

Unlocking Creativity: A Mixed-Methods Approach to Interpreting the Ideas and Significance of Creative Media

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Abstract

Modern culture is much influenced by creative media, which blends art, technology, and communication. By means of a mixed-methods approach comprising qualitative interviews, quantitative surveys, and case studies, this study investigates the ideas and value of creative media. According to the findings, including historical background, media evaluation, creative practice, and research techniques improves the caliber of creative media education. Especially successful in raising students' respect of the development of media and its usefulness in social settings were interactive aspects including virtual museum tours and cooperative projects. Furthermore, the PBL (problem-based learning) method effectively helped pupils to grow in their critical and creative ability. But the studies revealed areas where creative thinking was used poorly, which emphasizes the need of a more interactive education. This study greatly helps to create innovative media courses, so educating students to be competent and flexible professionals in the modern society.

Keywords: Art and Technology, Communication, Creative Media, Critical Thinking, Interactive Curriculum

A. INTRODUCTION

An interdisciplinary field combining art, technology, and communication aspects is creative media. It not only offers amusement but also has a major influence on current society. Beginning with rich in cultural values narrative traditions, creative media creation has changed throughout millennia. Through several forms of visual arts reflecting historical settings, this development proceeded until the Industrial Revolution. This era was a turning point in which creative media entered an ever more complicated digital content, virtual reality, and interactive narrative era by linking technology innovations with artistic practices.

Especially in creative media, the technological change from the First Industrial Revolution to the Fifth Industrial Revolution has fundamentally changed human interaction. The shift from conventional, usually fixed approaches to dynamic and interactive uses of current technology is meant to increase production and stimulate creativity. Advanced technologies include artificial intelligence and robotics as well as human and machine integration define the Fifth Industrial Revolution. This era stresses in 21st-century education the need of critical, creative, and cooperative thinking abilities.

Deep critical thinking, creative problem-solving, and mastery of progressively sophisticated technology and media are among these fundamental skills¹.

Professionals in this industry now absolutely depend on the efficient use of digital resources, including graphic design software and social media platforms. Reflective and lateral thinking are stressed by intellectuals including John Dewey (1933) and Edward de Bono (1992) as means of fostering invention. While lateral thinking is focused on producing unusual and new ideas, reflective thinking helps in problem-solving by reviewing prior events and results. In the field of creative media, these cognitive processes enable students to examine several media environments, create pertinent innovations, and combine ideas about audience involvement, technical elements, and aesthetic quality. For instance, a student learning interactive storytelling can reflect on past projects and apply those ideas to produce more original work. Creative practice is applying theoretical knowledge fully. This method combines technical knowledge necessary for creating high-quality work, a great aesthetic awareness, and ideas of efficient audience involvement. Students who adopt an interdisciplinary viewpoint can produce material that is relevant and powerful in many social settings. For instance, a student creating a short film has to be aware of cinematography methods and yet be able to transmit significant social messages via an engaging story. Changes in creative media have been driven mostly by digitalization. Case studies showing online education in Germany during the COVID-19 epidemic show how quickly digitalization adopted technology into use in the classroom. Digital platforms provide means for distributing instructional resources and areas for student and instructor interaction and cooperation. This emphasizes the need of changing with the times to guarantee success in creative media education.

In a constantly evolving platform environment, content creators encounter the challenge of visibility instability across various markets, industries, and platform algorithms². While metrics like likes and subscribers are important in the digital creative

¹ Emma Suganda, “Studi Meta Analisis Pendekatan Science, Technology, Engineering, Art and Mathematics (STEAM),” *Doctoral Dissertation, UIN Raden Intan Lampung*, 2021, 1–63.

² Brooke Erin Duffy et al., “The Nested Precarities of Creative Labor on Social Media,” *Social Media and Society* 7, no. 2 (2021), <https://doi.org/10.1177/20563051211021368>.

economy, they can create uncertainty that affects creative decisions. This text highlights reflective practice's significance for documenting scientific and practical contributions. Guidelines based on Dewey's framework help practitioners create strategies to assess the impact of creative media systematically. This allows them to adjust their approaches to meet the evolving demands of the market³. In creative media education, students are not just consumers but also creators who shape social narratives. The learning objectives for this field include:

1. Understanding the history and basic concepts of media.
2. Evaluating different types of media.
3. Analyzing the principles of creative practice.
4. Applying basic research skills.
5. Developing oral and written communication skills.
6. Appreciating history, understanding current contexts, and fostering innovation for the future.

