



## Using the Powtoon Application as A Learning Media in Elementary School

Agil Eka Putri<sup>1</sup>, Riri Susanti<sup>2</sup>

<sup>1</sup>*Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia*  
E-mail: [agilekaputri1502@gmail.com](mailto:agilekaputri1502@gmail.com)

<sup>2</sup>*Universitas Islam Negeri Mahmud Yunus Batusangkar, Indonesia*  
E-mail: [ririsusanti@staialhikmahpariangan.ac.id](mailto:ririsusanti@staialhikmahpariangan.ac.id)

Corresponding author: [agilekaputri1502@gmail.com](mailto:agilekaputri1502@gmail.com)

**Abstract**— In the world of education, the role of learning media is very necessary for students. The development of the times demands that humans are more progressive, thus students are required to find information independently from the results of interactions with the learning environment. Learning media is used to streamline the distribution of messages as a result of which there is a safe learning place. In fact, the use of learning media is still very minimal. This type of research is research and development using also applying the 4D model. The use of this learning media can make it easier for students to understand in teaching and learning activities. Through the Powtoon application, teachers can make it easier to develop learning media for students. The Powtoon application is an online animated video device that is relatively simple to use and can be used by teachers as well as students in teaching and learning.

**Keywords**— Elementary School, Learning Media, Powtoon Application

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### I. INTRODUCTION

That in global education, technology and education are like two sides of a coin that cannot be solved (Ngafifi, 2014). Technological advances have various consequences for the more global role of education, especially for teachers to use different techniques, methods, and approaches to change materials or values in students. The ability to use information and communication technology

is part of the pedagogy and professionalism of teachers. According to Matnuh (2017) Professional education is the main task of educating, teaching, training and evaluating students at the stage of formal education and basic education. So educators are a major who educates students in a country so that these students can perform well and can be assessed. Learning is an activity to acquire knowledge and stages of character caused or changed through

demonstration or practice. Educational media is a learning media in the learning process that can increase student interest, motivate students and also provide stimulation to students who use it (Ekayani, 2017). Researchers also made observations at an elementary school, namely (1) students tend to be passive, less attentive and less motivated. This can be seen from the lack of responsiveness of students to answer the teacher's questions, play with writing instruments, and lack of focus when the teacher conveys learning messages. (2) The delivery of material is still dominated by the lecture method, conventional media, and seems less attractive, namely speaking more in front of the class, dictating the source book, and then students paying attention to the pictures in the book (3) Students also claim to have more interest in learning media in the form of videos.

In the learning process, teachers and students are two components that cannot be eliminated. These components must relate to each other well to facilitate the learning process and achieve more effective learning. One thing that is most useful and must be observed further with learning is the method and learning media used. So from these two things, they are interrelated parts that are used in teaching and learning (Rechsteiner et al., 2022). Learning Media, which can all be done by delivering messages or delivering information in teaching and learning so that it can stimulate the attention of students' interest in learning and also tools for delivering learning materials (Febrianti, 2019). Learning media can also be understood as useful to facilitate the learning process. Using learning media (Muhson, 2010). Can launch educators and students to facilitate students. The purpose of this learning media is to be able to assist educators in conveying a message or a learning material for students so that students can easily understand and know the material. In showing a learning media and learning methods that need to be done can run effectively. The use of a learning media in the learning process can foster enthusiasm and interest for students. Regarding the use of learning media is that it can help students to grow knowledge as well as students and can convey learning in an interesting and reliable way (Muammar & Suhartina, 2018).

In this era of the younger generation, there have been many learning media in information

technology-based teaching and learning that are very sophisticated and very creative when used as learning media. One way to make learning media is to use the Powtoon Application (Rosiyanti et al., 2020). This Powtoon is an online-based application program that has internet access and functions as an application to make videos for presentations and learning media (Ariyanto et al., 2018). In this Powtoon application there are very interesting features, namely children's anime, creative slides, and using time line which makes students interested in seeing the video. Learning media will foster student interest in learning and improve student learning outcomes (Tobamba et al., 2019). Using this Powtoon can make students more enthusiastic in learning and happy to see the learning material explained by the educator. In this Powtoon application-based learning media, it has the advantage of being the breadth of animation features with various animations and effects that make presentations or learning videos more creative. And also the Powtoon application can be used more easily than other applications.

