

## Empowering Creativity: Enhancing Creative Writing Skills Through Pixton In Community Service Initiatives

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### *Abstract.*

*This community service project investigates the transformative potential of Pixton, a digital comic creation tool, in fostering creative writing skills within a community setting. The initiative seeks to empower individuals through engaging workshops that leverage Pixton as a means to unlock and express creativity. Utilizing a participatory action research approach, the project assesses both the quantitative progress in creative writing proficiency and the qualitative impact on participants' engagement and self-expression. The workshops are designed to provide a supportive space for community members to explore their narrative voices using Pixton, encouraging collaborative storytelling. Through a synthesis of pre and post-assessment data, reflective journals, and participant interviews, the project aims to contribute valuable insights into the role of digital tools in community-based creative initiatives, ultimately fostering a sense of empowerment, expression, and community cohesion.*

**Keywords:** *Pixton, Creative writing, and students' engagement.*

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### I. INTRODUCTION

Nowadays, technology is massively incorporated in language teaching and learning. It seems that the movement of conventional approaches to digital one has been promisingly increasing. Using comic as a teaching tool in junior high school English classes is a creative and interesting strategy that can greatly improve literacy and language abilities (Anastasia Wijaya et al., 2021). Since comics contain both visual and literary aspects, they are approachable and fun for kids with varying levels of language skill (Cimermanová, 2015). By encouraging active participation from students and fostering a good learning atmosphere, this method enables students to engage in engaging language exploration. Improved writing skill is one of the main advantages of making comics. Students are assisted in understanding the context, tone, and emotions expressed in the text by visual cues such pictures and voice bubbles (Castillo-Cuesta & Quinonez-Beltran, 2022).

For English language learners who might struggle with difficult vocabulary and grammar, this visual guidance can be extremely beneficial. Additionally, as comics frequently use colloquial language and informal dialogue, they expose kids to real English discourse, which improves their ability to comprehend and use ordinary language. Additionally, comics foster creativity and critical thinking. When reading comics, students must draw conclusions, examine character motivations, and comprehend cause-and-effect relationships. Additionally, reading comics can encourage children to write their own stories, giving them the chance to use their linguistic abilities in novel and useful ways. This not only improves their linguistic skills but also cultivates a sense of pride and ownership in their work. The incorporation of comics in the curriculum is consistent with contemporary teaching approaches that place a focus on active learning and multimodal instruction. Some studies related to the topic have been conducted in the last couple of years. (Cabrera-Solano et al., 2021) Found that Pixton could increase students' engagement in learning and writing practice.

Based on preliminary study, some issues were revealed as the main consideration of the study:

1. Students' engagement are low in writing skills related to applied conventional approach teacher.
2. Students' and teachers' collaboration are not maximum in writing skills related to applied conventional approach teacher.
3. Students have reluctance to express their ideas in writing.

Thus, this study is intended to find alternative ways to handle those problems by using Pixton as writing teaching tool.

## II. LITERATURE REVIEW

### *Technology Enhance Language Learning*

The use of technology in language learning cannot be neglected. Technology has played a transformative role in enhancing language learning, addressing various challenges and unlocking new possibilities for learners worldwide. One key advantage lies in the accessibility of language resources through digital platforms. Language learning applications, online courses, and interactive software provide learners with anytime, anywhere access to a wealth of materials. This accessibility not only accommodates diverse learning styles but also caters to the individual pace at which learners progress (Joneyd et al., 2019). Additionally, technology facilitates immersive experiences through virtual reality and language exchange platforms, enabling learners to engage with native speakers and real-life language contexts, thereby enhancing their practical language skills. Furthermore, technology enhances the personalization of language learning experiences (Koch & Dangan, 2023). Adaptive learning algorithms can analyze individual strengths and weaknesses, tailoring lesson plans and exercises to meet specific needs.

This personalized approach not only optimizes the efficiency of learning but also fosters a more engaging and enjoyable educational experience. Cabrera-Solano et al., (2021) states that gamification, another aspect of technology integration, introduces elements of play into language learning, making it more interactive and motivating. Through interactive games and simulations, learners can reinforce language concepts in a fun and dynamic manner, leading to increased retention and fluency. The importance of technology in language learning extends beyond the individual learner to address broader societal and economic considerations. In an interconnected world, proficiency in multiple languages is increasingly valuable for global communication and collaboration. Technology facilitates cross-cultural interactions and breaks down linguistic barriers, contributing to a more inclusive and interconnected global community (Kirana et al., 2015). As the demand for multilingual skills grows in various industries, technology-driven language learning prepares individuals for a competitive job market by equipping them with the linguistic proficiency needed to thrive in diverse professional environments. Thus, the integration of technology in language learning not only empowers individual learners but also contributes to the development of a more linguistically diverse and globally competent workforce (Ortiz Orellana & Mena Mayorga, 2021).

