



REPRESENTASI PUISI MODERN DI ERA DIGITAL UNTUK MENINGKATKAN LITERASI SISWA SMAN 6 KOTA TANGERANG SELATAN

REPRESENTATION OF MODERN POETRY IN THE DIGITAL ERA TO IMPROVE THE LITERACY OF SMAN 6 STUDENTS IN SOUTH TANGERANG CITY

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ABSTRAK

Puisi merupakan hasil dari karya sastra yang menggunakan nilai keindahan pada suatu karyanya. Secara konvensional, sastra terdiri atas tiga genre, yakni puisi, prosa, dan drama. Puisi menjadi salah satu genre yang paling tua. Tujuan dari pengabdian ini guna memberikan pemahaman terhadap siswa SMAN 6 Tangerang Selatan tentang puisi modern, dan merepresentasikan bagaimana puisi diperankan ke dalam era digital ini. Berdasarkan fakta bahwa sosial media memiliki dampak negatif bagi kalangan generasi Z saat ini, banyak sekali karya sastra yang tidak dijalankan dengan baik seperti karya yang merusak moral, dan pemahaman tentang sosial. Studi kasus platform media seperti wattpad, Fizzo Novel dan sebagainya. Banyak karya sastra yang laku dengan genre dewasa, seperti halnya cuan berbicara. Memang membutuhkan renting yang dapat dijual dengan iming iming dibungkus dengan kasus asusila. Penggunaan

media visual dan audio untuk memberikan pemahaman yang lebih baik kepada siswa mengenai struktur dan karakteristik puisi modern. Pengabdian ini menghubungkan puisi dengan budaya digital. Siswa diajarkan cara membuat dan mengapresiasi puisi yang sesuai dengan konteks budaya digital, termasuk penggunaan platform digital sebagai sarana publikasi dan ekspresi sastra. Adapun luarannya adalah terjadinya peningkatan literasi pada diri siswa SMA 6 Kota Tangerang Selatan.

ABSTRACT

Poetry is the result of a literary work that uses the value of beauty in a job. Literary literature consists of three genres: poetry, prose, and drama. Poetry is one of the oldest genres. This service aims to provide SMAN 6 South Tangerang students with an understanding of modern poetry and to represent how poetry is played in this digital era. Because social media hurts Generation Z today, many literary works are not carried out properly, such as works that damage morals and understanding of society – case studies of media platforms such as Wattpad, Fizzo Novel, etc. Many

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literary works, such as Talking Money, sell well in the adult genre. It requires renting, which can be sold with the lure of being wrapped in immoral cases. Using visual and audio media provides students with a better understanding of the structure and characteristics of modern poetry. This service connects poetry with digital culture. Students are taught how to create and appreciate poetry appropriate to the context of digital culture, including using digital platforms for publication and literary expression. The output is an increase in literacy in students of SMA 6 South Tangerang City.

INTRODUCTION

Literacy shapes a person's critical thinking, communication, and creativity skills. In today's digital era, literacy includes the ability to read and write and understand, analyze, and produce information in various formats, including digital (Qisthiano et al., 2023). However, the literacy challenge in Indonesia is still quite significant. Based on UNESCO data (2019), the level of reading interest in Indonesia is only 0.001, which means that out of 1,000 people, only one has a high interest in reading. This condition requires innovative interventions to improve literacy, especially among students.

One of the strategies to increase literacy is introducing modern poetry integrated with digital technology (Ardiansyah, 2023; Azizah et al., 2024). Contemporary poetry, with its more flexible language style and themes relevant to everyday life, can be an exciting medium for students to begin to love literacy. This is in line with the opinion of Semi (2012), who stated that poetry is a form of aesthetic expression that can arouse the reader's emotions and intellect. Using modern poetry as literacy material can also increase students' appreciation of literary works.

The digital era provides excellent opportunities to utilize technology as an interactive and engaging learning method (Mikraj & Hajri, 2023). According to Prensky (2001), today's students are "digital natives," a generation familiar with technology from an early age. This opens opportunities to leverage digital platforms such as social media, design apps, and interactive videos to introduce modern poetry. Using this approach, students not only learn to read and understand poetry but also learn to express their creativity through digital media.

In addition, this approach is relevant to the technology-based learning concept proposed by Mishra and Koehler (2006) within the framework of Technological Pedagogical Content Knowledge (TPACK). They stated that integrating technology into learning can improve effectiveness and student engagement. Modern poetry combined with digital technology can effectively enhance students' literacy skills in this context.

