

## Edutainment in Ruang Guru Clash of Champion: A Semiotic Perspective

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### ABSTRACT

This study explores *Ruang Guru Clash of Champion (COC)* as an edutainment phenomenon in the digital education landscape. Using a qualitative phenomenological approach, the research analyzes how COC integrates education and entertainment through the concept of edutainment. Data were collected from 15 videos published on Ruang Guru's official YouTube channel and analyzed using Saussure's theory of signification, which includes elements of the signifier and the signified. The findings indicate that COC comply to edutainment principles by presenting engaging, interactive, and competitive learning experiences. The competition is constructed as a prestigious academic event through visual elements such as a coliseum-shaped stage, medals and trophies as symbols of achievement, and alma mater jackets representing institutional identity and pride. Additionally, the role of tutors, both in digital form (Aurora) and as global mentor figures (Heo Seong Beom), strengthen the image of innovative modern education. The study concludes that COC not only delivers education in an entertaining format but also shapes a new perception of academic competition as a dynamic, prestigious, and technology-driven experience. Thus, COC exemplifies how the education industry can adapt edutainment strategies to attract the digital generation.

**Keywords:** *edutainment; digital education; phenomenology; Ruang Guru; signification*

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## INTRODUCTION

Ruang Guru is one of the tutoring services in Indonesia with a strong reputation. Many students have successfully reached their desired schools or universities with the help of Ruang Guru. What makes Ruang Guru interesting is that it is a non-conventional tutoring service that operates through a virtual technology-based platform. Students can take advantage of various programs to enhance their academic abilities through the Ruang Guru platform. Its content and accessibility make Ruang Guru a valuable educational support outside of school, offering students an alternative learning option.

Currently, Ruang Guru can be considered one of the leading technology-based tutoring services in Indonesia. The company, founded in 2014, has achieved several accolades, including the Emerging Entrepreneur Award 2019 from Ernst & Young, the Indonesia Choice Awards 2019 from Forbes, the Indo-Pacific Development Prize 2017 from the Australian Department of Foreign Affairs and Trade, Indonesia's Best

Education Web 2016 from the Bubu Awards, and many more (*Ruang Guru Company Credentials*, 2025). Chinmi and Marta state that in the era of Society 5.0, which focuses on people and technology, virtual-based concepts like Ruang Guru are essential (Chinmi & Marta, 2020).

The discussion about Ruang Guru as a tutoring service in Indonesia's education sector is not new. Several previous studies have been conducted, including research on student satisfaction surveys of Ruang Guru subscribers by Syamsurijal. This quantitative survey-based study found that 95% of Ruang Guru users were satisfied (Syamsurijal, 2019). Another study analysed the acceptance of the Ruang Guru application as a medium for fulfilling students' academic information needs in Surabaya using the UTAUT2 model. This explanatory quantitative research, utilizing SEM-PLS data processing, revealed that the hedonic motivation variable was the most influential factor in students' decision to use Ruang Guru (Cahyani, 2019). Additionally, research has been conducted on the utilization of Ruang Guru as an out-of-school educational platform. The study aimed to analyse how students use the Ruang Guru platform. The results indicated that despite being a paid service, the Ruang Guru application is well-accepted and favoured by students as a learning tool (Raudatussaadah et al., 2023).

Several studies have shown that Ruang Guru, as a tutoring service, has been a subject of academic research. However, most of the literature reviews found tend to focus on Ruang Guru as a business entity or on customer satisfaction with its products. Unlike previous studies, this research will explore one of Ruang Guru's programs, Clash of Champions (COC). This program is an intelligence-based competition packaged as a web series and participated in by university students from various prestigious institutions (Ruang Guru, 2024a). The web series, which premiered on June 29, 2024, involved 40 outstanding students divided into five batches (Samodra, 2024). At the time, COC became a phenomenal program that attracted significant attention due to the intelligence of its participants. The contestants' intellectual ability made them idols among COC viewers. This phenomenon was reflected in the high social media engagement across platforms such as Instagram, TikTok, and Twitter (X). According to Jangkara Data Lab, between June 4–30, 2024, the program gathered 1,701,063 likes and comments on Instagram, 628,187 on TikTok, and 71,380 on Twitter (X) (Damanik, 2024). The significant attention COC received made it one of Ruang Guru's most popular programs.

Based on the facts of this phenomenon, this study conducts a phenomenological study on COC as a novelty in research. This is driven by the COC phenomenon, which raises questions such as: What approach is used to build brand value through COC? How does the edutainment aspect function within Ruang Guru's COC? And how is Ruang Guru's tutoring edutainment represented through the COC program? Thus, the aim of this study is to explore edutainment in COC. This is intended to gain a deeper understanding of the relevance between entertainment and education.