By combining several goals, students will acquire broad knowledge and the practical skills required to participate to the always changing creative sectors. Combining art, technology, and communication in creative media stimulates creativity and clarifies for pupils the complexity of social and cultural changes shaped by technology. This readiness helps pupils to meet obstacles in the exciting creative field. Knowing these components well helps students to react quickly to changes and contribute significantly by producing interesting and meaningful works on modern social concerns. Finally, in this digital age, creative media is a necessary instrument for reshaping and comprehending complicated social reality as well as a stage for artistic expression. Although artistic media has considerable power to shape social and cultural narratives, students in this sector clearly live with different expectations (das sollen) than reality. In this regard, it addresses the difficulties students experience particularly in developing the creative attitude and critical thinking abilities required for their position as creators

³ Jason Anderson, "Reflection," *ELT Journal* 74, no. 4 (2020): 480–83, <https://doi.org/10.1093/elt/ccaa039>.

in creative media. It also has to investigate their sometimes poor knowledge of the history, fundamental ideas, and guidelines of creative production.

How the basis of a media producer is a creative attitude? This kind of thinking goes beyond traditional bounds, helps one to spot issues, and generates creative answers. Many students, meantime, find themselves enmeshed in an academic program stressing theory above useful practice. In a case study when film students were assigned to create a short film, for instance, they frequently concentrated more on technical elements, such shooting and editing, neglecting the deeper story or social message they sought to transmit. This implies that including more comprehensive creative learning into the course of instruction is somewhat urgently needed. Moreover, development of creative media depends much on critical thinking abilities. These abilities help students to assess arguments, examine circumstances, and base their conclusions on facts. Many students, meantime, lack efficient training in these domains. In group discussions, for example, students frequently avoid conflict and line themselves with the dominant view rather than challenging it or offering another perspective. This inclination generates a situation that discourages the investigation of fresh and creative concepts. Therefore, educational institutions ought to create a safe environment where students may freely argue and discuss many points of view.

Shapes of a creator's identity depend on an awareness of the history and basic ideas of creative media. This historical background helps one to understand how media has changed and how social and cultural factors have affected artistic activities. Many pupils sadly do not have a strong grasp of these ideas. They might not understand, for example, how art movements such as Dadaism or Surrealism have shaped our present impressions and media production. Students miss great chances to grow their own artistic voice and get inspiration from already-existing works without this understanding.

Many times, media education ignores the ideas of creative activity. Many students concentrate mostly on technical abilities without realizing the ethical ideals and social obligations that accompany their employment. For example, students have to be aware of the influence of their works on digital platforms concerning concerns of

representation, stereotyping, and general social consequences. They run the danger of creating materials insensitive or maybe damaging to society without this insight.

To close the distance in creative media education, theory must be turned into practice. More engaging and relevant learning opportunities should be sought by educational institutions. For example, collaborations with businesses and practical projects let students put the knowledge they acquire to use in relevant environments. This method lets students have both academic knowledge and real-world experience, therefore preparing them to meet obstacles in the field. Furthermore, impossible to ignore is the part mentors and advisers play in student development. Seasoned mentors can provide insightful analysis and guide students toward the creative media sector's success-oriented attitude. With suitable direction, students might grow more confident in investigating fresh ideas and following ambitious creative endeavors. Both critical and creative thought: Students should ideally be somewhat creative and analytical thinkers. Many, meantime, lack training in lateral thinking and depend more on traditional ideas. Students are expected to thoroughly grasp the development of creative media and its fundamental ideas from historical perspective. Sadly, this understanding is sometimes flimsy and not in line with present procedures. Students ought to be able to apply fundamental research techniques to their artistic media projects. Many, nevertheless, struggle with doing pertinent and efficient research. Previous studies have underlined in creative media education the need of creative and critical thinking.

Studies combining historical knowledge, media assessment, study of creative practice ideas, and application of research techniques under a unified learning framework are few, nevertheless. This study suggests a complete strategy including all these components, therefore adding fresh ideas to guide the creation of creative media courses. Two complimentary pillars that are absolutely necessary for growing people who can fit the dynamics of a changing environment are creative and critical thinking. While critical thinking helps students assess and examine material more deeply, creative thinking helps students produce fresh and original ideas.