### *Teaching writing and critical thinking*

The urgency in teaching writing and writing skills stems from the fundamental role written communication plays in various aspects of life. In academic settings, proficient writing is essential for students to convey their thoughts, ideas, and understanding of subjects. Writing is not merely an academic exercise but a critical skill that underpins the ability to articulate complex concepts, conduct research, and present well-reasoned arguments (Kirana et al., 2015). In an era where information is constantly exchanged through written mediums, from emails and reports to social media and online collaboration, the ability to express oneself coherently and persuasively is a key determinant of success in education and beyond (Amrizal, 2022). Moreover, effective writing skills are indispensable in the professional term. In the workplace, employees are often required to compose clear and concise emails, reports, proposals, and other documents. Proficient writing not only enhances an individual's capacity to communicate ideas but also reflects positively on their professionalism and competence (Istiq'faroh et al., 2020).

A writer consistently emphasize the importance of strong written communication skills when seeking candidates, recognizing that employees who can express themselves clearly contribute to streamlined business operations, effective collaboration, and successful project outcomes (Ahmed, 2018). The urgency in

teaching writing is also evident in its connection to critical thinking (Berger et al., 2023). Writing is a cognitive process that helps individuals organize and articulate their thoughts, fostering analytical skills and deepening understanding. By honing writing skills, individuals become better equipped to evaluate information critically, synthesize complex concepts, and communicate their insights with clarity. In a rapidly evolving world where the ability to analyze and interpret information is paramount, teaching writing becomes not just a pedagogical imperative but an urgent necessity for equipping individuals with the tools they need to navigate and contribute meaningfully to society (Abidah et al., 2022; Zikria, 2022).

### III. METHODS

There were two steps in doing this project. The first step was observation to the teachers and stakeholder. It was found that students' engagement and creativity is low since they only write about what is instructed by the teachers. They also tend to limit their work as the fulfilment of the classroom task. After doing the observation, the next step was demonstration about e-comic based writing activities. It was about 90 minutes for the demonstration and explanation. Afterwards, it was continued by personal project for each students who attended the workshop.



Fig 1. Observation to the classroom and teachers.

### IV. RESULTS AND DISCUSSION

There are 3 main point as the main goal of this project. First, to ensure the teacher that pixton can be effective teaching tool in writing skills. The second one is an emphasis on practicality on collaborative experience done by teachers and students. And the last one is the use of pixton as creativity booster for students writing activities.

#### a. *Pixton as an effective teaching tool in writing skills*

Pixton is a powerful and versatile application that serves as an innovative teaching tool for enhancing writing skills in the classroom. One of its standout features is the ability to create digital comics, providing a dynamic and engaging platform for students to express their ideas. By incorporating visual elements into the writing process, Pixton allows students to think creatively and strategically about how to convey their messages (Cabrera et al., 2018). This visual storytelling aspect not only appeals to a variety of

learning styles but also encourages students to consider the impact of visuals in effective communication, a skill increasingly relevant in today's multimedia-rich environment. The collaborative nature of Pixton contributes significantly to the teaching of writing skills (Nurhaliza & Khairunnisa, 2022). The application enables students to work together on comic projects, fostering teamwork and communication.

*b. Collaborative experience done by teachers and students*

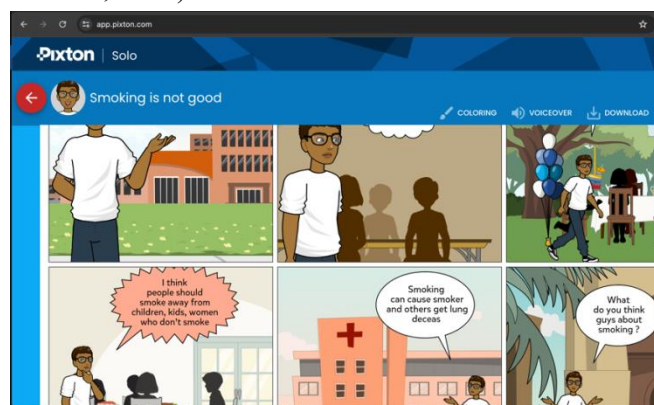
Collaborative writing experiences are known to enhance not only writing skills but also critical thinking and problem-solving abilities. Through Pixton, students can collaboratively plan, draft, and revise their comics, learning not only from their own writing process but also from the insights and perspectives of their peers (Ortiz Orellana & Mena Mayorga, 2021). This collaborative approach mirrors real-world scenarios where effective communication often involves teamwork and collective input, preparing students for the collaborative nature of the professional landscape.



**Fig 3.** The collaboration of teacher and students in exploring the creativity

*c. The use of pixton as creativity booster for students writing activities*

Furthermore, Pixton facilitates differentiated instruction, allowing teachers to tailor writing assignments to the diverse needs of their students. With customizable features, educators can adapt Pixton to various grade levels and learning objectives. Teachers can create assignments that cater to individual learning preferences, whether focusing on narrative writing, persuasive essays, or even content-specific projects. The adaptability of Pixton as a teaching tool ensures that it can be seamlessly integrated into existing curricula, providing a versatile resource for educators seeking to enhance their students' writing skills in a creative and interactive manner (Cimermanová, 2015).



## V. CONCLUSION

It was found that students and teachers tend to show their acceptance on the use of pixton as teaching and learning media in the term of creative writing skills. Teachers got new perspective on the technology utilization in language classroom. Afterwards, students are also seen as adaptive and receptive to the use of pixton as their learning media. Thus, Students can use Pixton to collaboratively plot, draft, and edit their comics while learning from their friends' perspectives and ideas as well as from their own writing process.

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