## METHOD

This study focuses on the edutainment aspect of the COC tutoring program in Ruang Guru. This focus represents a socio-cultural phenomenon that serves as the research objective. Therefore, this study employs a qualitative method with a phenomenological approach. Fadli explains that this approach seeks to reveal, examine, and understand phenomena and their contexts (Fadli, 2021). The research process consists of three procedures: data collection, data organization, and data analysis (Fairuzzabad & Suranto, 2022).

Data collection was conducted on 15 videos related to COC, which were published on the official Ruang Guru tutoring YouTube channel <https://www.youtube.com/@Ruangguru>. Subsequently, data organization was carried out through reduction based on relevance to the research topic. In addition to the research procedure steps, the research framework is also identified (see Figure 1).

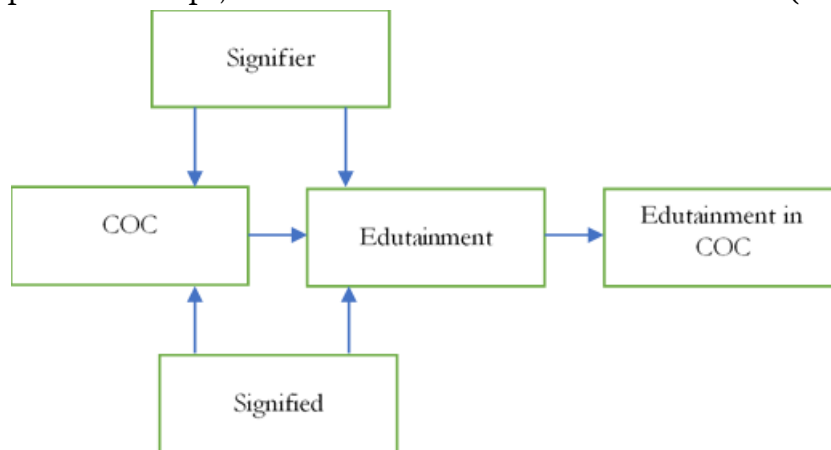


Figure 1. Research framework

In Figure 1, it is shown that the research data is analyzed using the concept of signification. Saussure explains that a sign in signification consists of two elements: the signifier and the signified (Ali & Siddiq, 2023). In a sign, there is a form and a concept represented by its meaning. The scope of signification in this study is limited to edutainment in COC.

## FINDINGS AND DISCUSSION

This study shows that Ruang Guru COC has met three principles of edutainment, namely: (1) a teaching and learning process that enhances learning outcomes, (2) a conducive and enjoyable learning atmosphere, (3) positioning children or students as both the center and subject of education, and (4) humanistic learning. Therefore, it can be said that the approach used to build visibility or brand value in Ruang Guru COC is through an edutainment approach. This edutainment approach is then formulated in the signification of meaning, which is represented through aspects such as competition space design, attributes, and mentors (see Table 1).

**Table 1. signification meaning Ruang Guru COC**

<b>Signifier</b>	<b>Signified</b>	<b>Signs Meaning</b>
The spatial arrangement of the competition.	The Colosseum, symbolizes the struggle in the academic world.	Learning can be presented in an engaging and pride-inspiring manner.
Atributte	The medal represents individual success in academic competitions.	Education is not only a learning process but also about achieving victory and recognition in a competitive environment.
	The trophy reflects broader achievements in an entire tournament.	
	The alma mater jacket symbolizes dedication and pride toward an educational institution.	Attribute as elements function as branding components that reinforce Ruang Guru's image as an innovative and competitive educational platform.
	The "Ruang Guru" inscription serves as an identity marker for the educational platform, and "Clash of Champions" represents elite competition.	
Tutor (Aurora)	Representation of technology integration in learning as an interactive experience.	The significance of a modern educational image that is dynamic, interactive, and innovative. Aurora enhances the entertainment aspect of edutainment while also building the perception that technology can be a partner in a more effective and enjoyable learning process.
	Personification of tutors with an image of intelligent and informative educators	
	Learning can be presented in a way that is relevant to the digital generation	
	Digital character or figure that serve as a stable and always-available source of learning	
Tutor (Heo Seong Beom)	Representation of the ideal mentor figure	The sense of globalization and the best teaching methods can be adapted from various educational systems worldwide.
	Providing a sense of globalization	

The results of the significance analysis above show how COC shapes perceptions of education, namely a combination of competition, technological innovation, and dynamic learning, are explained first before presenting it, as well as pictures and charts.

