning material for Arabic communication skills was designed by integrating Lampung's local wisdom about *Nyeruit* and tourism.

C. Development

The development stage was carried out based on the flowchart and storyboard. After the educational film media had been completed, media experts and material experts validated the media. Before validating the data, an instrument was first developed. The instrument was a questionnaire sheet with a value scale format 4,3,2,1 [68]. A value of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. The formula employed to calculate the average score of the validator's responses was the percentage formula: $\frac{\text{the number of respondents who answered}}{\text{the number of validators}} \times 100$.

D. Implementation

Implementation was carried out after the final draft was validated and revised. The implementation was conducted with 20 students as the users. The implementation was carried out in two stages, namely, the stage of seeing students' responses to the final draft and testing the effectiveness of the final draft. Data on student responses to the final draft was obtained through a questionnaire sheet with a value scale format of 4, 3, 2, 1 [68]. A score of 4 is strongly agree, 3 is agree, 2 is disagree, and 1 is strongly disagree. The formula for calculating the average score of students' responses to the final draft was the percentage formula: $\frac{\text{the number of respondents who answered}}{\text{the number of students}} \times 100$.

E. Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was determined through pre-test and post-test with a rating scale sheet of 4,3,2, 1 [68]. A score of 4 is excellent, 3 is high, 2 is moderate, and 1 is poor. After the data was collected, it was analyzed using a quantitative approach in the form of a t-test [18], [69], [70]. Before the t-test, pre-requisite tests were carried out to determine the normality and homogeneity of the data [71].

IV. FINDING AND DISCUSSION

A. Development and Evaluation

The ADDIE model was used to create Lampung local wisdom-based educational film media. The employment of this model generates efficient products with an evaluation at each stage to limit the number of errors or product flaws in the final stage[72]. The following are the findings:

Analysis

Learning in Madrasah Tsanawiyah to this day utilizes book media, and there are no supporting media in the learning process. Therefore, students feel bored in the Arabic language learning process, resulting in students not being active in learning activities. Furthermore, many students are less active in Arabic communication skills because they find it difficult to understand the material delivered by the teacher. One of the media that can meet these needs is an educational film based on Lampung's local wisdom for learning Arabic communication skills. An educational film based on Lampung's local wisdom can develop imagination and provide concrete learning experiences for students. Therefore, developing an educational film integrated with Lampung's local wisdom for learning Arabic communication skills is necessary.

Design

The design of the Lampung local wisdom-based educational film includes an opening scene, educational film material, interactive evaluation, and a conclusion.

Opening Scene

The thumbnail and title of the educational film are displayed in the opening scene. There is also the name of the educational film developer and learning objectives. Learning objectives contain goals to be achieved in learning Arabic communication skills.



Figure 2. The Opening Scene

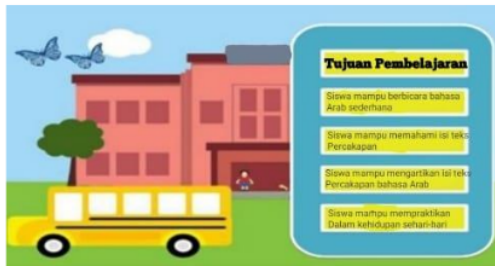


Figure 3. Learning Objectives

The Content of the Film

The educational film features a sequence of animated dialogues with the concept of *Yaumiyatuna* and *murodat-mufrodat* related to the subject. The local wisdom-based educational film is offered in simple animation with simple words. This educational film tells the story and includes images of *mufrodat* and supporting text that explains the conversation's topic. The story in this film is a trip to build a sense of togetherness. Students travel to Pahawang Beach to know the beauty of the beach and snorkeling to see the beauty of the underwater world in the form of marine animals, coral reefs, and clean sea panoramas. The movie also tells the story of students' togetherness in eating *Nyeruit* at the Pahawang beach resort as a form of maintaining Lampung's local culture.



Figure 4. The Content of the Film

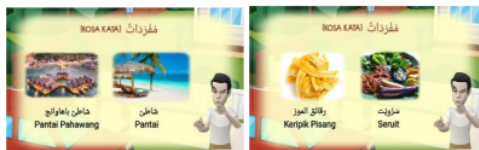


Figure 5. Mufrodat (Vocabulary)

Interactive Evaluation

The Lampung local wisdom film for Arabic communication skills has an advantage over other films because it has an interactive evaluation at the end so that students become active. The interactive evaluation will improve and familiarize students with Arabic communication skills after seeing and hearing the film. If the evaluation score is less than the minimum completeness criteria, students are asked to watch the film again.

Development

The Lampung local wisdom-based educational film was created utilizing a computer/laptop with an internet browser installed, a photo editing program, Adobe Flash Premier Pro 2019, Adobe Photoshop CS3, Plotagon, and a microphone or headphones.