By using this learning media, which is generally to help educators explain learning to students, it is hoped that the media created can make it easier for teachers to explain messages and students can conclude them. By using these media in a learning that makes students more happy. For educators, it is hoped that they can have experts in general in making learning media that are more creative so that the learning process learns effectively. by using interesting animated video media and better and creative effects so that it can grab the attention of students (Andriani, 2019). In the learning process from the first to the last learning, the characteristics of low-grade students are that they have a short concentration range so they need support to be interested in what is being taught. Learning media such as videos can increase interest in learning. Learning videos can accommodate all learning styles, namely auditory, visual and kinesthetic, and accommodate the three learning domains, the media can dispel the limitations of space, time and sensory abilities (Ragil Kurniawan, 2017). In addition, the media can also be used in distance learning conditions. This is because the use can be an alternative to deliver teaching materials that are quite effective because they are open and broad.

In the animation video application, which is already known in the world of education in using a learning media, namely the Powtoon Application. That the powtoon media can make it easier for students to process learning material because the material looks more interesting. The Powtoon application has four aspects in learning media, namely: design aspects, pedagogic aspects, content aspects, as well as aspects of facilitating the use of media. Powtoon animation media has several functions that must be fulfilled, we teachers are pointing at a teaching media, namely: As a facility to provide a more creative learning situation, it is one of the components that are interrelated to other components to implement learning situations that are applied in teaching and learning, increasing the learning process, and facilitate the abstract so as to reduce the occurrence of verbalism. That the five benefits of the Powtoon application have proven properties. That this Powtoon learning media can improve teaching and learning achievement (Ariyanto et al., 2018). The selection of Powtoon media can also create a fun learning atmosphere and make students not tired of the teaching material presented, because Powtoon media has very interesting animation features (Ramlan, n.d.). Therefore this Powtoon application is very good for making learning media for elementary schools because this Powtoon has many very interesting features, there are cute cartoon animations, very unique background and many transitions.

In making a media it is necessary to use an application. A video editing application that contains various needs with the aim that learning is achieved and meaningful. In making this media, you can make videos that are as interesting as possible, because basically these elementary school children prefer media that are interesting to see and especially videos with various kinds of animation. Animated videos are media that equate audio media and visual media to attract students' attention, are able to present objects in detail and can help understand difficult lessons (Apriansyah, 2020). Audio-visual media is a medium that conveys the form of images and sounds at the same time when communicating image elements and sound elements simultaneously when communicating messages or information (Fitriyani, 2019). This audio-visual media plays an important role in the educational process,

especially used by educators and teachers (Simbolon et al., 2019). Audio-visual media plays an important role in the educational process. Audio-visual media do a lot of encouragement to students because of their visual/sound-image nature. That using video media can help students to re-learn by seeing and reviewing the material that has been submitted. Students can review the material by accessing the youtube site, WhatsApp so that the media can be accessed by students and also the students' internet must be adequate from the school.

