

## Enhancing Children's Creativity Through Drawing and Coloring.

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**ABSTRACT:** The lack of creativity among children in the digital era is the primary reason behind organizing drawing and coloring activities at TBM Bersaudara RW 07 in BSD. These activities aim to foster children's creativity to better prepare them for contemporary challenges. This article employs descriptive analysis to outline the activity processes and action research methods to design them. Research indicates that these activities involve children in practical drawing and coloring exercises with guidance to enhance their creative abilities. The main goal is to motivate children to further activate their creativity and effectively apply what they learn in their daily lives.

**KEYWORDS:** Creativity, Drawing, Coloring, Digital Era

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### I. INTRODUCTION

The issue of children's creativity in this digital age is a topic that never ceases to be discussed. The continuous development of technology influences children in expressing themselves and being creative (Ulfah, 2020). Kids are frequently exposed to a wide range of digital content, which may restrict their creativity and imagination (Buckingham & Willett, 2013). Children, for instance, would much rather watch videos on social networking sites than do arts and crafts or other creative activities. This circumstance may restrict their capacity for original thought and idea development. Children's inventiveness is today significantly lower than it was in past generations, according to study (Cladis, 2020). In order for kids to reach their maximum potential and grow up to be the best versions of themselves, parents and teachers must focus on how kids' creativity is developing in the digital age. One way to improve children's creativity is through drawing and coloring activities, which let them visually express their thoughts and feelings (Tambunan et al., 2022). Children can explore with different notions and feel satisfied with their own expression through this exercise (Laili & Yuniarti, 2017).

Today's kids are less creative than they used to be, which hinders their ability to think critically and creatively and makes it harder for them to solve problems. This has a detrimental effect on their potential development (Nurjanah & Hardiyanti, 2020). Youngsters often rely on solutions that have already been found rather than trying to think outside the box or exercise creativity. Their ability to adapt in the future may be impacted by this, as tackling the ever-changing difficulties of the modern world will require ingenuity and innovation (Hidayat et al., 2018). Children who are used to learning in a monotonous and minimally challenging manner, for instance, could find it difficult to come up with original or creative solutions to complex problems. The lack of creativity is also an issue for the children around the TBM RW 07 Bersaudara, Melati Mas BSD complex. They tend to prefer playing with gadgets rather than developing their skills and talents, which can be an obstacle in the development of their potential. The children often lack initiative in exploring new things and are passive in seeking experiences. Parents strive to change this habit so that children become more active and creative in exploring their interests and talents. However, this process does not always go smoothly and requires patience and perseverance. Parents' efforts include encouraging their children to socialize at the neighborhood playground, but the children prefer to play with gadgets. Perhaps a more innovative approach is needed to change children's habits regarding gadget use. For instance, parents could try introducing engaging activities outside of gadgets to encourage children to explore new things.

Field observations identified several factors that explain why children prefer playing with gadgets at home rather than playing in the neighborhood playground. First, the availability of gadgets that facilitate access. Second, the playground in the complex does not offer activities that are engaging enough compared to gadgets. Third, children feel more comfortable and safe playing indoors. However, parents need to remain active in finding ways to encourage their children to play outdoors so that they can experience the benefits of playing in nature. This way, children have a better opportunity to develop their creativity and social skills. Based on this background, STT Moriah initiated drawing and coloring activities at TBM RW 07 with the aim of enhancing children's creativity outdoors and providing a different play experience. This activity aims to boost children's creativity and help them develop fine motor skills (Herlina, 2020). Engaging in drawing and coloring exercises

might enhance kids' capacity to convey their thoughts and emotions through visual art (Laili & Yuniarti, 2017). In addition, this activity serves as a fun way for children to learn to recognize colors, shapes, and patterns, which stimulates the positive development of their brains (Mukhlis et al., 2023). Engaging in drawing and coloring exercises might enhance kids' capacity to convey their thoughts and emotions through visual art (Pratiwi & Budisetyani, 2013). By engaging in drawing and coloring activities, children not only enjoy their time but also gain important benefits for their overall development. Additionally, these activities can enhance children's creativity, making it essential for parents and educators to provide opportunities for them to participate in these activities to optimally support their development. Thus, this activity is expected to provide a fun and educational learning experience for children, as well as help them learn through an engaging approach. This will open children up to be more engaged with their surroundings and motivate them to continue learning and growing. I hope this activity brings a positive impact on the development of the children at TBM RW 07 and inspires them to continue exploring their creativity. With the support of parents and the TBM management, it is hoped that this activity can provide long-term benefits for the children.

