



Original Article

The Utilization of Digital Media to Build a Connection between Local Wisdom and Globalization in Social Studies Learning in Grade 4 Elementary School Social Sciences

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Abstract:

Education at the elementary school level has an important role in shaping the basis of students' knowledge and character. Social Sciences (IPS) subjects in Indonesia aim to introduce social, cultural, and geographical concepts, as well as connect local knowledge with global dynamics. In the era of globalization, it is important to integrate local wisdom with global phenomena so that students can understand these two aspects in a balanced way. Digital media, with its ability to disseminate information quickly and widely, offers a potential solution in overcoming this challenge. This study aims to explore the use of digital media in social studies learning in grade 4 elementary school to build a connection between local wisdom and globalization, as well as to see how digital media can enrich students' learning experiences with local and global cultural contexts. This research uses a literature study approach, by collecting various secondary sources related to the use of digital media in education, especially in connecting local wisdom with globalization in social studies learning. Data is collected through searches for relevant articles, books, and research reports. The results of the study show that digital media such as digital scrapbooks, digital comics, e-story books, and multiplatform media are effective in introducing the values of local wisdom to students. In addition, digital media is also able to bridge local knowledge with a global context, providing a more interactive and relevant learning experience to the needs of the times.

Keywords: Digital Media, Local Wisdom, Globalization, Social Studies Learning, Elementary School.

Introduction

Education at the elementary school level has a very important role in shaping the basis of students' knowledge and character. In Indonesia, the Social Sciences (IPS) subject is one of the subjects designed to introduce students to social, cultural, and geographical concepts in this world. In the current era of globalization, social studies education in elementary schools not only needs to introduce students to local history and culture, but also to the relationship between local wisdom and global phenomena. One of the main challenges in social studies learning is how to connect local knowledge



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with global dynamics, and how students can understand the two in a balanced way. Digital media, with all its ability to disseminate information quickly and widely, offers a potential solution to overcome this challenge ([Castells, 2011](#); [McLuhan, 1994](#)).

Digital media refers to various platforms or communication channels that use digital technology to transmit information, such as the internet, social media, websites, and applications. This medium has changed the way we access and share information. With the advancement of technology, information can now be widely disseminated in seconds and reach a global audience. The development of digital media also plays a major role in influencing social behavior, communication, as well as the process of education and community empowerment. For example, the internet allows for an unlimited flow of information, giving users around the world access to share ideas and knowledge in a very short time.

Local wisdom is values, norms, and knowledge that are inherited from generation to generation in the society of a region or community. This wisdom is closely related to the culture and way of life of the community that reflects traditional wisdom. Local wisdom often includes practices related to the environment, agriculture, and social relations between individuals and communities. For example, the use of traditional medicinal plants is understood by local communities as a natural health solution. This shows that local wisdom contains in-depth knowledge about local nature and culture ([Geertz, 1973](#)).

Globalization is a phenomenon that connects different parts of the world through technological, economic, and cultural advancements. Globalization has had a significant impact on various aspects of human life, ranging from the global economy, cultural exchange, to lifestyle changes. This process not only facilitates the flow of goods and services between countries, but also information and ideology. On the one hand, globalization accelerates technological developments and makes it easier to access information. However, on the other hand, globalization can threaten the existence of more traditional local cultures ([Appadurai, 1996](#)). The most obvious example is how modern communication and transportation technologies are making the world feel smaller, but it is also increasing people's dependence on foreign cultural products.

The relationship between digital media and globalization is very clear, where digital media plays a major role in accelerating the globalization process. With the internet and social media, information from various parts of the world can be accessed quickly. Globalization allows the flow of information across national borders that knows no time and place, and digital media becomes a bridge to connect different cultures and values from around the world. This phenomenon accelerates the spread of global cultures such as music, fashion, and language ([McLuhan, 1994](#)). For example, apps like YouTube and Instagram allow global pop culture to inspire people around the world in a very short time.

