

REVITALIZING ARABIC LANGUAGE LEARNING: THE IMPACT OF 'KAIFA HALUKA' BILINGUAL COMICS

Muhammad Luqman Ibnul Hakim Mohd Saad^{1*}, Mohammed Iqbal Badaruddin², Nik Ahmad Kamal Juhari Nik Hashim³, Mohd Sollah Mohamed⁴ & Tengku Mohd Farid Tengku Abd Aziz⁵

^{1,3,4,5} Akademi Pengajian Bahasa UiTM Cawangan Kelantan

² Kolej Pengajian Seni Kreatif UiTM Kelantan

*Corresponding author: iqbal688@uitm.edu.my

ABSTRACT

Traditional Arabic textbooks often struggle to engage students, which can lead to decreased motivation and focus during learning activities. In response, the bilingual comic series 'Kaifa Haluka' (KH) has been created as an innovative resource to enhance the Arabic language learning experience. KH differentiates itself from conventional materials by integrating technology, including QR codes, videos, vibrant illustrations, Arabic dialogue transcriptions, and vocabulary support. This initiative has gained recognition at various conferences, been featured in academic journals, and achieved commercial success, earning accolades for its intellectual property. The uniqueness of KH is not only in its technological features but also in its ability to refresh the learning process through interactive formats. KH aims to facilitate significant advancements in both societal and economic realms. By transforming Arabic language education with engaging bilingual comics, it has the potential to promote linguistic diversity and spark students' interest. Economically, the successful launch of KH could foster growth by creating new entrepreneurial opportunities. Research indicates that KH has a positive impact on students' achievements in learning Arabic. Feedback from students at UiTM Kelantan highlights their recognition of KH as an effective educational tool that supports their journey in mastering the Arabic language.

KEYWORDS: *Arabic language learning, Bilingual comics, Interactive technology, Student engagement*

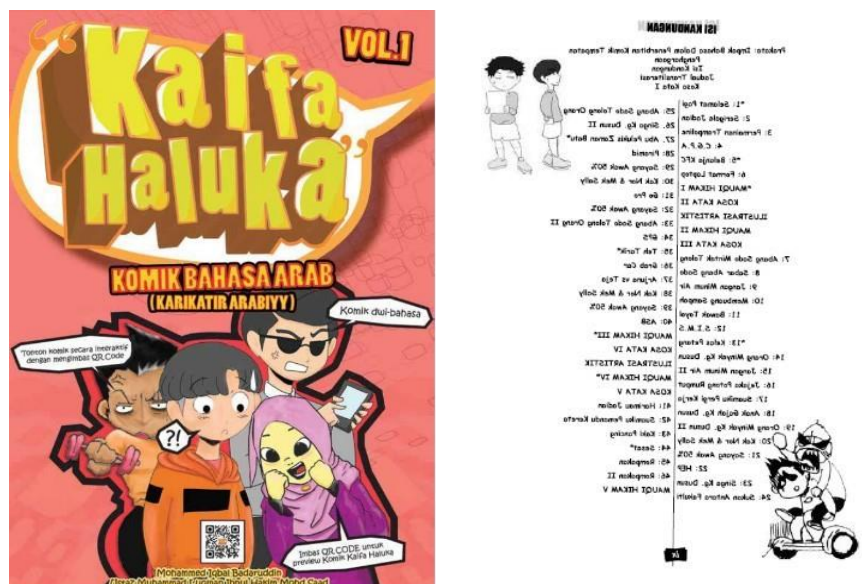
PROBLEM AND OBJECTIVE

Traditional Arabic textbooks frequently fail to capture students' interest, often leaving them feeling disengaged and unmotivated. This lack of enthusiasm poses a significant challenge, especially for students in UiTM Kelantan, as it makes it difficult for them to maintain focus and actively participate in the learning process. To address this issue, an innovative solution was introduced in the form of Kaifa Haluka (KH), a series of bilingual Arabic comics. These comics aim to make learning Arabic more engaging and enjoyable by combining language instruction with entertaining and relatable content.

