Early Economic Literacy Debriefing by Using Cartoon Base Book

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Abstract: The first stage: this research aims to explore the practice and learning needs of economic literacy in primary school. The second stage aims to produce a book based on Economic Literacy Cartoon for elementary school age children which contains material from exploration results at the first stage. Stages are used to determine the stages of designing, testing experts are testing a limited scale and large-scale test. Writing a book Economic Literacy Cartoon-based for Elementary Age Children give an understanding of the economic activities with respect to: (1) Theme and Content of stories adapted to the cognitive and language development of children. (2) The value of understanding economic behavior developed through them and events that encourage the emergence of perceptions, interest and economic behavior for elementary school age children. (3) Selection simple language that is easy to understand children. (4) The display is made with the cartoon to improve the pleasure of reading material to motivate primary school children and enable them to read. Andis also done through the development of events with the following characteristics: (1) The theme is presented through a number of economic activities. (2) Presenting new knowledge through a variety of events faced by the child's imagination economic activities, by: (a) selecting stories that include children to think that is true. (b) Underlying knowledge of the child. (5) Provide an overview of economic behavior that can be useful for life and the hereafter.

Keywords: Economic literacy – Books cartoon based – Early age

I. Introduction

The economic literacy education needed early because economic literacy plays an important role to trigger self-control in managing limited resources. The self-control will also affect the mental attitude to be more focused on the future financial goals. Self-control which is directed to specific destination will be more easily realized because it helps oneto more clearly in his mind what to do and what should be done and what should be avoided related to the achievement of short-term goals, medium-term and long-term.

In conducting economic activities, people must have the knowledge economic, in order to obtain efficient and effective results. Without having the knowledge economic, it will be easy to be misled and make losses. General education can yet not guarantee a person is able to determine the economic activity that can improve their welfare.

The phenomenon of low economic literacy has published in Media Indonesia (April 3, 2011) that only 42.6% of the economics teacher who is not better qualified or better qualified. This cause the level economic literacy of the people is low. Low literacy economy will have an impact on consumer attitudes in the people. Another indication of the lack of economic literacy is the number of cases of fraud victims who wrapped in medium-term and long-term investment, limited resources and excessive spending habit for house, cars and other necessities. Based on the research in Indonesia, the literacy has no effect on economic growth in Indonesia, this is possible because it is not economic literacy affects the economic growth. (Utami, Nunung, 2010).

The results of research on entrepreneurial behavior coastal areas of South Malang in East Java, that education has no effect on entrepreneurial behavior because respondents do not have education and non-formal education are not related to economic activities that they pursue, it does give an indication that they need education relating to economic activities in order to improve their businesses. (Utami, Nunung, 2008).

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II. Methods

This research is the development of economic literacy learning for elementary school students with a cartoon format, in other words, that the result of this study are expected to be obtained books will be favored economic literacy of elementary school students so that the material can be easily absorbed by the elementary school students, and will be faithful to their memory, so that can be applied to everyday life and have an impact on their economic behavior.

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The lives of the long term childhood. The procedure of development in this study are as follows: (1) stage of identification; (2) design stage; (3) Development Stage(4) stage of Validation Experts(5) Stage of Trials

Stage of identification: at this stage of the results of exploration of the first phase of the study. Stage of design: synonymous with design, this stage of preparation of economic literacy books cartoon basis, based on the needs obtained from the result of exploration of economic literacy learning practices in elementary school. The stage of Development: To obtain optimal learning development expertise then carried out Validation and trials test.

Experts Validation stage testing the economic literacy materials based on cartoons by experts in the economic fieldand an expert on psychology of child. The stage of Trials: carried out onto students with unlimited scale and large scale, the implementation of the results of these trials to the development of oga sample of primary school students in the city of Malang. The trial results are used to form revisions and improvements so that the product of economic literacy learning appropriate with the real conditions in elementary school and revised.

III. Results

Economic Literacy books were developed through this research is a book that will embed the true economic behavior from an early age through a fun book to read by children of primary school age are literate book cartoon image-based economic, expected later they will be able for the correct economic behavior, consider in ghw at ever majors they choose in the future could not be separated from the activities of economic behavior. Cultivation economic literacy from an early age Will strengthen then their future character.

The necessary guidance in preparing this book is covering the aspects: Content, story structure, language and image display.

The Process

Stages in the preparation of economic literacy-based cartoon books are: exploration stage, the identification of topics stage, the book frame design stage, preparation of the contents of the book stage, cartoon design stage and finalizing stage.