Doing audio-visual powtoon learning media for a learning media is very appropriate when used as a self-concept of students in learning activities, because this animated powtoon video has a variety of very interesting animations, namely animated cartoons, creative transitions so that it can foster student motivation in do learning. There are several advantages in the powtoon application, namely: More practical use than several other applications, there are many template options and various background, animated content is available, an attractive display, can be saved in MP4 format, and also in the form of learning videos that can combine video images and audio. So video media is an alternative that can be watched from YouTube and it can also be from WhatsApp groups. Some of these alternatives are facilities in distance learning so students can watch videos through their gadgets (Liliyafi, 2018). To make videos that are interesting and liked by students. Even though using the Powtoon animation video application is simple, if teachers and students want to use this learning media, this application is very easy to create a learning media. Powtoon is very helpful for teachers in explaining learning easily. One of the goals of learning media is that besides being able to attract students, it can also facilitate the delivery of subject matter, especially on abstract material so as to avoid verbal errors. One of the goals of learning media is that in addition to being able to attract students, it can also facilitate the delivery of teaching materials, especially in material that is not in form as a result of avoiding verbal errors. Through Powtoon media, it is necessary to make it easier for educators to make teaching materials that look interesting and creative (Anggita, 2021) Besides being able to make it easier for educators in this case, namely educators, Powtoon is also needed to be able to

produce students more enthusiastic in listening to the material presented by the teacher. That animated video learning media has significant benefits, as a result, it should be considered for teachers to use as learning media so that students are easier to capture and understand any available learning material or resources. That in using this powtoon media, it can develop educators' technological knowledge and also add insight to teachers in creating a technology-based media and also train teachers in making interesting learning equipped with various cartoon anime and colorful background so that students are very love it. This Powtoon media can be in the form of interesting and creative cartoon video animations and the teacher also in explaining learning, don't use the lecture method too often because it can make students get bored quickly and don't understand a lesson. educators can be more creative and clever in planning interesting learning media in elementary schools (Lestari, 2018). Because the children in this elementary school really like cartoons like the Doraemon cartoon, so if the media is made with the cartoon video, the student is very happy, especially the animated media is very interesting for students. And the teacher must choose the media that is very liked by the students, so that students can learn well and can also understand a lesson

If the teacher wants to create a media with the Powtoon application, the teacher must improve the ability to use technology tools so that the function of using Powtoon can be achieved optimally. One of the goals of learning media is to make students easier to deliver teaching materials by teachers. Interesting animated videos can increase students' creativity and interest in learning and can make a more affective lesson, and also the teacher does not have to explain it because the learning already exists in the learning media (Suarni., 2015). In making this Powtoon media the teacher is able to master in using technology devices because the teacher must be able to do it if the teacher cannot, then a learning media cannot be created (Sukmanasa et al., 2020). So this Powtoon media is very much useful because this Powtoon media can create a video learning media that has various animations and can make it easier for teachers to make the media and also make it easy for students to understand the learning through video media based on the Powtoon application. That Powtoon

media is very appropriate for learning media. If you want to make learning media based on the Powtoon application, the teacher must have adequate internet availability because this Powtoon application is online. So this Powtoon media is very useful which makes it easier for students to understand or accept teaching materials because the material looks more interesting and creative. and also this media is very necessary for students, namely it can foster the enthusiasm of students in learning (Audie, 2019). Students have different learning styles (Widayanti et al., 2013). Some like moving pictures, some like to listen, and some like colorful ones, so Powtoon media is very suitable for students in dealing with student problems. So the teacher must know the form of student learning how the character of the student's learning form. The use of technology in learning is highly expected in terms of designing, analyzing, evaluating, developing and implementing materials in the learning process. Effective learning is one in which the process allows students to acquire exclusive skills, knowledge, and attitudes, as a result of which they can be motivated in the teaching process (Sunzuphy, n.d.). One factor that really determines the success of a project is how the media used in the design is attractive, so that students' attention focuses on the videos presented. So the teacher increases student motivation in the learning process.

## II. METHOD

The method used for this research is descriptive qualitative method because it collects the data needed to explain this Powtoon application. By doing this qualitative method, the researcher can get the data perfectly and can be made very clear. The model applied is a 4D model from Thaigarajan, namely define or definition, design or planning, and development or development and the design is then tested for feasibility by experts. After the media is declared feasible, then further trials are carried out in elementary schools. This Powtoon can create a learning media video with various animations and can make it easier for teachers to make the media and also make it easy for students to understand the learning through video media based on the Powtoon application. That Powtoon media is very appropriate for learning media. If you want to make Powtoon application-based learning media, teachers must

have adequate internet availability because this Powtoon application is online.