## II. IMPLEMENTATION AND METHOD

To optimize the role of drawing and coloring in enhancing children's creativity. This article uses qualitative descriptive analysis methods, which involve field data such as texts, diagrams, and images. The qualitative information in this research includes the identities and locations of the subjects being studied. In addition, the researchers also conducted in-depth observations of the classroom learning process, focusing on the drawing and coloring activities carried out by the children. The method used to design these drawing and coloring activities is based on a commonly used approach that helps researchers address the issues that arise. Namely, using action research with a series of stages that must be carried out before the activities are implemented at TBM RW 07. In general, this process includes data collection, technical preparation, activity implementation, and program evaluation after implementation. Therefore, before starting the activities, the researcher first collected data to identify the issues occurring at TBM RW 07. This evaluation aims to assist the researcher in determining the appropriate and necessary activities at TBM RW 07 to address the lack of creativity among children in the area. After analyzing the problem, the next step is to prepare technically by designing appropriate activities and materials. Once the planning is complete, the activities can be carried out according to the prepared plan. After the activities are conducted, an evaluation is carried out to monitor the children's development before and after participating in the drawing and coloring activities.



Image 1: Flyer to promote the Event

The drawing and coloring activities were held on June 25 and 27, 2024, at TBM RW 07 Bersaudara, Balai Warga Blok T, Jl. Karimata II, BSD Sector XIV.5. This event is open to all children, whether they live in RW 07 Nusa Loka or outside that area in BSD. The goal is to introduce TBM to the residents of Nusa Loka Sector XIV.5 and other communities outside RW 07, so that more people become familiar with this facility. For the implementation of this activity, the TBM management mothers held a meeting on Friday, June 14, 2024, from 7:00 PM to 9:00 PM WIB. In this meeting, the execution of the TBM work program from June to August 2024 was discussed. One of the work programs to be executed in the June 2024 activities is a drawing and coloring activity, which is planned to be held on June 25 and 27, 2024. Thorough preparation is needed to execute this activity, so that on the day of the event there are no significant obstacles. The cleanliness of the rooms, both inside and the TBM courtyard, is a priority to welcome the participants who will attend the event.



Image 2: Coordination meeting and cleaning of TBM space and environment

### **III. RESULTS AND DISCUSSION**

Drawing and coloring activities are part of a program designed to stimulate children's creativity in today's digital era. This program is a strategic step taken by researchers to help children in TB RW 07 BSD

overcome the lack of creativity in the modern age. This activity was carried out with the collaboration of the management and local residents, led by Dr. Sri Mulyani, M. Si. Thorough preparation is needed to execute this activity, so that on the day of the event there are no significant obstacles. The cleanliness of both the indoor and outdoor areas of the TBM is a priority to welcome the participants who will attend the event. The indicators of success in this drawing and coloring activity program are as follows: First, the evaluation of the program's effectiveness in encouraging children to express their creativity through drawing and coloring. Second, the measurement of their technical development in drawing, color usage, and visual composition arrangement. Third, the evaluation of the level of participation and engagement of the children in the activities, as well as the extent to which they can be creative. Fourth, the assessment of the program's impact on achieving informal education goals, such as a deeper understanding of creativity and increased self-confidence. Fifth, the positive response from parents, teachers, and the community towards the children's work and their support for this program as a promoter of children's creativity development.

According to the theory on enhancing children's creativity through drawing and coloring activities, coloring activities have been proven effective in improving children's creativity and developing their fine motor skills. The goal of this activity is to help children experience planned changes and develop their creative abilities, addressing the current lack of creativity. This aligns with the theory that encourages children to experience change with the help of facilitators as drivers of innovation, and to work together to find solutions to existing problems. In its implementation, this activity includes the following steps: First, the preparation of all the necessary tools and materials such as drawing paper, colored pencils, crayons, and other supplies. Second, provide guidance and examples to children on how to draw and color. Third, give children the freedom to express themselves through drawing and coloring according to their imagination. Fourth, offer support and appreciation to children for their work, with the aim of encouraging them to express themselves further. Through this series of activities, it is hoped that children can develop their creativity and enhance their fine motor skills to the fullest. The event committee, under the command of Mrs. Dini, is making preparations by procuring goody bags, drawing and coloring tools, prizes, and all the necessary facilities to support the implementation of the activities. This is done to attract children's interest in participating in this activity.