### **Edutainment and Ruang Guru Clash of Champion**

Edutainment is an approach that utilizes various forms of media, such as films, games, books, and television programs, to deliver educational information in an engaging and entertaining way. Etymologically, edutainment is an acronym derived from the words "education" and "entertainment". Based on this etymological meaning, the fundamental concept of edutainment is learning in an enjoyable manner. Edutainment is a learning process in which the content is designed with a combination of education and entertainment, making the learning experience enjoyable (Albab, 2018).

Historically, edutainment can be traced back to the early years of the modern era. However, its development in the industry became more prominent in the early 20th century with the emergence of educational programs on radio and television. In Indonesia, the concept of edutainment has been practiced for a long time. Intelligence-based programs have been present on national television for years. For example, *Olimpiade Indonesia Cerdas (OCI)*, *Ranking 1*, *Galileo*, and *Siapa Berani?* These programs were among the edutainment shows of their time. Competitions featuring team-based formats representing schools were broadcasted on national television channels, making these programs both engaging and popular. The success of a school or its students in these competitions also indirectly enhanced the school's reputation. In this context, edutainment represents a relationship between the entertainment industry (television) and the education sector, as a mutually beneficial connection. The entertainment industry requires engaging and high-rating programs, while the education sector needs platforms to showcase students' talents and achievements. However, this relationship is not static; it evolves alongside changes in society and technology.

Currently, in the digital era, edutainment has developed rapidly with the presence of online platforms and mobile applications offering interactive content. This technological advancement has also made edutainment programs more diverse. Moreover, edutainment program creators are no longer limited to the entertainment industry but also include the general public, including the education industry. Ruang Guru is one example of an education industry institution from the tutoring sector that has developed edutainment programs. In 2024, Ruang Guru's edutainment program, COC, became a phenomenon. COC is an intelligence-based competition involving participants from prestigious universities. It is not broadcast on national television but exclusively on Ruang Guru's media channels. Although competitions like COC are not new and have been held in Indonesia and other countries under different titles, such as *University War* in South Korea COC still attracts significant enthusiasm. This was evident when Ruang Guru aired COC on its official YouTube channel. The official channel, which has been active since September 2013, had 2.09 million subscribers as of February 17, 2025. It has uploaded 1,700 videos, which have collectively been viewed 236,066,379 times. As for COC itself, it has garnered a substantial number of views on YouTube. As of February 20, 2025, 15 COC related videos, including 2 teaser videos, 1 participant line up video, and 11-episode videos had accumulated approximately 76,859,000 views in total.

The popularity of COC on media platforms such as YouTube demonstrates that edutainment can be accepted on channels other than national television. This indicates that edutainment programs are still well received by the public. However, how does COC function as edutainment? As is known, edutainment learning is not merely about making the learning process enjoyable; there are principles that must be fulfilled. The principles of edutainment include: bridging the teaching and learning process to improve learning outcomes, taking place in a conducive and enjoyable environment, positioning children or students as both the center and subject of education, and promoting humanistic learning (Santoso, 2018).

In the first principle, COC functions as a channel for the learning process that can enhance learning outcomes. Several activities are designed to test and review participants' abilities. The games involved are related to thinking skills. However, COC tends to be dominated by natural sciences. The questions are mostly calculation-based and require memorization, and COC participants often come from fields such as engineering, medicine, or informatics. The social humanities field is somewhat overlooked in COC. In this regard, COC selects fields that are stereotypically considered popular areas of study. This is where the entertainment aspect comes into play, this choice indirectly suggests that social science backgrounds are not popular enough to be featured.

Mentors, whether presented through animated visuals or as guest mentors, play a role in the process within COC, ensuring that participants do not engage in activities alone. Mentors also reinforce the fulfilment of the first principle of edutainment. The second principle is that the competition is held in a conducive and enjoyable atmosphere. COC once again demonstrates edutainment by combining the tension of competition with the element of fun. Participants are formulated as intelligent players who compete with enthusiasm. Testimonials and comments from participants during each episode's competition reflect this principle while also reinforcing the third and fourth principles: that participants are the subjects and the central focus. Competition also highlights the humanistic aspect of COC. The dramatic element emerges as participants get to know each other through educational competitions or team-based challenges, showcasing their human side. COC explores this aspect adequately as part of its entertainment value.