The results of this study show that the Powtoon application-based learning media is Powtoon's audio-visual about self-concept in teacher guidance for elementary school students so that it can be used as a learning method in a classroom. So in researchers, teachers must be able to use a Powtoon application-based learning media, so in elementary schools using Powtoon-based learning media, there are many benefits for students and teachers, teachers can easily explain learning and also students can increase their enthusiasm for learning. and also increase learning motivation.

### III. RESULTS AND DISCUSSION

The development of the times at this time can be affected by the development of a technology that can help teachers and students in the teaching and learning process. Learning media is everything that can be in learning activities in order to stimulate students' thoughts, feelings, interests and attention so that the teacher's communication process in making a student media can be carried out appropriately and is useful for these students. And also this learning media can also channel messages from the sender to the recipient so that it can stimulate the minds of students in order to achieve learning objectives effectively. That the process of education or learning with the communication process. So this learning media must be used appropriately for students so that students can receive messages well and also teachers can foster student interest well. There are several factors in choosing a good learning media, namely: 1. Choosing the media must be based on the instructional objectives to be achieved, so it must use the objectives to be achieved properly. 2. This media educators can know how the characteristics of students, namely how the character of the students are students so that they can use this media properly on target to students. 3. Determine which media should be used with the desired type of learning stimulus (audio, visual, motion) choosing this media, the teacher must know what type of media students want, such as students who want to make a media whose pictures move, the sound is cartoon type, so the teacher must be able to make the media so that the implementation of an effective and creative media.

4. Choosing the media must be in accordance with the circumstances of the setting and the environment, the media must be made according to the right background such as in a science lesson, so the background used is like a natural setting, animals and so on. 5. Choosing the media must understand local conditions, and the extent of the reach you want to serve, in making this media you must look at the situation first, if the condition of the place is suitable for use for a media so create a comfortable place, if the place is not feasible then a learning will not take place the good one. If the place is comfortable, students can be comfortable in the learning process and students feel at home in the class by using the media.

In this Powtoon application-based learning media in the learning process students can foster a sense of interest and can also motivate students and can also stimulate students' minds in teaching activities. This Powtoon is an online web application that can be done to carry out an animated learning that is very interesting and creative, such as animated cartoons such as cartoon animals, people, and can also add an attractive background full of colors in making learning media based on the Powtoon application. quite easy because it has the features available are quite complete and practical. And the application can make it easier for teachers to create an interesting learning media and students can increase the interest and learning achievement of students. And teachers can also share these learning videos via Youtube, WhatsApp, Facebook links so that students can easily access the video. The use of technology in learning is highly expected in terms of designing, analyzing, evaluating, developing and implementing materials in the learning process. Effective learning is the process of enabling students to acquire exclusive skills, knowledge and attitudes, as a result of which they can be motivated in the teaching process. So elementary schools must be able to complete the availability in order to create a learning media in schools that can make students excited in teaching and learning.

So by using this method, the teaching and learning process can be used easily. This Powtoon is also able to make it easier for students to understand the material shown by the teacher because the material uses interesting and creative media. So animated video is a moving image that

comes from a collection of objects that are specially arranged so that it moves in a flow and has been determined every time. So through this animated video media, it can make students more enthusiastic in listening to the material presented by the teacher. This learning media has a positive influence on students, namely changes in students' attitudes and behavior towards creative and dynamic changes. so in making learning media based on the Powtoon application it has various unique and interesting features and also increases the interest of students in the learning process and also makes it easier for teachers to explain teaching materials delivered to students, this animated video must be able to develop well so that students can take the learning and make students understand the media created by the teacher. and also the teacher explains it more efficiently to students, for example in doing learning in the classroom, so the teacher tells that today we are learning to use learning media so that students are not confused about what the teacher explains.

