

CHAPTER II

LITERATURE REVIEW

2.1 Culture

Culture is taken from word Sanskrit or may also called buddhayah, which means that everything that has to do with the intellect and the human's mind. Literally, culture is a way of life that is owned by a group of people who inherited to the next generation. The differentiation between religions, ethnicities, politics, clothes, songs, languages, buildings, and works of art that will make the establishment of a culture. The statement above is supported by Koentjaraningrat (1989,p.186) that culture is an ideal form of abstract and intangible which is in the human mind that can be ideas, norms, beliefs and so forth. While Taylor (1985 : p.332) states that culture is a complex which involve knowledges, beliefs, arts, laws, morals, habits, skills which is obtained by human as a member of society, so culture is the result of the human mind in the form of legal, moral customs, art etc. Culture can influence the human behaviour in everyday situations. According to Nostrand (1989 : p.51) defines culture as attitudes and beliefs, ways of thinking, behaving, and given jointly by members of the community. In short, culture is a manifestation of the human mind in the form of knowledge, ideas, laws, norms, beliefs, morals, customs, and shape the way of thinking and behave in the society.

2.2 Children at the early ages

According to Mansur (2005 : p.88) children at the early ages is a group of children who are in the process of growth and development that is unique. Suyanto (2005 : p.6) says that they have a pattern of growth and development that is specifically suited to the level of growth and development. At this time is a golden period or golden age, because children's growth and development is very rapid and is not replaced in the future. According to various studies in neurology intelligence proved that 50% of children are formed within the first 4 years. After

the 8-year-old child brain development reached 80% and at the age of 18 years 100%

2.3 Characteristics Children at the early ages

Early childhood has different characteristics than adults, because early childhood grows and develops in many ways and different. There are various studies about the nature of early childhood, particularly among kindergarten children. According to Bredecam and Copple, Brener, and Kellough cited in Masitoh (2005 : p.12) states that children are unique, child express his behavior was relatively spontaneous, child active and energetic child was self-centered, child curiosity strong and passionate about many things, child explorative and adventurous, child generally rich with fantasy, child still easy frustration, children still less consideration in the act, the son has a short attention, Childhood is a time of learning the most potential, children are increasingly showing interest in friends.

Another opinion about the characteristics of early childhood raised by Hartati (2005 : p.6) says that the characteristics of children at the early ages are have a great curiosity, is a unique, like fantasy and imagination, potential for future learning, have a self-centered attitude, have a short concentration vulnerable, are part of the social organism.

2.4 Media

2.4.1 Definition of Media

According to the Association for Educational Communication Technology (1977 : p.162) Media can be defined as a form and channels that can be used in a process of presenting information. Furthermore, Hamidjojo cited in Achsin (1980), states that the media is all the intermediate forms that people use in spreading the ideas, so the ideas was accepted. Media can also be used as an intermediate or learning tool for human. Especially students who often use the media as a learning tool, for example, the student learn history used a historicalbook. Gagne (1970) states that the media is the type of component in the

student environment that can stimulate students to learn. The examples of the media are book, film, music and etc. The writer concludes that media definition is a tool that can be used for spreading the ideas and also as a learning tool for human.

2.5 Learning Media

Learning media is often used to help in the learning process, using learning media in the learning process make the study becomes easier. Miarso (2004) argues that learning media is everything that is used to distribute messages and can stimulate the minds, feelings, concerns, and the willingness to learn so as to encourage the process of learning. Meanwhile, Briggs (1977) argues that learning is a means of physical media for delivering contents / learning materials such as books, movies, videos and so on. Using the learning media can encourage students to be more active in learning. According to Brown (1973) learning media used in learning activities can affect the effectiveness of learning.

Based on the explanation above, the writer concludes that learning media is the media which is used in the learning process and with those medias, it can makes the learning process much more easier actively and effectively.

2.5.1 Fungtion of learning media

Using the learning media in the learning process is good to support the study process. According to Hamalik (1986) the use of learning media in teaching and learning can arouse desire and new interests, motivation, stimulation and learning activities, and it even influence the psychological on children. Sudjana and Rival (1992) suggest some benefits of media in the learning process of students, namely: (i) to stimulate students' teaching motivation that could attract their attention; (ii) teaching material will be more clear and easy to understand by the students so it will be possible in mastering and achieving the targeted learning goals; (iii) methods of teaching will be more varied, not solely based on verbal communication through words; and (iv) the students will be more active during learning activities, not only in listening but also in observing, demonstrating, live performing, and role playing

2.6 Picture Story Book

According to Putra (2010) cited in Astuti (2012 : p.20) picture books is an art form that uses unmovable pictures arranged such that form the fabric of the story. Usually the picture books printed on paper and include the text. Picture book is a unique media, combining text and images in the form of creative, media are able to attract people of all ages, because it has advantages and is easy to understand. While Franz cited in Astuti (2012 : p.18) at first, the definition of the picture story book is any book in which there are pictures. Furthermore Lynch, Brown, Carl M and according to Tomlinson cited in Astuti (2012 : p.18) states that picture story book contains many illustrations, to varying degrees and to be enjoyed in the story

2.6.1 Function of Illustrated Storybook

Illustrated storybook is good as a learning media, especially for children because it has interesting pictures to encourage students to be more active and fun in learning. Marzuki (2012) states that illustrated storybook is something familiar in childhood. In addition, the book is a good media for children to learn in reading. Illustrated storybook is a united story accompanied with drawing that serve as an ornamental and supporting media that can assist in the understanding of the content of the book. Through illustrated storybook, the reader can easily receive information and the description of the story that would be delivered. While Nurgiyanto (2010 : p.152) claims that illustrated storybook is one of the strategies in attracting the children's attention and readers in general. Illustrated storybook becomes the fascination in reading a book. The pictures implied in the text to clarify the meaning of the word. Because picture is a visual text with the intention to make the children interested in reading a book.

2.7 Moral

According to Suseno (1998) moral is a measure of the merits of a person, both as individuals and as citizens. While Chaplin (2006) claims that Moral refers

to a character in accordance with social rules, or with respect to the law or customs that regulate behavior. Therefore, Hurlock (1990) states that moral manners, habits, and customs rules of conduct which becomes the habit for the members of a culture. In conclusion, Moral is a knowledge that related in human behaviour which has a positive value.