SMAN 6 South Tangerang City was chosen for this activity based on initial observations that showed that most students had access to technology. Still, it had not been optimally utilized for literacy learning. By introducing modern poetry in digital format, it is hoped that students can be more motivated to improve their literacy skills.

Thus, this activity is designed to introduce and utilize the representation of modern poetry in digital media to improve student literacy. This activity is expected to foster students' interest in literacy and prepare them to become individuals who can adapt to the demands of the digital era.

RESEARCH METHODS

The community service activity titled **“Representation of Modern Poetry in the Digital Era as an Effort to Improve Literacy in SMAN 6 Students of South Tangerang City”** uses a participatory approach by actively involving students in all stages of activities. This method is designed so that students not only become recipients of information but also play the role of creative actors in the learning process.

This activity is based on the experiential learning approach proposed by Kolb (1984), which emphasizes learning through hands-on experience. In this case, students will learn to recognize, understand, and produce modern poetry using digital media as the primary tool.

This method also refers to the active learning model developed by Bonwell & Eison (1991), which states that the active involvement of students in the learning process can improve comprehension and retention of material.

The implementation of PkM consists of three stages: preparation, implementation, and follow-up/evaluation. At the implementation stage, the team coordinates with the school to determine the implementation schedule, compile materials related to the use of technology such as canvas, cut, TikTok, and Instagram, and prepare devices such as laptops and Infocus for presentations.

In the implementation stage, the team provides an understanding of modern poetry, including history, characteristics, and examples; trains students to use digital applications to create and visualize poems; holds group discussions on poetry themes that are relevant to students' lives, such as friendship, family, or social issues; guide students in producing their poetry works in digital format; and share the work through digital platforms such as school social media to reach a wider audience.

RESULTS AND DISCUSSION

Community Service Activities titled **“Representation of Modern Poetry in the Digital Era as an Effort to Improve Literacy in SMAN 6 Students of South Tangerang City”** were carried out according to plan. This activity was attended by 39 students in grade XI of SMAN 6 South Tangerang City. Active participation can be seen from the presence of students in *workshops* and discussions, as well as involvement in creating digital poetry works.

Students created 35 digital poetry works, including digital posters and short videos. The themes raised in the poem are diverse, such as friendship, family, love for the environment, and the struggle for life. From the results of the questionnaire before and after the activity, there was an increase in students' understanding of modern poetry by 40%. Students stated that digital media makes learning poetry more exciting and easy to understand.

1. Representation of Modern Poetry in the Digital Age

Modern poetry is a form of poetry that tends to be freer compared to traditional poetry (Hutagalung & Tanjung, 2021; Wati et al., 2023). These poems often ignore conventional rules such as rhyme and meter, making them more flexible in expressing ideas, emotions, and themes relevant to contemporary life. The digital era is marked by

digital technology as the primary medium in daily life (Subroto et al., 2023). These changes affect various aspects of life, including art and literature, which can now be accessed and created through the Internet, multimedia applications, and social media.

Digital technology allows modern poetry to not only be written but also visualized and supported by multimedia elements such as **Digital Text** (Poems are written and shared through platforms such as *blogs, e-books, or social media*); **Graphic Visualization** (Poems are visualized in form of digital posters with graphic elements such as images, creative typography, and attractive colors); **Video and Animation** (Poetry is combined with music, sound, and animation to create an immersive audio-visual experience, such as in *spoken word poetry* or poetry videos on platforms like YouTube and Instagram).

In the digital age, a wider audience can easily access modern poetry (Fatmawati et al., 2024). Platforms such as Instagram, Twitter, and TikTok have become the primary mediums for writers to share their poems. This allows the poem to be read by people in different parts of the world, and readers can comment, share, or even adapt to the work.

Furthermore, it allows readers to be more than passive connoisseurs in the digital era. They can interact through online comments or discussions about poetry. In addition, they can also participate in creating collaborative works with other authors or creating visual interpretations of the poems they read. Modern Poetry in the Digital Era has several benefits, including:

- 1) **Improving Literacy**
 - Helping audiences, especially the younger generation, learn literature in a more engaging and relevant format.
 - Appeal to new readers who may not be interested in traditional poetry.
- 2) **Developing Creativity**
 - Combining visual arts, music, and literature to create innovative works.
 - It motivates readers to read and
- 3) **Expanding the Reach of Literature**
 - It enables modern poetry writers to reach a wider audience without geographical limitations.
 - Opening opportunities for literature to develop amid other digital content competitions.