However, in the midst of globalization, local wisdom is often threatened by the dominance of more modern global cultures. For example, local cultures that have traditional values can be displaced by faster and more uniform global trends. Digital media is often one of the factors that exacerbates people's dependence on foreign cultures, reducing appreciation for the richness of local culture. However, there is also positive potential, where digital media can be used to preserve and introduce local wisdom to the international world ([Widiastuti et al., 2024](#)). For example, many local

communities are using digital platforms to promote their handicrafts, traditional music, or organic farming practices to global markets.

The importance of maintaining a balance between globalization and the preservation of local wisdom is a big challenge in this digital era. Digital media should not only function as a means of spreading global culture, but can also be used to introduce and preserve local wisdom. For this reason, there needs to be awareness from various parties – both the government, the community, and digital media activists – to use this media wisely, while maintaining and respecting the values of local wisdom in facing the era of globalization that continues to develop. This approach can help create a more diverse and inclusive environment ([Hall, 1997](#)).

Globalization has affected various aspects of life, including in the field of education. Easier access to global information through the internet opens up opportunities for students to learn more about cultures, history, and practices outside of their environment. However, globalization can also have a negative impact in the form of cultural homogenization that threatens the existence of local wisdom. This is important to consider in the context of social studies education, where students need to be given an understanding of the importance of maintaining local cultural identity while remaining open to global influences. Therefore, the use of digital media that can introduce global concepts without ignoring the values of local wisdom is a must in social studies learning in elementary schools.

The use of digital media in education is increasingly expanding along with the development of information and communication technology. In elementary schools, digital media such as the internet, educational applications, and online learning platforms make it easier for teachers to deliver learning materials in a more interactive and interesting way. Through digital media, students can access various sources of information, both local and global ([Senge, 2006](#)). In the context of social studies learning, digital media has the potential to connect students with various information related to local wisdom in Indonesia and global developments that are relevant to their lives. This is in accordance with the theory of constructivist learning which suggests that students should be active in building their knowledge by relating local and global experiences ([Piaget, 1977](#); [Vygotsky, 1978](#)).

However, although digital media offers various conveniences in the learning process, the challenge that arises is how to use it wisely so that it is not only focused on global materials, but also can integrate local wisdom values in learning. The use of digital media in the context of social studies education in grade 4 elementary school needs to pay attention to the balance between globalization and the preservation of local culture.

Some previous researches, including research conducted by Rahmawati, Fajriyah, and Ysh (2022) showed that the development of flipbook media based on local wisdom in Jepara Regency can increase student involvement in learning. This media not only introduces local cultural values, but also facilitates the understanding of the material taught, especially in themes related to local wisdom. In addition, the use of digital-based flipbooks provides an interactive and interesting learning experience for students, as well as supports the preservation of local culture through innovative learning media ([Rahmawati et al., 2022](#)).

The results of research from Masitoh and Utomo (2024), show that the use of Macromedia Flash-based learning media that integrates local wisdom can significantly

improve students' critical thinking skills in elementary schools. This medium provides an interactive and engaging approach, which not only helps students understand the material better but also trains them to think analytically and critically. The development of this media provides learning experiences that are relevant to the local cultural context and can enrich students' insights into traditional values that can still be applied in daily life ([Masitoh & Utomo, 2024](#)).

This study aims to explore the use of digital media as a means to build an effective connection between local wisdom and globalization in social studies learning in elementary schools. This research is expected to contribute to the development of more relevant and contextual learning methods for students in the digital era.

Methods

This study uses a qualitative approach with the type of literature study research, which aims to analyze and review various relevant literature regarding the use of digital media in social studies learning in elementary schools, especially in connecting local wisdom and globalization. This literature study is carried out by collecting secondary sources from various publications, such as journal articles, books, research reports, and other documents related to the research topic. According to Creswell (2016), literature study is an effective method to gain a deep understanding of certain phenomena by utilizing existing information ([Creswell, 2016](#)). Through this approach, this study focuses on the analysis of the application of digital media in learning, as well as its impact on the integration of local wisdom and globalization in the context of social studies education in grade 4 elementary school.