The researcher's smartphone's built-in voice recorder app was used for audio recording, while a laptop was used for editing. Researchers employed a microphone to improve the audio quality. Each scenario's audio was recorded separately, with each scene lasting no more than 20 seconds. This development was done using simple tools so that others could follow suit to develop it without high costs but produce high-quality products.



Figure 6. Developer's Voice-over Process

After the product has been developed, it is assessed by media and material experts. Learning media in the form of educational films based on Lampung local wisdom and material scripts have been submitted to learning material experts. There are ten indicator assessment items in the material expert validation procedure, namely: 1) The material presented is consistent with the core competencies and basic competencies; 2) The material offered is thorough and clear; and 3) The concepts stated are brief and simple to understand; 4) The relevance of local wisdom material to the study subject; 5) The relevance of local wisdom material to the research objectives; 6) The subject supplied is appropriate for the student level; 7) The writing of the material is orderly, interesting, and interesting and the wording of the content is orderly, fascinating, and not excessive; 8) The use of colors to identify the discussion material; 9) The compatibility of the image with the topic; and 10) May make the lesson simpler to grasp.

The two material experts were selected because they had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4,3,2,1, and a comment column. It was intended to produce quantitative and qualitative data that can be presented descriptively. The results of the material expert validation are as follows:

TABLE 1. MATERIAL EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	40	38	95%
II	40	36	90%
Total	80	74	92,5%

The validation results from subject matter experts obtained an average percentage of 92,5% from two expert validators, indicating that the content in Lampung Local Wisdom Film for Arabic Communication Skills is highly valid and suitable. However, there are some revisions suggested by the subject matter expert validator through comment sections as a way to improve the film media further. One of the recommended revisions by the subject matter expert is to include animated visuals for vocabulary (mufrodlat) to enhance comprehension.

Furthermore, the media expert validation process was done by submitting Lampung's local wisdom film for Arabic communication skills. The media expert validation process had three assessment aspects: product attractiveness, product appearance, and product operation.

The two media expert validators had no friendship or family relationship with the researcher to avoid subjectivity. The material expert validation instrument was a questionnaire with a value scale format of 4, 3, 2, 1 and a comment column to produce quantitative and qualitative data that can be presented descriptively. The results of media expert validation are as follows:

TABLE 2. MEDIA EXPERT VALIDATION RESULT

Validator	Score		Percentage
	Maximum	Result	
I	100	88	88%
II	100	95	95%
Total	200	183	91,5%

The results of media expert validation obtained an average percentage of 91.5% from two expert validators, leading to the conclusion that the media in Lampung Local Wisdom Film for Arabic Communication Skills is highly suitable. However, there are some revisions suggested by the media expert validator through comment sections as a way to further improve the film media. The suggested revisions from the media expert include making the media more interactive by incorporating interactive evaluations and reducing the duration speed of the instructional film.

Implementation

The implementation stage was conducted on 20 eighth-grade students of Madrasah Tsanawiyah Maarif Keputran. This film can be accessed by students using laptops or Android devices. After watching the film, students were asked to fill out a questionnaire to find out the response to the usefulness of the film. Based on the results of student response data, the average response was 84.5% in the highly useful category. However, there were some suggestions from students through the comment column, namely that the Arabic text in the film should have been equipped with punctuation.

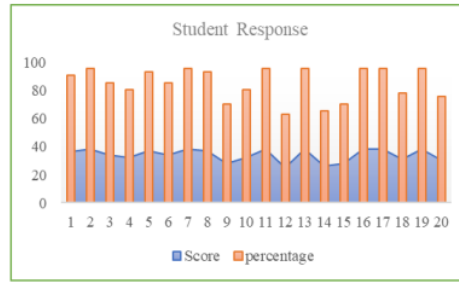


Figure 7. The Diagram of Students' Responses

Evaluation

Furthermore, the effectiveness of Lampung local wisdom film for Arabic communication skills was measured through pre-test and post-tests with a scoring scale of 4,3,2,1. Data from the pre-test and post-test were analyzed using paired sample t-test. Before the t-test analysis, pre-requisite tests were conducted, namely the normality and homogeneity tests.

Based on the test results, the average pre-test score (initial test) was 48, and the average post-test score (final test) was 87, with a student progress score 39. The average initial score before using Lampung local wisdom-based educational film differed from the average final score after using the developed media.



Figure 8. The pre-test and Post-test Score Comparison

Data Normality Test Results

The normality testing technique used was the Lilifors test, with the statistical hypothesis underlying the normality test was:

H₀: Data is normally distributed.

H₁: Data is not normally distributed.