Modern poetry can be known by recognizing its characteristics, such as freedom in form and style, colloquialism and symbolism, and raising social, political, and cultural themes. The following is an example of modern poetry that is famous among the public.

Hujan Bulan Juni - Sapardi Djoko Darmono
Tak ada yang lebih tabah
Dari hujan bulan Juni
Dirahasiakannya rintik rindunya
Kepada pohon berbunga itu
Tak ada yang lebih bijak
Dari hujan bulan Juni
Dihapusnya jejak-jejak kakinya

Yang ragu-ragu di jalan itu
Tak ada yang lebih arif
Dari hujan bulan Juni
Dibiarkannya yang tak terucapkan
Diserap akar pohon bunga itu

2. The Concept and Form of Modern Poetry

Digital poetry is a new development in literature that utilizes digital technology as the primary medium for creating, delivering, and consuming poetry (Mumtaza, 2023). This concept integrates the poem's text with multimedia elements such as visuals, audio, animation, and interactivity, thus creating a more dynamic and engaging experience for readers or connoisseurs.

Digital technology allows the incorporation of various artistic elements, such as:

- 1) **Interactive text:** Readers can interact with the poem through clicks, swipes, or touches.
- 2) **Dynamic visualization:** Graphic or image elements that support the poem's meaning.
- 3) **Audio and music:** Narration, sound, or background music that enriches the mood of the poem.
- 4) **Animation:** Text movements or visual elements that give a new dimension to reading poetry.

Using digital media, poetry can be accessed through various platforms such as social media, literary applications, or websites, thus reaching a global audience without geographical boundaries. Readers become an active part of digital poetry through interactive features. For example, the reader can change the course of the story or activate some aspects of the poem.

Digital poetry is the result of the evolution of traditional poetry, which was previously only in the form of printed text. This transformation makes poetry more adaptive to technological developments and lifestyles of modern society, especially the younger generation who are familiar with digital devices.

Digital technology, such as *Canva*, *TikTok*, *Instagram*, and other social media, provides a new experience for students to express their creativity. This approach follows the technological pedagogical content knowledge (tpack) proposed by Mishra and Koehler (2006), which emphasizes the importance of technology integration to improve the quality of learning. **Digital poetry has many forms, including:**

1) **Puisi Visual (Visual Poetry)**

I combine poetry text with visual elements such as images, graphics, or creative typography.

Examples: Digital posters or poems designed with a specific shape, such as trees, hearts, or buildings.

2) **Multimedia Poetry**

I am using a combination of text, sound, music, and video to convey the poem's meaning.

Examples: Poetry videos uploaded to YouTube or TikTok with voice narration and background music.

3) **Interactive Poetry**

Allows readers to interact with poetry through clicks, swipes, or touches.

Examples: Poetry in HTML5 format or an interactive app where readers can choose a story path.

4) **Hypertext Poetry**

Poetry text that contains links (hyperlinks) to text, images, or other media allows readers to navigate the poems in a non-linear order.

Example: A poem on a website or app with free exploration options.

5) **Digital Performance Poetry (Digital Performance Poetry)**

Combining performing arts with digital technology. The writer reads the poem directly against a visual, animated, or digital voice background.

Example: Poetry performance in an online event with supportive visual effects.

6) **Social Media Poetry**

Relevant images or videos often accompany short poems designed for platforms like Instagram, Twitter, or TikTok.

Examples: A 280-character poem on Twitter or a visual poem with an image on Instagram.

7) **Augmented Reality (AR) Poetry**

Poems that use augmented reality technology so that readers can see additional visual elements through devices such as mobile phones or tablets.

Example: A poem that can be accessed by scanning a QR code to bring up an animation.

CONCLUSION

Improving students' understanding of modern poetry and using digital technology positively impacts literacy. Students not only learn to read and understand poetry but also learn to write and visualize poetry engagingly. This proves that introducing poetry through digital media can bridge the gap between traditional and digital literacy.

Digital poetry offers an excellent opportunity to blend traditional art with modern technology, making it a relevant and engaging tool in the digital age. With the continued development of technology, the form and concept of digital poetry will continue to innovate, opening up new avenues for literary exploration.

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