The data sources in this study consist of literature that includes scientific articles, textbooks, research reports, and various other sources relevant to the topic. The main source of data was obtained through searches in academic databases such as Google Scholar, JSTOR, and other educational journal databases that contain research related to digital media in education, local wisdom, and globalization. This study also relies on references from relevant previous research results, both from Indonesia and abroad, to provide a broader perspective on the use of technology in social studies education ([Kuntari, 2023](#)). In addition, online documentation published by educational institutions and the government is also used as a source of data to see the latest developments in the application of technology in education.

The data collection technique in this study uses the documentation method, which involves searching and collecting articles, journals, books, and other documents relevant to the research topic. According to Moleong (2017), documentation techniques are an effective way in qualitative research to collect existing data, which are then analyzed to provide insights into the phenomenon being studied ([Moleong, 2016](#)). Each document collected will be evaluated based on its relevance and credibility to the topic of the use of digital media in social studies learning, as well as its impact on strengthening local wisdom and understanding of globalization in elementary school students.

The data analysis method used in this study is content analysis. Content analysis will be carried out by examining, categorizing, and analyzing the information contained in the collected literature sources. This analysis will focus on identifying patterns and themes related to the application of digital media in social studies learning and how technology can be used to bridge local wisdom with the concepts of globalization.

According to Krippendorff (2013), content analysis allows researchers to identify the meaning contained in the text and formulate findings that can provide an overview of the relationship between local wisdom and globalization in learning (Krippendorff, 2018). The data generated from this analysis will then be compiled thematically to produce a comprehensive understanding of the use of digital media in the context of learning in elementary schools.

Results

In this study, a selection has been made of various articles relevant to the topic "The Utilization of Digital Media to Build a Connection between Local Wisdom and Globalization in Social Studies Learning in Grade 4 Elementary School". Based on literature search and analysis, 5 articles were found that had been selected through a screening process to explore issues related to the use of digital technology in social studies learning, the integration of local wisdom, and the influence of globalization in basic education. These articles provide a comprehensive overview of how digital media can be used as a tool to connect local with global aspects in the context of education.

Tabel 1. Literature Review

No	Name	Title	Source	Findings
1	Septia, Murjainah, dan Rahmawati (2023)	Pengembangan Digital Scrapbook Berbasis Kearifan Lokal pada Pembelajaran IPS Kelas IV Sekolah Dasar	Primary: Jurnal Pendidikan Guru Sekolah Dasar	The use of digital scrapbooks that integrate local wisdom is effective in increasing students' understanding of social studies materials. In addition, this approach is also able to facilitate students to better understand the relationship between local culture and global development through digital media.
2	Guntur et al. (2022)	Pengembangan Comic Book Digital Berbasis Kearifan Lokal Sebagai Media Belajar di Sekolah Dasar	TEMATIK	The use of digital comic books that raise the theme of local wisdom can increase student engagement and motivation to learn. In addition, this media has proven to be effective in introducing local cultural values in a

					way that is attractive and easy for elementary school students to understand.
3	Aryani et al. (2023)	Pengembangan media e-story book berbasis kearifan lokal dalam pembelajaran dongeng sastra anak kelas III Sekolah Dasar	Pendas: Jurnal Ilmiah Pendidikan Dasar		E-story books based on local wisdom are effective in increasing students' interest and understanding of children's folklore and literature. This media has also succeeded in introducing local cultural values through fairy tales, thus supporting learning that is more contextual and relevant to students' daily lives.
4	Deti et al. (2023)	Penerapan Media Multiplatfrom dalam Pembelajaran IPS Abad 21	Jurnal Ilmiah Wahana Pendidikan		The use of multiplatform media can increase the interactivity and effectiveness of social studies learning in the 21st century. This approach allows students to access learning materials in a more flexible and in-depth manner, and supports the development of 21st-century skills such as collaboration and problem-solving.
5	Novitasari et al. (2024)	Peran Media Video Berbasis Kearifan Lokal Pada Mata Pelajaran PPKN Di Sekolah Dasar	Pendas: Jurnal Ilmiah Pendidikan Dasar		Video media based on local wisdom is effective in increasing students' understanding of PPKn materials related to cultural and social values. The use of this media

is also able to motivate students to be more active and interested in learning, as well as strengthen the connection between learning materials and their local cultural context.