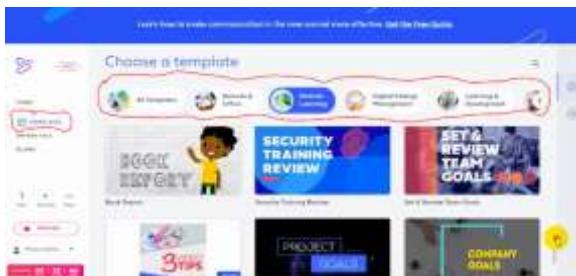


Fig 1. Powtoon App Home Page

In the Powtoon application, if we make a video, there are many slides in it and we can also change some interesting templates and also we can add images in the video, we can also change transitions, animations, interesting writing as well as many other styles. in the Powtoon application, by having many of these features the teacher must be able to make learning videos as interesting as possible that can increase the interest of students' achievements in the teaching and learning process. By displaying the image, the teacher knows better how to create Powtoon Application-based learning media that is very interesting and effective for students.



Fig 2. Live Wallpaper

This Powtoon can make it easier for teachers to make learning videos both in the world of education, work and many others, in the world of education teachers must be creative in making a proper learning media to be displayed in class to students so that students do not get bored easily in a lesson. The following are the steps in creating a learning media using the Powtoon application, which are as follows:

First, we enter the Powtoon application by registering or creating an account so that we can enter the application

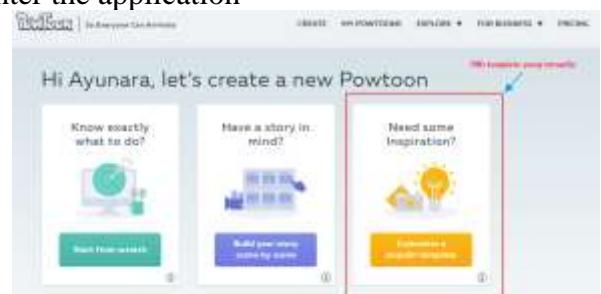


Fig 3. View of Creating Powtoon Account

The second one is: We can choose several templates available in Powtoon, we can choose the template we want such as we can insert a teacher image template and also we can add various forms of interesting writing and can also include cartoon animations such as a teacher's cartoon animation. and can also change the sound we want and can add various interesting features as possible.



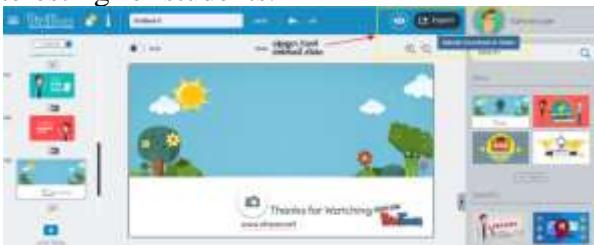
Fig 4. Choosing the Right Template

The third one is: We can edit some interesting transitions to our liking



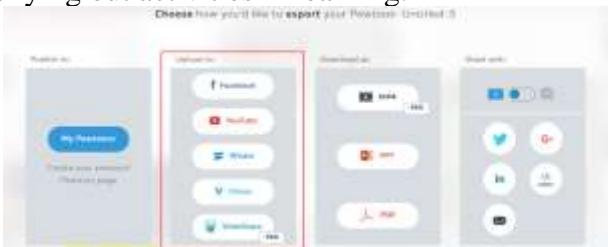
**Fig 5.** Selecting a Slide/Transition

And the fourth, namely: Teachers can include various images such as in science learning we can include pictures of nature, animals, and others that can make students more interested in the media and teachers can add animated cartoons such as animated cartoons of people, animals and others and the teacher must have creative thinking so they can think about what media is more interesting for students.



**Fig 6.** Insert Live Wallpaper

The fifth is: After the teacher makes the learning video, the teacher exports the media by converting it to MP4 form, then uploads the video on various sites, such as on Youtube, Facebook, and so on so that later it can be shown to students in a teaching material that can create students are enthusiastic in carrying out activities in learning.



