

BRINGING LOCAL FOLKLORE TO LIFE IN THE DIGITAL ERA

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ABSTRACT

The reading interest and ability to comprehend narrative texts among elementary school students in Indonesia are still relatively low. One strategic effort that can be done is through the use of local folklore as teaching materials packaged in the form of digital media. This study aims to develop and implement teaching materials on the folklore of *the Saung Galah Kingdom* in the form of educational videos through the YouTube platform, and measure its effectiveness in improving the reading comprehension skills of fifth-grade elementary school students. The research method used is a descriptive qualitative with a case study approach, which involves learning observations, interviews, reading comprehension tests, and documentation. The results show that the use of local-based folklore videos can increase students' enthusiasm for learning and provide significant improvements in the aspect of reading comprehension, especially in understanding the plot, characters, and moral values in the story. In addition, this media also contributes to the preservation of local culture and strengthens students' identity with their regional cultural heritage. These findings indicate that a digital approach based on local culture is a relevant and effective strategy to address literacy challenges in the digital era.

Keywords : folk tales, digital media, YouTube, reading comprehension, elementary school

Introduction

Indonesians' interest in reading remains a fundamental issue in human resource development. UNESCO data shows that Indonesia's literacy index ranks low globally, indicating low reading and comprehension skills. In the context of primary education, this challenge impacts students' low literacy achievement, particularly in understanding the structure, content, and meaning of narrative texts such as folktales.

Indonesian language learning should not only focus on the technical aspects of language, but also on the meaning and values. Folktales, as a form of literary text, have great potential to instill cultural values while improving students' reading comprehension skills. However, the use of folktales in elementary school learning remains suboptimal. Many teachers still rely on textbooks that poorly represent students' local contexts, even though a locality-based approach has proven more effective in building students' understanding and engagement with the subject matter.

On the other hand, technological advancements and the digital habits of Generation Z students present a strategic opportunity to improve learning methods. YouTube, one of the largest video platforms, has been widely used in educational contexts. Visually and narratively engaging learning videos have been shown to increase the appeal and effectiveness of learning.