Digital media based on local wisdom has a significant role in improving the quality of learning at the elementary level, especially in Social Sciences (IPS) and Pancasila and Citizenship Education (PPKN) subjects. The first research by Septia, Murjainah, and Rahmawati (2023) developed a digital scrapbook based on local wisdom for social studies learning in grade IV. The results of this study show that the media not only improves students' understanding of the subject matter, but also introduces them to local cultural values that are relevant to the context of their lives. Digital scrapbooks serve as engaging visual tools, connecting learning concepts with local cultures, making them more accessible and understandable to students. The use of this media illustrates how technology can integrate cultural elements in learning, increasing students' closeness to the material being taught ([Septia et al., 2023](#)).

Meanwhile, Guntur, Sahronih, Ningsih, and Umayah (2022) developed a digital comic book based on local wisdom as a learning medium in elementary schools. This study found that the use of digital comic books is not only effective in increasing student engagement, but also serves as a means to convey local cultural values in a fun and easy-to-understand way. By combining visual and narrative elements, digital comics are able to engage students and provide a more lively and interactive learning experience. The use of this media shows that creativity in the presentation of material can make learning more interesting, as well as bring students closer to their culture through familiar media ([Guntur et al., 2022](#)).

Furthermore, research by Aryani, Fajrie, and Kironoratri (2023) on e-story books based on local wisdom for learning children's literary fairy tales in grade III revealed that the use of digital media in the form of electronic storybooks can increase students' interest in reading. This e-story book combines rich folklore with local cultural values, which not only teaches literature but also introduces students to their cultural heritage. This media is effective in attracting students' attention and facilitating them to further immerse themselves in the local culture through a more modern and accessible way. Thus, the use of e-story books shows how technology can connect traditional values in a way that is more in line with the development of the times (Aryani et al., 2023).

On the other hand, Deti, Sukmana, and Wahyuningsih (2023) focused their research on the use of multiplatform media in social studies learning in the 21st century. They found that multiplatform media, which integrates different types of media such as videos, apps, and websites, can increase interactivity in learning. This approach allows students to access the material flexibly, giving them the opportunity to explore learning concepts in a variety of formats. The results of this study highlight how more diverse digital media can enrich students' learning experiences and introduce them to 21st century skills, such as collaboration and digital literacy, which are critical in an

increasingly globalized world (Deti et al., 2023).

Finally, research by Novitasari, Nisa, Cahyani, and Khosiyono (2024) regarding video media based on local wisdom in PPKN subjects shows that video media has a major impact on increasing students' understanding of the social and cultural values taught in PPKN lessons. Videos that raise themes of local wisdom introduce students to social values relevant to their cultural context, while enriching their learning experience with engaging visualizations. This study confirms that video media not only helps in communicating information, but also motivates students to be more active in learning and deepen their understanding of the material ([Novitasari et al., 2024](#)).

From this overall study, it can be concluded that digital media based on local wisdom plays an important role in improving the quality of learning in elementary schools. Media such as digital scrapbooks, digital comics, e-story books, multiplatform media, and videos based on local wisdom not only make learning more interesting and interactive, but also able to bridge the introduction of local cultural values to students. This shows that digital media can connect traditional values with the global context through a more relevant and appropriate way to technological developments. Therefore, the use of digital media based on local wisdom in education in primary schools is an important step to introduce and maintain the sustainability of local culture, as well as prepare students to face global challenges with a better understanding of their cultural identity.