**Fig 7.** Video export display

So from the several steps of making learning media based on the Powtoon application, the teacher must be able and explore making the media in order to create a good interesting media. Powtoon learning media can make it easier for

teachers to display media and are also young to convey a lesson. If teachers want to use Powtoon media, they must provide technological facilities, namely in the form of laptops, if for example there are no technological facilities, this media cannot be used and viewed by students. In showing this media to students it doesn't have to be every day if for example it is displayed every day then students are also bored, if the teacher has to make different animated videos like today the theme is about animals, the next day about cartoon films if the theme continues to eat students looks bored and not interested anymore also the power of knowledge also decreases, if the media is different every day then the students are also enthusiastic in the teaching and learning process. Video animation media which is extraordinary and also more effective in animate material in the form of this video, so Powtoon media has many benefits for teachers and students, namely helping teachers to improve teacher skills in managing a lesson, so that learning can be more interesting and interesting. interested in students. So the lack of Powtoon media in this learning is that it depends on the availability of existing technological advice, so if this technological means is not effective enough to make this media, then the media is not implemented properly and making this media must be with a professional teacher and know about technology so if the teacher is If you don't know technology, the teacher cannot make the media well and interesting, so Powton is more innovative in learning because it is more interactive with various kinds of interesting animations so that it can motivate students to easily get the lessons taught to the teacher.

This personal teacher is a teacher who can carry out his teaching duties to explain learning well and creatively so that students are comfortable with the teacher. and teachers who are able to develop media as well and creatively as possible, and also teachers who can make their students receive learning well, such as teachers in developing or creating an interesting learning media for students. The use of this media can arouse students who are lazy to study and increase students' knowledge and this Powtoon media is the right solution for teaching materials in the classroom. Powton media can design an interesting learning, and can also be developed for students well, this Powton media has many variations of anime cards that are set in

a lesson and also in learning activities students are allowed to ask questions about learning using these media can develop curiosity of students. With Powtoon animation videos, students who are learning complicated things will be easier and easier to understand in using these learning media. In this Powtoon media students are able to learn from a phenomenon or incident, and can also be able to repeat it if students want to see the media again. The teacher must guide students in learning through the media, namely the teacher also speaks related to the learning of the media he made. With this media, students can study independently at home by reviewing the media at home guided by their parents, and this Powtoon media can improve students' thinking power so that students can imagine and can improve the memory of these students. that is, students can recall the learning and can also imagine the media displayed by the teacher such as imagining animated animals, cartoons.

This Powtoon application media can improve teacher skills in making learning media and can also manage technology properly and correctly, most educators now lack technological skills so that currently an elementary school never displays a media so that students get bored easily, easily sleepy, less enthusiastic, and also lazy in a learning activity, so the teacher must create and show media to students so that students are enthusiastic in learning. At this time technology is increasingly sophisticated in technology so schools must now have media in learning and teachers must be proficient in making effective learning media. Learning media must be made interesting and funny so that students can move and be enthusiastic in learning. In the media the teacher uses language that is understood by students so that students quickly catch the learning. The purpose of this media is that besides being able to attract the attention of students, the teacher is also easy in delivering teaching materials. That Powtoon learning media can help and improve and can also complete individual and group tasks and can also help improve the activities and skills of teachers and students in managing a lesson. The development of a Powtoon learning media in elementary schools applies KineMaster application-based learning media in elementary schools applying the procedures of the 4D model with the steps of define or definition, design or