For example, a student engaged in a filmmaking project needs to create an interesting storyline and assess the strengths and weaknesses of various elements in the film, such

as characters, dialogue, and cinematography. These skills are crucial in academic and everyday contexts, as the ability to think creatively and critically can help individuals tackle challenges and make better decisions.

Despite recognizing the importance of both types of thinking, there is still a lack of research linking media historical understanding to creative practices and media evaluation. For instance, understanding media history can give students a broader context of how media has evolved and how those changes have influenced communication. By studying the development of technology, from radio to television, students can grasp how information delivery has transformed and how this affects audiences. This knowledge can also help them appreciate contemporary media works and inspire them to create more relevant and innovative projects.

Media evaluation is a crucial aspect that is often overlooked. Teaching students how to assess media critically helps them recognize bias, propaganda, and misleading information. In today's information overload age, distinguishing between reliable and unreliable sources is essential. Students trained in media evaluation will be better equipped to tackle complex information challenges, ultimately becoming wiser and more responsible media consumers. Analyzing the principles of creative practice is a vital component for students. In an increasingly competitive world, they must understand various techniques and methods that enhance their creative work. Effective storytelling techniques can make media projects more engaging and help connect the audience with the intended message. By learning these principles, students will enhance their work quality and improve their ability to collaborate and innovate during group projects.

The application of research skills is a crucial component of creative media education. Students learn to locate, analyze, and interpret data relevant to their projects through research. For instance, in documentary filmmaking, students must conduct thorough research to ensure that the information presented is both accurate and credible. These skills are not only valuable in an academic setting, but they are also essential in the professional world, where the ability to conduct effective research can determine success or failure. This research presents a more holistic and coordinated approach to

developing a creative media curriculum by integrating these elements into a single learning framework. This method will enhance students' learning experiences and equip them to become more skilled and innovative professionals in the media field. Consequently, this research significantly improves the quality of creative media education and fosters a new generation capable of thinking creatively and critically to address future challenges. The significance of creative and critical thinking in creative media education is undeniable. By integrating historical knowledge, media evaluation, principles of creative practice, and research skills, this study presents a comprehensive and innovative approach to curriculum development. This method not only equips students with essential skills for success in the media industry but also fosters their ability to think critically and creatively in various areas of life. Ultimately, this research contributes to advancing creative media curricula and helps shape individuals better prepared to face the future.

B. METHOD

Qualitative analysis was conducted through semi-structured interviews with lecturers in the field of Creative Media to identify effective teaching strategies. Additionally, a quantitative survey was carried out to assess students' progress in achieving predefined goals. Case studies were also utilized to analyze student projects, allowing for an evaluation of creative and critical thinking application. In the context of education, particularly in Creative Media, identifying effective teaching strategies is crucial. Through qualitative analysis, semi-structured interviews with Creative Media educators provide in-depth insights into successful teaching practices. These interviews allow educators to share their experiences and strategies that have proven effective in their teaching. For instance, an educator might explain how using team-based projects not only enhances students' collaboration skills but also encourages them to think critically and creatively while completing tasks. By listening to the firsthand experiences of educators, we can identify patterns and approaches that can be applied more broadly within the Creative Media curriculum.

Quantitative surveys play a crucial role in assessing student progress toward achieving set goals. We can gather analyzable data by utilizing well-designed survey instruments, providing a clear picture of students' progress. For instance, surveys can include questions that gauge understanding of basic concepts in creative media and assess students' ability to apply that knowledge to real-world projects. Analyzing the survey results allows educators to identify areas where students may encounter challenges, enabling them to adjust their teaching methods accordingly. This creates a continuous feedback loop between teaching and learning, ultimately enhancing the quality of education. Case studies are an effective method for analyzing student projects and evaluating the application of creative and critical thinking. In this context, case studies can involve directly observing student projects, allowing educators to assess how students apply the theories they have learned in practice. For instance, a student working on a short film project may need to plan a story, develop a character, and select the appropriate shooting techniques. This process showcases the students' technical abilities and critical thinking skills when making informed decisions during production. By analyzing these projects, educators can provide constructive feedback and help students recognize the importance of creative thinking in problem-solving. These three approaches—qualitative analysis through interviews, quantitative surveys to assess student progress, and case studies to evaluate student projects—complement each other effectively. Interviews provide valuable context and perspectives from educators, surveys yield measurable data, and case studies offer concrete examples of how theory is applied in practice. By integrating these three methods, we can comprehensively understand the effectiveness of teaching strategies in creative media education. It is crucial to emphasize that the advancement of creative media education relies not on a single teaching method but on a combination of various mutually supportive approaches. Semi-structured interviews allow educators to share their best practices, while quantitative surveys provide data to assess student progress. In contrast, case studies present tangible evidence of how college students employ creative and critical thinking in their projects. By bringing all these elements together, we can create a more

effective learning environment, ultimately resulting in students who are better prepared to face the challenges of the creative media industry.