The fulfillment of edutainment principles in COC leads us to the next question: how is COC, with its edutainment approach, perceived by society? Several previous studies have shown a trend of positive perceptions. Apriani and Pertiwi state that COC generates positive sentiment (Apriani & Pratiwi, 2025). Furthermore, COC provides benefits and fosters motivation among teenagers to enhance their intellectual abilities (Sari & Reftantia, 2024). Thus, the relationship between the entertainment industry as a player and the education sector is no longer strictly mutualistic in developing an edutainment program. The presence of COC demonstrates that the education industry can successfully present high-quality edutainment that is well-received.

### **Signification in Ruang Guru Clash of Champion**

In Ruang Guru COC, edutainment can be observed through various markers displayed. One way to understand these markers is through Saussure's concept of signification. There are at least three (3) main markers: the visual representation of competition, attributes, and tutors. The visual representation of competition can be seen in the stage design and grand lighting (see Figure 2). The circular stage with an empty space in the center resembles a colosseum, or *colosseum* in Latin (see Figure 3). As is well known, the Colosseum, or *Amphitheatrum Flavium*, was built in the first century AD (82) and is considered one of the architectural symbols of the Roman era.

The Colosseum was constructed as an arena to entertain the public with gladiator fights, animal hunts, and other spectacles (Tempo, 2023). The competition layout modelled after a colosseum serves as a significant marker in understanding the concept of Ruang Guru COC.

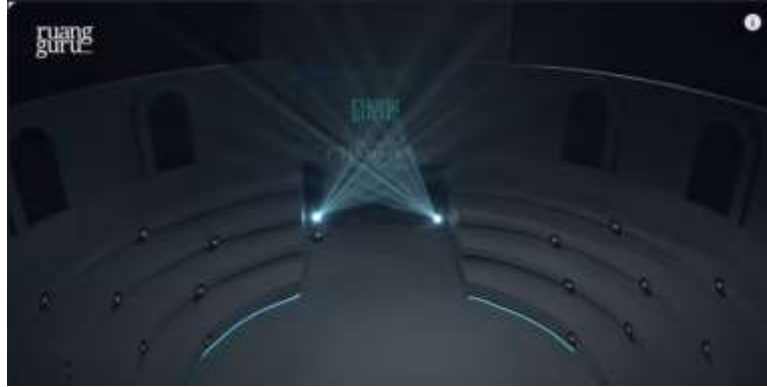


Figure 2. The spatial arrangement of the competition Ruang Guru COC (Ruang Guru, 2024b)



Figure 3. The Colosseum (Tanhati, 2022)

The coliseum marker serves as a sign that education in this event is constructed as a competition, a contest that requires strategy and a champion's mentality. This perspective differs from the traditional view that positions learning as an individual and static process, transforming it into something dynamic and challenging. From this, at least two meanings emerge: (1) Competition as a symbol of academic struggle. The competitive element portrays education as an arena where participants showcase their best abilities. (2) Education as prestigious and enjoyable. The coliseum's spatial design and visually appealing lighting demonstrate that learning can be packaged in an exciting and rewarding format.



The second visible marker is the attributes displayed in Ruang Guru's COC event. These attributes include visual elements such as the program title, medals, trophies, and academic gowns (see Figures 4 and 5). The presence of these attributes reinforces the competitive symbolism of the event. A medal represents an award or honour (KBBI, 2008), signifying exclusivity and pride. The use of specific colours in medals can also convey unique meanings, as colours serve as a form of verbal communication that can carry specific connotations (Pandie & Ali, 2022). The medals in COC are blue and gold. The blue represents Ruang Guru's signature colour, while the surrounding gold signifies a hierarchy of achievement. Furthermore, the trophy, with its grand design, symbolizes supremacy and victory. Unlike medals, which are more individualistic, trophies tend to have a collective nature. This aligns with the COC competition, which involves both individual and team-based participation. COC illustrates that while competition in education is often individual, there is an inherent element of teamwork that plays a crucial role in success.

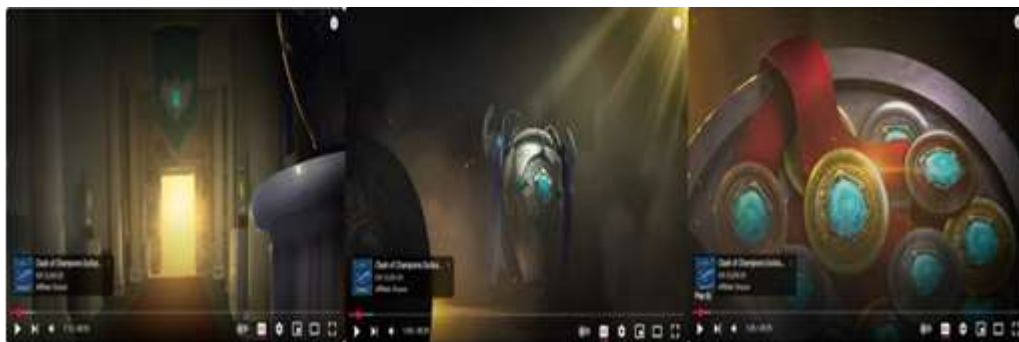


Figure 4. Trophy and medals visual attributes (Ruang Guru, 2024b)

