








THE IMPACT OF THE TWSS MODEL BASED ON LOCAL WISDOM ON CREATIVITY IN WRITING CULTURAL POSTERS IN THE 21ST-CENTURY

No. Abstract: ABS-25089

**Khaerudin Kurniawan, Ahmad Fuadin, Desi Ratna Ayu
Indonesia University of Education**






INTRODUCTION

-  **The younger generation tends to be more attracted to foreign cultures** (e.g., Western and Korean).
-  **Students are less familiar with local culture.**
-  **Posters serve as an educational medium and a tool for cultural preservation**, yet they remain underutilized in current classroom practices.
-  **Poster writing instruction is often perceived as monotonous and lacking in creativity**, failing to engage students meaningfully.
-  **Proposed Solution:** The implementation of the **Thinking–Working–Scaffolding–Sharing (TWSS) model** integrated with **local cultural wisdom** as a pedagogical innovation.
-  **Research Objective:** To examine the **effectiveness of the TWSS model** based on local wisdom in enhancing students' **creativity in cultural poster writing**.
-  **Novelty of the Study:** This research introduces the **application of the TWSS model** using the traditional Sundanese song "*Manuk Dadali*", **which has not been previously explored** in existing literature.

LITERATURE REVIEW

- **Writing** serves as a means of communication that enables individuals to express thoughts and emotions, as well as to document events, facts, and information to prevent them from being forgotten (Klein et al., 2014; Yamina, 2022).
- **Posters** is visual communication tools used to convey messages, express aspirations, and disseminate ideas particularly within the context of social movements (Arifin & Nurayanti, 2024).
- **The Thinking–Working–Scaffolding–Sharing (TWSS) model** is a form of cooperative learning that encourages students to think critically, collaborate, support one another, and share ideas throughout the learning process (Basuki, 2022).
- **The local wisdom** embedded in the traditional Sundanese song “*Manuk Dadali*” portrays a majestic bird that symbolizes courage, heroism, and noble character (Fabiani & Yuanditasari, 2023).

METHOD

-  Research Design: Quasi-experimental
-  Population: 300 students; Sample: 140 students (lowest level)
-  Sampling Technique: Purposive sampling
-  Instruments: Written tests, questionnaires, and interviews
-  Data Analysis: Inferential statistics using SPSS

FINDING AND DISCUSSION



The test was administered in two phases: pre-test and post-test.



Students' average scores increased after the implementation of the TWSS model based on local cultural wisdom.



The data from both classes were found to be homogeneous, as confirmed by a normality test.



The Wilcoxon test results indicated a statistically significant difference between pre- and post-test scores.

FINDING AND DISCUSSION

Statistical Test Results Table

Statistical Test	Result	Information
Shapiro-Wilk	$p > 0.05$	Normal data
Wilcoxon	Sig.	There are significant differences
N-Gain	↑	There has been a significant improvement
Mann-Whitney U	Sig.	Significant difference
Cohen's d	> 0.8	Great effect



N-Gain test results revealed a significant improvement in both groups.



Mann–Whitney U test results indicated a statistically significant difference between the two groups.



Cohen's d test showed a large effect size in both groups ($d > 0.8$).



The TWSS model based on local cultural wisdom was proven to be more effective than the Inquiry-based model.

FINDING AND DISCUSSION

- ✅ The TWSS model incorporating regional songs fosters cultural appreciation among students.
- 💡 The sequential phases—Thinking → Working → Scaffolding → Sharing—facilitate a more effective and structured learning process.
- 🎵 The traditional song “*Manuk Dadali*” catalyzes character development and nationalistic values.
- 👤 This model is well-suited for 21st-century learning contexts.

CONCLUSION

- ✓ The TWSS model based on local cultural wisdom has a positive impact on students' learning, particularly in writing culturally-themed posters.
- ✓ There is a statistically significant difference between the TWSS model and the Inquiry-based learning model.
- ✓ The TWSS model is more effective in instilling local cultural values among students.
- ✓ The model is highly relevant for implementation at the junior high school level and is adaptable to other subjects as well.

REFERENCES

- Arifin, I., & Nurayanti, N. (2024). Rekonstruksi Poster sebagai Media Aspirasi dan Propaganda Mahasiswa. *Mitzal (Demokrasi, Komunikasi Dan Budaya) : Jurnal Ilmu Pemerintahan Dan Ilmu Komunikasi* , 9(1).
- Basuki, I. (2022). *Model Model Pembelajaran Inovatif*. UNESA UNIVERSITY PRESS.
- Fabiani, I. A., & Yuanditasari, A. (2023). Inovasi Karya Seni Batik Manupihan Asal Daerah Jawa Barat dengan Media Lagu Daerah Manuk Dadalil. *Prosiding SNADES 2023 – Masa Depan Desain Di Era Digital Untuk Indonesia*.
- Klein, P. D., Boscolo Pietro, Kierckpatrick, L. C., & Gelati, C. (2014). *Writing as a Learning Activity*. Brill Publisher.
- Kurnia, A. R. D., Ibrahim, M., & Widodo, W. (2019). Thinking working scaffolding sharing model to improve natural science competencies for biology pre-service teachers. *JPBI (Jurnal Pendidikan Biologi Indonesia)*, 5(2), 325–334. <https://doi.org/10.22219/jpbi.v5i2.7742>
- Kurniawan, K. (2023). *Pembelajaran Menulis Buku Teks dengan Model Pembelajaran Komunitas Sosial Berbasis Literasi Bahasa* (1st ed.). UPI PRESS.
- Yamina, A. (2022). Factors for acquiring writing and ways of learning and teaching its skills (handwriting, dictation and written expression). *Jurnal Internasional Arid Ilmu Pendidikan Dan Psikologi*, 8–39.

THANK YOU!