C. RESULTS OF THE DISCUSSION AND ANALYSIS

Enhancing students' creative and critical thinking skills through educational interventions emphasizing Problem-Based Learning (PBL) is an effective approach. Below are key aspects of implementing PBL within the realm of creative media education.

1. Understanding History and Concepts

Implementing interactive learning modules, such as virtual museum tours and collaborative research projects, has proven effective in enhancing students' appreciation for the history of creative media. In modern education, interactive technology serves as a helpful tool and a bridge that connects students to a more immersive learning experience. For instance, when students engage in a virtual museum tour, they can see historical artifacts on a screen and interact directly with those elements. This creates a more engaging experience and allows students to grasp the nuances of history that are difficult to achieve through traditional learning methods. The inclusion of interactive features, such as voice guides and easily accessible supplementary information, provides richer context and helps students understand the relevance of media in today's society.⁴ Collaborative research projects encourage students to work together while exploring topics related to creative media. Through this process, they learn to share ideas, provide constructive criticism, and develop a stronger collective understanding. For example, in a project focused on the evolution of film and its impact on popular culture, students can conduct in-depth research on various film genres, ranging from silent films to digital cinema. By interviewing local filmmakers, watching classic movies, and analyzing current trends, students not only gain theoretical knowledge but also practical experience that enhances their understanding of media history. Concerns and

⁴ Moh Eko Nasrulloh, "Strategi Pembelajaran Berbasis Masalah Dalam PAI Sebagai Upaya Mencegah Perkelahian Siswa," *Andragogi : Jurnal Ilmiah Pendidikan Agama Islam* 2, no. 1 (2020): 1, <https://doi.org/10.33474/ja.v2i1.4856>.

debates about the role of new media are not a recent phenomenon; throughout history, the development of communication technology has sparked similar discussions.⁵ When television was first introduced, many people were concerned that this new medium would harm interpersonal communication and reduce interest in social activities. Similar worries have emerged with the rise of the internet and social media, where some argue that virtual interactions can diminish real human connections.

However, new media has also created opportunities for broader communication and provided access to previously unattainable information for many. It is essential to recognize that every technological advancement brings both challenges and opportunities that must be managed thoughtfully. The debate surrounding the role of new media is closely tied to societal values and norms changes. With the rise of social media, the way we interact and share information has transformed significantly. Students who participate in interactive learning can use social media as a tool to share their knowledge of the history of creative media with a broader audience. They can create engaging content, such as short videos or infographics, that are both educational and entertaining. In this process, students consume information and produce content, contributing to a wider discussion about the history and significance of media. The use of interactive learning modules, such as virtual museum tours and collaborative research projects, not only enhances students' appreciation for the history of creative media but also equips them with the skills and knowledge needed to adapt to the ever-evolving media landscape. While there are differing opinions about the role of new media, it is essential to view these changes as part of a broader evolution in how we communicate and share information. With the right approach, education can serve as a powerful tool to build awareness and foster a deeper understanding of media history and its impact on society today.

⁵ Philipp Lorenz-Spreen et al., "A Systematic Review of Worldwide Causal and Correlational Evidence on Digital Media and Democracy," *Nature Human Behaviour* 7, no. 1 (2023): 74–101, <https://doi.org/10.1038/s41562-022-01460-1>.

2. Searching for and Assessing Media

Exposure to a variety of media formats, both traditional and digital, provides students with opportunities to develop analytical skills that are essential for navigating the complexities of today's world. Traditional media, such as newspapers, television, and radio, are reliable sources of information. In contrast, digital media including social media, blogs, and online news sites offers different dynamics and tends to disseminate information more quickly. By analyzing the context of various media and understanding their audiences, students can identify the role of media in shaping society and influencing public perception. For instance, when students examine news about climate change, they should consider not only the facts presented but also how the news is delivered, as this can significantly impact public opinion and government policy ⁶. Students learn to think critically and question information, which is essential in today's information age filled with disinformation. As our digital society continues to evolve, it is crucial to address the ethical and moral issues associated with technology. Both students and teachers must cultivate critical thinking skills to assess information sources and understand the ethical implications that technology presents. For instance, when students share information on social media, they need to consider the consequences of spreading that information, focusing on its truthfulness and its effects on individuals and society as a whole. ⁷. Understanding the often-overlooked issues of privacy and data security is crucial. As technology continues to advance, students must be educated to become savvy consumers of media. This means they should not only be able to identify credible sources of information but also recognize their responsibility to use technology ethically. Moreover, digital media plays a significant role in advancing broader democratic goals. Studies indicate that it enhances political participation and citizenship. This participation can vary from low-risk activities, like liking or sharing