TABLE III. PRE-TEST NORMALITY DATA

Mean	48
Standard Deviation	7,677718959
L ₀	0,152006
L _{table}	0,19
Description	Normal

Based on the results of the calculations, it can be seen that L₀ is lower than L_{table} (0.152006 < 0.190) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

TABLE IV POST-TEST NORMALITY DATA

Mean	87
Standard Deviation	6,766792
L ₀	0,121241
L _{table}	0,19

1	Description	Normal
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Based on the results of the calculations, it can be seen that L_o is lower than L_{table} ($0,121241 < 0,190$) at a significant level of 0.05. It means the null hypothesis is accepted. Therefore, the pre-test data is normally distributed.

Homogeneity Test Result

The Homogeneity test performed was the F-test with the formula used as follows:

$$S = \frac{S_{max}}{S_{min}}$$

$$db1 = (n1 - 1)$$

$$db2 = (n2 - 1)$$

The statistical hypothesis underlying homogeneity testing is:

$H_0 = \text{If } F_{observed} < F_{critical}$, then the data variance is homogeneous.

$H_1 = \text{If } F_{observed} > F_{critical}$, then the variance is not homogeneous.

TABLE V. HOMOGENEITY TEST DATA

Pre-test variance	58,94736842
Post-test variance	45,78947368
$F_{observed}$	1,287356322
$F_{critical}$	2,168251601

Based on the data above, the value of $F_{observed}$ is 1.28, and the value of $F_{critical}$ is 2.16. Because $F_{observed}$ is lower than $F_{critical}$, the post-test and pre-test data are homogeneous.

Effectiveness Test

The analysis of the effectiveness of Lampung local wisdom film was calculated through paired sample t-test with the following statistical hypotheses:

$$H_0 = t_{observed} \leq t_{critical}$$

$$H_1 = t_{observed} > t_{critical}$$

The finding of the t-test is as follows:

TABLE VI. T-TEST RESULTS

	Pre-Test	Post Test
Mean	48	87
Variance	58,94736842	45,78947368
Observations	20	20
Pearson Correlation		0,942137544
Hypothesized Mean Difference		0
df		19
t Stat		66,67833231
P(T<=t) one-tail		2,70094E-24
t Critical one-tail		1,729132812
P(T<=t) two-tail		5,40187E-24
t Critical two-tail		2,093024054

Based on Table VI, the value of $t_{observed}$ is greater than the $t_{critical}$ with a value of $66.678 > 2.093$. This result shows that H_0 is rejected and H_1 is accepted. Therefore, it can be stated that Lampung's local wisdom film effectively teaches Arabic communication skills.

B. Discussion

Students can benefit from local wisdom-based learning, including social growth, skills development, and cultural and environmental values [29]. Local wisdom-based learning can aid students in social development since it involves collaboration and interaction between students and

others around them who are connected to the local knowledge. Students can feel more connected to their local identity and feel more proud of their culture and tradition. [33], [34]. The elements of local wisdom can provide contextualized student learning experiences [30], [31]. It helps students understand how learning can be applied in their daily lives so that learning becomes more meaningful and relevant in connecting theory with practice in everyday life [32]. In local wisdom-based learning, students learn practical skills that can be applied in everyday life, such as technology, leadership, presentation, and time management skills [29], [32], [34], [73]–[75].

In this development, researchers integrated Lampung's local wisdom into learning so that students can gain learning experiences by looking at Lampung's environment, traditions, and culture. The integration is by displaying the *Nyeruit* tradition as one of the symbols of togetherness of the Lampung people. Lampung people do *Nyeruit* by eating together using Lampung special sauce and eating it directly using their hands without spoons. Therefore, students know the traditions of Lampung, which must be preserved and even introduced to others. Also, the students are better prepared to face challenges in the future and become skilled and experienced members of society in solving life problems [76].

Local wisdom-based learning can be integrated into Arabic language learning. The integration of local wisdom learning in Arabic communication skills can be done by linking learning materials with local culture or traditions in the community. By applying local wisdom in Arabic Communication skills, students can better understand Arabic as a language that lives and develops in their environment. It can help students understand and apply Arabic more easily and effectively in everyday life [45]. One form of learning Arabic communication skills based on local wisdom is developing an educational film based on Lampung's local wisdom.

Educational films are media created by drawing or modeling images in sequence, creating the illusion of movement [77]. Educational films are typically created for entertainment but can also be used for educational purposes [78]. Previous research has shown that students can utilize instructional films both in the classroom with a teacher and independently, wherever and whenever [18], [24]. Furthermore, other studies have indicated that films are capable of enhancing comprehensive thinking and integrating theory with practice [34], as well as increasing one's interest and understanding in information seeking [35]–[38]. However, in previous research, the films did not include stories about contextual material, thus only able to enhance reading motivation, behavior change, and understanding of animation principles.