Illustration of Product

The product in this study is a set of economic literacy books with pictures of cartoon making fun to read elementary school children, with the hope someday they have a strong character in the economy behave properly, resulting book has been tested by the expert test, limited scale test and wide scale testing.

IV. Discussions

The Economic Literacy books based cartoonas has been produced has 22 topics will be divided into two series, namely: (1) Economic Literacy I; series: Economic activity (2) Economic Literacy II: Series: Money, Markets and International Economics.

The book was developed using simple language and has a cartoon image display making fun to read children of primary school age, every topic has a message of economic activities in hopes reinforcing their characters' economic activity in the future, because early cultivation will be ingrained in their memories. The books that have been completed will be tested by experts to examine whether the book has eligibility. Experts Test include test of child psychologists and economists, test of child psychologists will advise conformity with the contents of the psychological development of children of primary school age, while economists advise aspects of economic activity and also provide input regarding the book's appearance. The production process of the book involves designer of cartoons.

The economic experts test aspects are: (1) Themes (2) identity of the figure, (3) the storyline, (4) the background of the story, (5) language (6) economic literacy and (7) Illustration of the cartoon.

Appearance include aspects: (1) The size of the page, (2) The size of the letters, (3) The color of images, (4) Illustration image of the understanding, (5) Illustration picture to encourage economic behavior and (6) Illustrative images makes it easy to behave economically.

Psychologists test include aspects: (1) conformity with the development of the child's life, (2) conformity with environmental development of the child (3) compliance within the level of understanding of the child (4) have trust the child to behave economically (5) To strengthen the economic character of the child to behave properly.

The analysis of each topic conducted by experts in economists and experts in child psychologists will advise conformity to the content of the study of the economic literacy book.

Based on the test results stories of children which have done, it is known feasibility of level of story content and appearance aspects of the story. First, the feasibility of aspects of the content of the story, based on test results demonstrated the feasibility of the story quite well. Of these seven aspects of the study of the content aspect, the whole aspect of getting positive ratings and give an idea of how to establish a business and what products would be executed, thus need to revise the content aspect. Second, the feasibility aspect of the story of appearance, based on expert test showed the feasibility of the story with cartoon image appearance very good. Of the six aspects of
the assessment criteria have been nice appearance of the side view and attractive colors, to add better is added illustrations of people passing around the store when Tono and Tino observe who's passing around the store, so it needs a little extra revision. Besides these aspects, other aspects get a positive assessment and did not need to be revised.

Based on the test results, it can be concluded that the overall topic produced is ideal, but there are fewer records that need to be considered, among others: (1) Theme of the story-based cartoons produced in conformity with elementary school children. (2) Selection of images that extra bit to make it more interesting for children

**Limited scale test and large scale test**

Based on the results from limited scale and large scale test that have been done, we can know the feasibility of the book content and appearance aspects. First, the feasibility of aspects of the content of the story, based on a limited scale test, results and demonstrate the feasibility of large scale test. Story quite well, from the aspect of the seventh aspect of the content aspects of the study, all aspects have a positive assessment; and assessed can encourage children to behave economically.

Thus book does not need to be revised on the content aspect. Second, eligibility rate as aspect of the story of appearance, based on a limited scale trials and large scale test, test eligibility rate demonstrated that the story book quite good. Of the six criteria, the study looks interesting aspect. Third, children respond well to the economic literacy cartoon book because they have no met. By reading this book, they enthusiastically discuss the contents of their economic activities and they want to do. As a result of his enthusiasm, they ask you to issue the next series.

Based on the limited scale test and large scale test, it can be concluded that overall economic literacy cartoon book produced in this research have been ideal, the kids loved it. And after reading the children want to read the next series.

V. Conclusion

Preparation of Economic Literacy book that have acartoon picture for elementary school-age children to give an understanding of the economic activities with respect to: (1) Theme and content of stories adapted to the cognitive and language development of children. (2) The value of understanding economic behavior developed through themes and events that encourage the emergence of economic perceptions, interests and economic behavior for elementary school children. (3) Selection of simple language that is easy to understand children. (4) The display is made with the cartoon tailored to the pleasure of reading material to motivate primary school children, and enables them to read.

Developing an understanding of economic literacy for elementary school children is done through the development of events with the following characteristics: (1) The theme is presented through a number of events that are charged with economic activities. (2) Presenting new knowledge through a variety of events faced by teachers and parents to deliver economic information. (3) Provide an overview of economic behavior which can be useful for life and the hereafter.

Book literacy-based economy with acartoon images developed in the form of exciting charged event messages of economic behavior that has a function as a guide for students, teachers, and parentstodeliver economic values to children.

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