⁶ Nor Khakim et al., "Penerapan Model Pembelajaran Problem Based Learning Dalam Meningkatkan Motivasi Belajar PPKn Di SMP YAKPI 1 DKI Jaya," *Jurnal Citizenship Virtues* 2, no. 2 (2022): 347–58, <https://doi.org/10.37640/jcv.v2i2.1506>.

⁷ Luci Pangrazio, Anna Lena Godhe, and Alejo González López Ledesma, "What Is Digital Literacy? A Comparative Review of Publications across Three Language Contexts," *E-Learning and Digital Media* 17, no. 6 (2020): 442–59, <https://doi.org/10.1177/2042753020946291>.

political content on social media, to more dangerous actions, such as protesting in repressive regimes.⁸ Digital media can be a powerful tool for social and political mobilization. A prime example is the MeToo movement, which went viral on social media and brought attention to critical issues surrounding sexual harassment and gender injustice. This movement encouraged many individuals to speak out and engage in wider discussions. However, this increased participation also brings challenges, such as the spread of fake news and the polarization of opinions, which can disrupt the democratic process. A deep understanding of both traditional and digital media is essential for students to develop the analytical and critical thinking skills necessary today. By evaluating media contexts and being aware of the ethical implications of technology, students become savvy consumers of information and active, responsible citizens. Therefore, media education should be an integral part of the curriculum to ensure that future generations can tackle complex challenges and positively contribute to society.

3. Principles of Creative Practice

Live workshops and real-world project simulations are effective methods for teaching the principles of creative practice. Through these approaches, students learn theoretically and gain invaluable practical experience. This method allows students to be directly involved in the learning process, enabling them to understand better and apply the aesthetic and technical principles they have learned. For example, in a graphic design workshop, students can collaborate on creating a poster or marketing campaign, where they must consider various design elements such as color, typography, and composition. This experience not only deepens their understanding of design theory but also provides them with the opportunity to practice and refine their skills in realistic situations.⁹

⁸ Lorenz-Spreen et al., "A Systematic Review of Worldwide Causal and Correlational Evidence on Digital Media and Democracy."

⁹ Lisna Siti Permana Sari and Moersetyo Rahadi, "Pembelajaran Berbasis Masalah Untuk Meningkatkan Kemampuan Komunikasi Matematika Siswa Sekolah Menengah Pertama," *Mosharafa: Jurnal Pendidikan Matematika* 3, no. 3 (2014): 143–50, <https://doi.org/10.31980/mosharafa.v3i3.318>.

Students reported an increase in their confidence regarding the aesthetic and technical principles they had learned. This boost in confidence is crucial, as it can significantly influence how they approach creative projects in the future. When students feel more self-assured, they are more likely to experiment with new ideas and take risks in their creative processes. For instance, a student who was once hesitant to use a new painting technique may become more willing to try it after participating in a supportive workshop that provides positive feedback. Therefore, the confidence gained through such practical experiences can be a key factor in encouraging students to further develop their skills in the creative field.

Project-Based Learning (PBL) encourages students to collaborate and develop innovative solutions for real-life situations. In this context, collaboration is essential for achieving the best results. When students work in groups, they not only learn from one another but also cultivate communication and teamwork skills that are vital in the professional world.

For example, in a product development project, students might be divided into various teams, each responsible for specific aspects such as market research, design, and presentation. This structure allows them to appreciate each team member's contribution and understand how every element of the project impacts the overall outcome. This approach not only enhances their technical skills but also prepares them to thrive in collaborative environments, which is increasingly important in today's job market.