DESIGN DESCRIPTION

KH includes QR codes that provide instant access to supplementary materials, such as video presentations of the scripts, allowing students to see and hear the dialogues in action. Additionally, the product features visually appealing illustrations that capture the essence of each scene, making the content more engaging and relatable. To further support learners, it includes transcriptions of Arabic dialogues alongside vocabulary aids, ensuring that students can easily follow along and build their language skills. This combination of technology, interactivity, and visually rich content makes the learning process more dynamic, accessible, and enjoyable.

VISUALS



NOVELTY AND UNIQUENESS

What makes this product truly unique compared to traditional learning resources is its innovative and technology-driven approach. It integrates modern tools and creative elements to enhance learning experience.

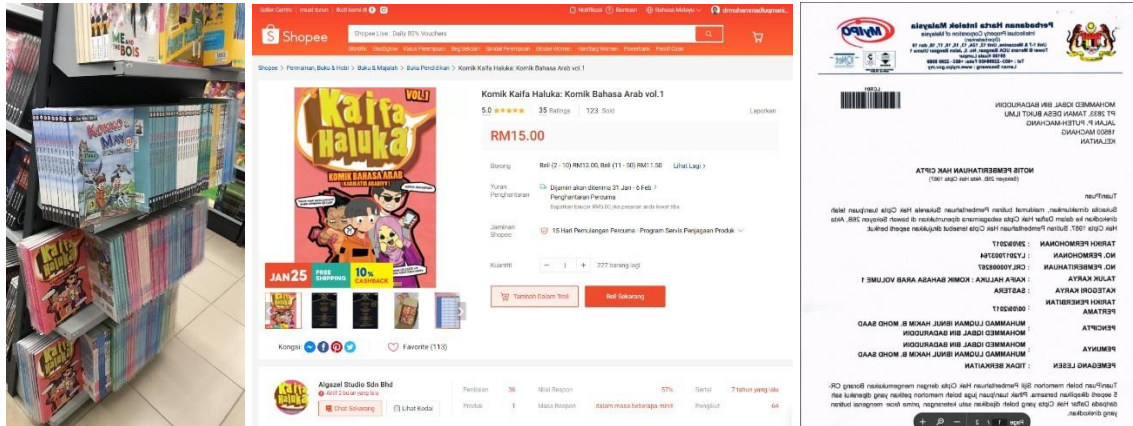
BENEFITS TO MANKIND

The innovation of Kaifa Haluka (KH) offers promising benefits for society, the economy, and the environment. By making Arabic language learning more engaging through bilingual comics, KH can improve cultural understanding and promote linguistic diversity, fostering greater social harmony and inclusivity. Economically, the commercialization of KH has the potential to boost the education sector, creating job opportunities and encouraging entrepreneurship. On the environmental front, the use of digital features like QR codes and interactive tools reduces reliance on paper-based materials, helping to minimize waste and lower the carbon footprint. In this way, Kaifa Haluka goes beyond education, driving positive change that benefits society, supports economic growth, and promotes sustainability.

COMMERCIAL POTENTIAL

Kaifa Haluka (KH) has successfully entered the market through various platforms, making it widely accessible to learners. It is available for purchase on online marketplaces such as Shopee, offering convenience to a broader audience. Additionally, KH has secured shelf space at prominent bookstores like Muda Osman Sdn Bhd, further cementing its presence in the education sector and reaching potential buyers who prefer physical stores. This dual approach to commercialization highlights KH's growing impact and appeal among Arabic language learners.

KH has earned recognition for its intellectual property copyright and trademark.



CONCLUSION

Kaifa Haluka (KH) revolutionizes Arabic learning through bilingual comics, technology integration, and successful commercialization. Future directions include gamified features, a dedicated mobile app, and the development of the next volume to further enhance its impact and cater to diverse learning needs.

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