Educational films based on Lampung local wisdom were created by incorporating the values of local wisdom and culture in the Lampung region to help students learn Arabic more effectively and easily to be applied in everyday life. The content in the developed film contains tourist destinations in Lampung that are beautiful and not widely known by many people. One of the sites in this film is Pahawang Beach. It is one of the most beautiful and clean

beaches in Lampung. Therefore, the researchers want to explore this potential so that students understand more and feel pride in their region. In addition to gaining knowledge and a sense of pride, students also find it easier to apply Arabic communication skills because the content relates to their surrounding environment. By utilizing film, students can learn independently and actively without space and time limitations so that their interest in learning can be greater [18], [21], [79], [27], [28].

However, there are some drawbacks to using educational films, such as relatively high production costs and a lack of flexibility in adapting film content to different learning needs and conditions, erratic and unfocused behavior during learning, delaying learning at will, and interaction with others [19], [61].

Local wisdom-based educational films improve student motivation, learning outcomes, and self-identity [57]–[60]. Integration is one method for addressing existing flaws. Learning based on local wisdom substantially impacts conceptual knowledge, environmental literacy, and the development of student's critical thinking skills [80], [81]. In a broader learning context, integrating educational films with local wisdom can also help students appreciate the cultural variety and respect one another [43], [44]. As a result, integrating educational films with local wisdom in learning can be a significant step toward increasing the effectiveness and relevance of learning while also contributing to creating a more inclusive and student-centered learning environment.

The abundance of advantages that films offer in integrating local wisdom into learning can make the learning process more engaging and enjoyable. However, the development of instructional media still has its drawbacks, as demonstrated in Wang's study, which suggests that instructional films are ineffective in enhancing understanding of challenging learning topics when played without an instructor [30]. Kim stated that the use of films in learning shows that 45.2% of students are unable to focus on studying, while 32.8% complain about the complexity of the equipment required for online classes. [19].

To address this issue, the researchers developed the Lampung Local Wisdom Film for Arabic Communication Skills, which is accompanied by Arabic text to aid auditory comprehension. The developed film is designed to facilitate students in mastering Arabic communication skills by incorporating social, cultural, and environmental aspects specific to the Lampung region. The aim is not only to enhance students' proficiency in Arabic communication skills but also to enable them to showcase the social, cultural, and diverse aspects of Lampung's culture and tourism to foreign tourists, particularly those from Arab countries.

V. CONCLUSION

The analysis concluded that the Lampung local wisdom film for Arabic communication skills developed with the ADDIE model produces a learning media that is interesting, fun, and effective in overcoming the difficulties of Arabic communication skills. This educational film is given a touch of social, cultural, and environmental conditions in

Lampung so that students are proficient in Arabic communication skills and demonstrate the diversity of Lampung culture and tourism to foreign tourists using Arabic.

The results of the feasibility test of the film by media and material expert validators are considered highly feasible, indicating that the product can be used in learning. This film effectively teaches Arabic communication skills, as evidenced by the test results obtained by the average pre-test score of 48 and the average post-test score of 87, with a progress value of 39. The finding is reinforced by the results of the t-test, namely t_{observed} of 66.678, which is higher than t_{critical} of 2.093. The score further showcases the film's effectiveness in improving Arabic communication skills and learning outcomes.

The researchers recommend that the Lampung local wisdom film can be used for Arabic language learning for Madrasah Tsanawiyah students. Arabic language learning using Lampung local wisdom film media can make students active even though the movie is played repeatedly. Teachers are also consistent in conducting interactive evaluations after students watch the film.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Koderi conceptualized the study, processed, analyzed, interpreted data, and wrote the paper. Muhammad Sufian designed and developed the Lampung Local Wisdom Film for Arabic Communication Skills. Erlina helped in the data gathering and analysis.

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Koderi is a lecturer in the Arabic Language Education Study Program of Tarbiyah and Teacher Training Faculty at the Raden Intan State Islamic University Lampung, Indonesia. He currently teaches media and technology for Arabic language learning. He holds a

Bachelor's degree from the Raden Intan Lampung State Islamic Institute in the Arabic language Education Study Program, a Master's degree from the University of Lampung, Indonesia, and a Doctorate in Educational Technology from the State University of Jakarta, Indonesia. His area of interest for research is educational technology.



Muhammad Sufian is a student at Raden Intan State Islamic University, Indonesia, enrolled in the Master of Arabic Language Education Postgraduate Program. His area of interest for research is the development of learning media.



Erlina is a lecturer in the Arabic Language Education Study Program at the Raden Intan State Islamic University Lampung in the Tarbiyah and Teacher Training Faculty. She currently teaches curriculum and Arabic learning strategies. She acquired her Bachelor's degree from Arabic Education Study

Program and her master's in curriculum development from Raden Intan State Islamic Institute Lampung, Indonesia. Later, she acquired her doctoral of Language Teaching from the University of Jakarta, Indonesia. Her research interests are in the field of Arabic language education.

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