Discussion

The use of digital media based on local wisdom in learning at the elementary school level, especially in Social Sciences (IPS) subjects, can make a significant contribution in building connections between local wisdom and globalization. This is especially evident in the use of digital media as a means to introduce local cultural values that can interact with the increasingly developing global world. Based on the findings of various previous studies, the use of digital media in learning not only increases student engagement, but also builds a bridge between local identity and global understanding.

Research by Septia, Murjainah, and Rahmawati (2023) regarding the development of digital scrapbooks based on local wisdom in social studies learning grade IV shows that this media is effective in connecting subject matter with students' local cultural contexts, allowing them to understand their own history and cultural values while learning relevant global concepts. Similarly, Guntur et al.'s (2022) research on the use of digital comic books based on local wisdom introduces folklore rich in local cultural values, which helps students understand their culture while recognizing similarities and differences with other cultures in the world, bringing them closer to a global understanding. Research by Aryani, Fajrie, and Kironoratri (2023) with an e-story book based on local wisdom shows that this media can increase students' interest in reading and introduce local cultural riches that need to be preserved, while teaching moral and ethical values in a global context. In addition, Deti, Sukmana, and Wahyuningsih's (2023) research on the use of multiplatform media in 21st-century social studies learning found that different types of digital media, such as apps, videos, and websites, enrich students' learning experiences, giving them the opportunity to understand material from various local and global perspectives flexibly. Finally, research by Novitasari et al. (2024) on the use of video media based on local wisdom in PPKN subjects shows that this visual media is effective in building students' awareness

of the importance of maintaining local culture in the midst of globalization, increasing their understanding of cultural identity in a broader global context.

The use of digital media based on local wisdom in social studies learning in grade 4 in elementary schools can be used as a strategy to overcome the challenges of increasingly rapid globalization. Digital media, which in this context includes digital scrapbooks, digital comics, e-story books, multiplatform media, and videos, plays an important role in conveying local cultural values to the younger generation, while providing them with a broader global perspective.

The importance of learning based on local wisdom in primary school is not only to preserve cultural heritage, but also to introduce students to global concepts that they can apply in their daily lives. Digital media, through a variety of engaging formats, provides an opportunity to connect the local and global worlds. This can be seen in how digital scrapbooks connect social studies materials with local cultural stories, or how digital comics convey folklore that introduces students to cultural values that are greater than just an academic curriculum.

In addition, multiplatform media and video media provide great flexibility in delivering subject matter that incorporates different forms of media. Students can access information through a variety of platforms that bring together local perspectives with global knowledge. In this case, digital media not only functions as a teaching tool, but also as a bridge to create a deeper understanding of cultural diversity in the world.

From a pedagogical perspective, the use of digital media based on local wisdom helps create learning that is more interesting and relevant to students' lives. It also provides an opportunity to cultivate a love for their local culture, while also opening their perspective on the global world. The use of digital media based on local wisdom should be further expanded, because it not only improves the understanding of subject matter, but also forms the character of students who are more concerned about their own culture, while being ready to adapt to the dynamics of globalization.

The Use of Digital Media that Presents Local Content with a Global Perspective

Digital media such as digital scrapbooks, digital comics, and e-story books can serve as a bridge between local wisdom and globalization. For example, a digital comic that raises local folklore can be associated with the universal values that exist in the story, such as morality, friendship, or tolerance. It teaches students that the local values they learn can be applied to different cultures around the world, as well as providing an understanding that although our cultures are different, there are many similarities that connect us globally. In 4th grade social studies learning, the use of digital scrapbooks that combine local folklore and information about similar traditions or cultures that exist in other countries will show students that even though they come from different cultures, there is a universal value that connects all cultures.