Image 3: The event committee is preparing goody bags and competition prizes

Drawing and coloring activities have been proven effective in enhancing children's creativity. This activity not only helps train their fine motor skills but also encourages them to express themselves freely and develop their imagination (Widiasih & Astuti, 2021). Research also shows that children's fine motor skills can be improved through coloring activities (Marhaeni et al., 2022). In addition, creative activities such as drawing have also been proven to positively stimulate children's brain development and help them communicate their ideas and feelings better (Laili & Yuniarti, 2017). In addition, drawing and coloring activities can also boost children's self-confidence and give them a sense of achievement when they successfully complete their artwork (Nurjanah & Hardiyanti, 2020). Through this process, children become accustomed to continuously innovating and solving problems in a creative way. Therefore, it is very important for parents and educators to provide children with opportunities to engage in artistic activities, especially drawing and coloring. By providing support and appreciation for children's artwork, they will be motivated to continue developing their creativity and imagination (Mayar, 2022). This activity not only enhances children's fine motor skills but also allows them to express themselves freely and develop creative thinking. When children are given the freedom to explore their artistic abilities, they achieve a sense of accomplishment and self-confidence that can positively impact their overall development (Michalopoulou, 2014). In addition, drawing and coloring can stimulate children's brain development and help them communicate their ideas and emotions more effectively. Creating an environment that supports and appreciates children's creative efforts is very important for developing their creativity and preparing them to face the challenges of the modern world (Pan et al., 2021).

Giving children plenty of opportunities to engage in creative activities, such as drawing and coloring, allows them to develop important skills that are not limited to artistic expression. This activity can enhance problem-solving skills, boost self-esteem, and cultivate a growth-oriented mindset that will be beneficial for their future. By recognizing and encouraging the creative potential of children, parents and educators can open new opportunities and help shape the next generation as innovative thinkers and problem solvers (Ershadi & Winner, 2020). During the implementation of this activity, an evaluation is conducted to measure the extent of the program's success for the children and to assess the impact that has occurred. The results of the evaluation from the observations show that some of the children at TBM RW 07 have been able to express themselves and demonstrate an increase in their creativity through this program. However, the achievement process is not without challenges and obstacles, including some children who still have difficulty imagining while drawing. On the other hand, children's involvement in coloring and drawing activities is still relatively low because their interest in gadgets is higher. Even so, the implementation of the drawing and coloring activities went smoothly, as evidenced by the number of participants present and their enthusiasm in participating in the activities.



Image 4: Documentation of the coloring activity Tuesday, June 25, 2024

#### **Day I, Tuesday, June 25, 2024**

On the first day, Tuesday, June 25, 2024, a coloring competition was held. Participants numbered 15 with the attendance list attached. Photos of the activities can be seen as follows:



Image 5: Drawing and coloring activities on Thursday, June 27, 2024

**Day 2, Thursday, June 27, 2024**

On the second day, the participants became increasingly enthusiastic about coloring and drawing, and the supervisors continued to accompany the children in coloring and drawing.



Image 6: Best Work Result



Image 7: Gift Giving

**IV. CONCLUSION**

Drawing and coloring activities play an important role in the overall development of children. They are effective in enhancing children's creativity, imagination, and fine motor skills. By providing support, encouragement, and appreciation for children's artistic efforts, they feel valued and motivated to continue developing their creative abilities. This activity not only enhances children's creative thinking skills but also boosts their self-confidence, problem-solving abilities, and capacity to express their ideas and emotions effectively. Creating an environment that nurtures and values children's creativity is key to optimizing their potential and preparing them to face the complexities of the modern world. This art activity provides a strong platform for children to experiment, explore, and develop, laying the foundation for their ability to solve creative problems and express themselves throughout their lives.

In addition, the benefits of drawing and coloring are not limited to the development of creativity alone. This activity can also contribute to the cognitive, social, and emotional growth of children. By participating in this activity, children learn to plan, solve problems, and think critically. They feel a sense of achievement and pride when completing a piece of art, which can boost their self-esteem and confidence. Moreover, collaboration in group art projects can strengthen children's communication, teamwork, and social skills. Drawing and coloring can also serve as therapeutic outlets that allow children to express their emotions, process life experiences, and develop healthy self-awareness.. The skills children acquire through drawing and coloring will become increasingly valuable as they continue their education and enter the workforce. The ability to think creatively, solve problems, and communicate effectively is highly sought after in today's ever-evolving world. By nurturing children's creativity through art activities, we can empower them to become adaptive, innovative, and resilient individuals, ready to face future challenges and opportunities.

Overall, drawing and coloring are effective tools for enhancing creativity, cognitive development, and the well-being of children. By providing them with ample opportunities to engage in these artistic activities, and by creating a supportive and appreciative environment, we can unlock their creative potential and guide them towards lifelong success. Parents from TBM RW 07 are expected to be more aware of the current issue of children's lack of creativity, as this is a problem that needs to be addressed together. Additionally, it is hoped that parents at TBM RW 07 can inspire their children to manage their time between studying, using gadgets, and participating in activities that can enhance their creativity. The author expresses gratitude to LPPM and STT Moriah for the opportunity given to carry out this activity. Additionally, the author would like to extend thanks to the management of TBM RW 07 Bersaudara BSD. Last but not least, the author also thanks the Chairman of RW and RT Sector XIV.5 BSD for their support.

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