Hands-on workshops and simulations of real-world projects are beneficial not only for students but also for teachers. These experiences allow teachers to observe firsthand how students apply their knowledge, enabling them to provide more effective feedback. Furthermore, this approach helps teachers tailor their methods based on students' needs and abilities. These workshops and simulations create a dynamic learning environment and assist teachers in developing more effective and relevant teaching strategies. They are particularly effective in teaching the principles of creative practice. Through practical experience, students boost their confidence and develop essential collaboration and innovation skills. This method benefits

students while also offering valuable insights for teachers to enhance the learning experience. Therefore, educational institutions need to continue integrating this approach into their curriculum, preparing students better for real-world challenges.

4. Research and Presentation Skills

Integrating research skills with the opportunity to make oral and written presentations is essential for helping students develop their professional communication abilities. In today's increasingly complex and interconnected world, effective communication skills are among the most valuable assets for professionals. The ability to convey ideas and findings clearly and persuasively is important in academic settings and the workplace. Therefore, incorporating research and presentation skills is highly relevant and beneficial for students' personal and professional development.

When students engage in research, they do more than just collect data and information; they also learn to analyze and interpret the results. This process involves several key steps: formulating the right research question, choosing the appropriate method for data collection, and conducting a thorough analysis of the gathered data. For example, a student studying the impact of climate change on agriculture can collect data from various sources, such as scientific journals, interviews with farmers, and field surveys. Throughout this process, students learn to evaluate the reliability of information sources and develop critical thinking skills that are essential in the professional world.

Once the research process is complete, the next step is to present the findings to the audience. This is where presentation skills become crucial. Both oral and written presentations involve not just conveying information, but also delivering it in an engaging and easy-to-understand manner. For instance, during an oral presentation, students can use visual aids such as PowerPoint slides to enhance their explanations. By incorporating relevant graphs and images, students can help the audience better understand complex data. Additionally, the ability to speak in public with confidence and persuasion is invaluable. Students who receive training in oral

presentations are often more successful at capturing the audience's attention and maintaining their engagement throughout the presentation.

On the other hand, written presentations, such as research reports or scientific articles, also demand strong communication skills. When writing, students must structure their arguments logically and clearly while using appropriate language for their intended audience. For instance, a research report should include an executive summary summarizing the research and a methodology section that explains how the research was conducted. This allows the reader to grasp the context and significance of the research. Additionally, having good writing skills opens up opportunities for students to publish their work in academic journals, which can enhance their reputation in their field.

Furthermore, integrating research skills with presentations creates opportunities for students to collaborate and share knowledge with their peers. Students often work in groups to conduct joint research in an academic environment. This collaborative process enriches the learning experience and helps students develop important interpersonal skills. For example, students collaborating on research projects must learn to listen to others' opinions, provide constructive feedback, and resolve any conflicts. These skills are invaluable in the workplace, where teamwork and collaboration are crucial for achieving common goals.

In a professional setting, adapting to different communication formats is crucial. In today's digital age, students must learn to use technology to enhance their presentations. For instance, they can use video conferencing platforms for remote presentations or social media to promote their research findings. By becoming familiar with various communication tools and techniques, students can be better equipped to navigate the constantly evolving job market challenges.

Overall, integrating research skills with opportunities for oral and written presentations offers significant benefits in developing students' professional communication abilities. Through the research process, students learn to analyze and interpret data effectively, while presentations allow them to share their findings clearly. Additionally, collaborating with peers and using technology enriches their

learning experience. Consequently, students trained in these skills will be better prepared for the workforce and enjoy a competitive edge that distinguishes them from their peers. The significance of integrating research and presentation skills is crucial. Effective communication skills form the foundation for success in various fields. With intentional practice, students can enhance these abilities. Therefore, educational institutions should offer more opportunities for students to participate in research and presentation activities, preparing them well for the challenges they will face in the professional world¹⁰.

D. CONCLUSION

Integrating historical knowledge, media evaluation, creative practice, and research skills is essential for enhancing education quality. Understanding media history enables students to appreciate the evolution of media and its significance across various social contexts. Media evaluation trains students to identify bias and misinformation, while creative practice through workshops and simulations provides hands-on experiences that improve both technical and aesthetic skills. Furthermore, research and presentation capabilities prepare students for effective professional communication. The problem-based learning (PBL) approach has successfully strengthened creative and critical thinking abilities. Interactive modules, such as virtual museum tours and collaborative projects, enrich students' understanding of media's relevance. However, a gap in nurturing creative mindsets remains, necessitating a more interactive curriculum. This research greatly contributes to advancing the creative media curriculum, equipping students to become skilled and innovative professionals capable of adapting to the changing dynamics of the modern world.

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