The Utilization of Digital Media to Foster Global Awareness Through Local Wisdom

Video media based on local wisdom, for example, can be used to show how local communities adapt to changing times and how local cultural values are maintained in the midst of globalization. This medium allows students to see how local communities maintain their traditions (such as traditional ceremonies, handicrafts, or folklore) while still being able to interact with technology and global trends. In learning, teachers can invite students to watch videos about cultural festivals held in their villages and compare them with international cultural festivals, such as festivals in other countries.

Students can learn about the importance of maintaining a local cultural identity while appreciating the world's cultural diversity.

Providing a Platform that Combines Local Wisdom and Global Technology

By using multiplatform media such as educational apps, interactive websites, or game-based learning platforms, students can access a wide range of information about local wisdom while introducing them to a broader global context. For example, an app that teaches about local ecosystems and their challenges, and how those environmental issues are also relevant at the global level. The use of educational game-based learning platforms that teach the concepts of local geography, but also challenge students to compare them with global situations. For example, a game that teaches about local weather patterns in Indonesia and compares them to global weather phenomena, such as climate change that is happening.

Using Technology for Intercultural Collaboration

One of the best ways to connect local wisdom and globalization is by allowing students to collaborate with friends from other countries through digital media. These collaborative projects can use platforms such as email, video conferences, or online discussion forums, allowing students to exchange information and learn from different cultural experiences and perspectives. A learning project in which Indonesian students learn about their local wisdom, then collaborate with students in other countries to compare their folklore or cultural traditions. Through virtual discussions or exchange of learning materials, students will gain a broader understanding of globalization and how their local values can be recognized and appreciated internationally.

Using Digital Media to Teach about the Impact of Globalization on Local Culture

Digital media can also be used to teach students about how globalization can affect local wisdom. For example, in social studies learning, students can be provided with information through documentary videos or online articles that show the positive and negative impacts of globalization on traditional culture. This helps students understand that the world is not only leading to cultural homogenization, but also that there is room for the diversity and preservation of local cultures in a global context. In class, teachers can invite students to discuss topics about how technology (such as social media) has changed the way people in their villages interact, while also introducing ways in which technology can be used to promote local culture at a global level.

Aligning Curriculum with Global Trends and Local Insights

In the development of learning materials, the curriculum can be aligned with the use of digital media to introduce global topics such as climate change, poverty, or world peace, but still be linked to local wisdom. For example, teaching about the traditional ways of local communities to preserve nature can be linked to global initiatives to fight climate change. In social studies learning in grade 4, teachers can use interactive infographics that show a comparison between nature conservation efforts at the local level (e.g., local customs protecting forests) and international efforts (such as the Kyoto Protocol or the United Nations Convention on Climate Change). This will help students understand that despite the large scale of global problems, local solutions are also important and relevant.

Conclusion

Based on the discussions that have been carried out, it can be concluded that the use of digital media in social studies learning in grade 4 elementary school has a very significant role in building a connection between local wisdom and globalization. Through the use of digital media based on local wisdom, such as digital scrapbooks, digital comics, and learning videos, students not only gain knowledge about their local culture and traditions, but also understand universal values that can be applied in a global context. Thus, digital media is an effective tool to connect the local and global worlds in one interesting and relevant learning unit.

In addition, digital media also provides space for students to develop their understanding of how globalization affects local culture, as well as how they can utilize technology to maintain their local wisdom. Through various educational applications and interactive platforms, students are invited to learn not only about their traditions, but also how their culture can be accepted and appreciated internationally. The use of technology in this context supports the formation of a broader and deeper understanding of the relationship between local culture and the changing times marked by the influence of globalization.

Based on these findings, it is recommended that teachers be given training to make optimal use of digital media, combining local wisdom materials with a global context in learning. The development of media based on local wisdom that can be accessed by all students, both in urban and rural areas, also needs to be prioritized. In addition, further research on the impact of digital media on students' understanding of globalization is urgently needed to support the development of relevant technology-based curricula. With the right use of digital media, social studies learning in grade 4 elementary school can become more interesting and support the preservation of local wisdom in the midst of the challenges of globalization.

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