planning, and development or development. The first step is define or definition. This stage is defined and defined problems related to learning media and information is obtained as product design. The define step is carried out in several stages, namely (1) analyzing the front end (front and analysis) it is found that the delivery of learning messages does not seem interesting and does not vary in the form of media used in the form of images, the use of digital media is very minimal, while teachers have the ability to access technology and availability. learning media is still minimal in elementary schools. So the school must have adequate facilities such as laptop and computer technology facilities with adequate facilities, the teacher can make media easily. (2) Analysis of students, it was found that students tended to be passive, less attentive and less motivated. Students also stated that they had a relationship with learning media in the form of videos. So by using Powtoon application-based learning media, it can increase students' learning motivation and provide enthusiasm for teaching and learning. (3) Assignment analysis, the material for a media must be adjusted to the basic competence guidelines, the material presented in this learning media contains the telephone as a product of the development of communication technology, and elements of decorative works. And the last stage is the step of formulating learning objectives, this aims to determine student behavior in using learning media, so teachers must know how student behavior is, there is behavior of students who are lazy in learning, so the stages of formulating these goals can determine behavior for students. The second step is design or design, the researcher designs learning media in the form of: The outline of the media program is shown as a script writing guide and predicts or anticipates the duration of the program while the planned duration is a few minutes, so that the duration of the learning video is more effective, so before the teacher In explaining the media to students, the teacher must design or design the media as creatively and attractively as possible so that the media can be used properly for students. Furthermore, the audio manuscript containing all the sounds that will be conveyed to the learning media in the form of narration, music, and sound effects, namely in the learning media can be filled with interesting sound effects and also

accompanied by good music instruments and can also be made with the duration for example is 5 minutes or it can be with a duration of 9 minutes. And furthermore, the learning media can also provide interesting cartoon animations that can make students happy and not easily bored in learning with video learning media that are not boring like colorful pictures. So this Powtoon is very suitable for making learning in elementary school.

To make a good and interesting Powtoon media, the teacher must first plan what media is suitable to be applied to students and what material is suitable for making if it has been planned, then the teacher can make the media smoothly and attractively, and when seen to students, students happy and enthusiastic about learning. That the application of the Powtoon animation video application that increases students' interest in learning can be seen from the student's behavior, namely students prefer Powtoon animated videos. Powtoon media makes students not bored in learning and moreover the media is very liked by students which will arouse students' learning motivation in the learning process and also build student motivation in the classroom. In using this Powtoon media in the low class, the teacher makes funny, creative learning media because the low class likes cartoon animations and in this learning the media is like making it as attractive as possible, while in the high class the learning media must be able to improve the mindset of students because in high grades they are able to answer questions, ask questions and can also find their own solutions so that they are suitable learning media, namely by making media such as learning that processes the minds of the participants, the media must be able to process the minds of students. So this Powtoon application-based learning media is very helpful for students and also for teachers. This Powtoon media really helps students in the learning process which can improve learning outcomes, with poor student learning outcomes by using this Powtoon media so that they can improve bad learning outcomes for the better which these students really like using media instead of using explanation from the teacher, because the explanation from the teacher makes students easily bored and lazy, so using Powtoon learning media is very appropriate for students in elementary schools.

#### IV. CONCLUSIONS

Powtoon-based animation media is very much needed for students, this media has many benefits, namely Powtoon has many unique features such as animated cartoons, interesting background and there are also various variations of writing that can increase students' enthusiasm for learning and also improve teachers' creativity in making media. This Powtoon Media really fosters student motivation in learning for students who are lazy to learn by using the media so that students are excited to learn and make students interested in the media, the teacher creates funny, interesting, creative media so that students focus on learning in the classroom. in class. And in elementary schools, it must be sufficient in adequate school infrastructure, namely technology such as laptops, computers with this technology can make Powton media well and interestingly and also teachers must be creative in making these media. The benefits of teachers making Powtoon application-based learning media, namely, learning becomes easier, and can also improve student learning achievement, namely with the existence of Powtoon learning media students are easier to learn, it is easier for students to understand, and can also increase students' motivation in the process. learning, and can also improve teacher skills in managing learning and also make students enthusiastic in learning and also improve the mindset of students, so in making this Powtoon application-based learning media the teacher must be able and proficient in mastering technology so that it can create a learning media In using this learning media, it can also provide examples of teachers in achieving a lesson so that teachers can explain easy learning materials for students.

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