Medals and trophies in COC carry deep meaning. Medals emphasize individual achievements in academic competition, while trophies represent greater accomplishments in the overall competitive context. Visually, both reinforce the message that education is not just about learning but also about achieving victory and recognition within a competitive system.



Figure 5. The visualization attributes of the alma mater jacket and the title Ruang Guru COC (Ruang Guru, 2024b).



The visual attributes of the alma mater jacket and the title of the COC program serve as markers that shape identity and the spirit of academic competition. Ali and Siddiq mention that clothing can function as a cultural sign, acting as an arbitrary cultural code depending on context and social agreement (Ali & Siddiq, 2023). The visualization of the alma mater jacket features distinctive colors that reflect the identity of the educational institution or participating team.

The visual with lighting and placement inside a glass cabinet creates an impression of exclusivity and pride in the alma mater. Thus, the visual representation of the alma mater jacket serves not only as clothing but also as a symbol of struggle and pride in the educational institution. Its use in competitions emphasizes the spirit of perseverance and unity in achieving excellence. Furthermore, the event logo features bold and modern typography, conveying an innovative and credible impression. The Ruang Guru text reinforces its identity as an educational platform, while Clash of Champion evokes an elite competitive atmosphere. These elements indicate that the event is not merely for entertainment but also a prestigious competition in the educational world. The logo also serves as a branding element that strengthens Ruang Guru's image as an innovative and competitive educational platform. Both aspects contribute to the interpretation of identity, academic pride, and a high-class competitive atmosphere.

In COC, two tutors are presented as hosts of the event: Aurora and Heo Seong Beom. The first tutor, Aurora, features both visual and auditory aspects as distinctive markers. Visually, Aurora is depicted as an animated figure with a futuristic, modern, friendly, and dynamic design. The visual elements, dominated by blue and white, represent the colors of Ruang Guru itself, making Aurora a reflection of Ruang Guru. Audibly, Aurora speaks in a clear, friendly, and enthusiastic tone, which conveys confidence and fosters audience engagement.

The signs displayed serve as markers of modern education. Aurora represents how technology can be integrated into learning to create a more engaging and interactive experience. Moreover, the use of visuals in two-dimensional or more complex forms can be more appealing to children (Azzahro & Salama, 2022). Therefore, in the context of COC segmentation, Aurora remains acceptable.

Aurora also serves as the personification of a tutor, embodying the image of an intelligent and informative mentor. The use of animation signifies that learning is no longer confined to traditional methods but can be presented in ways that are relevant to the digital generation. Another important signifier that emerges from Aurora is that, as a digital character, she does not experience fatigue or emotional fluctuations, making her a stable and always-available learning resource. In *Ruang Guru Clash of Champions*, Aurora is not merely an additional visual element but holds strong significance in shaping the image of modern education as dynamic, interactive, and innovative. Aurora's presence not only enhances the entertainment aspect of edutainment but also reinforces the perception that technology can serve as a partner in making the learning process more effective and enjoyable.



Figure 6. Tutors (Ruang Guru, 2024b)

The second tutor is Heo Seong Beom, a participant in University War (Korea), a model, and also a content creator (Rizqi, 2024). Identifiable markers of tutor Heo Seong Beom can be observed through his appearance, expressions, and interactions. Ali and Siddiq explain that one way to develop character is through visual representation, such as clothing and appearance (Ali & Siddiq, 2023). Heo's appearance typically features formal or semi-formal attire, such as neatly pressed shirts in neutral colours, reflecting professionalism. In terms of expression, Heo often displays a serious yet friendly demeanour, using hand gestures to emphasize key points when explaining academic concepts. This conveys confidence and expertise in teaching. Additionally, Heo Seong Beom is actively engaged in providing guidance and motivation to participants, demonstrating that he is not only an instructor but also a mentor who plays a role in building students' confidence.

The signifier Heo Seong Beom is represented as an ideal mentor figure in the field of education, not only mastering the subject matter but also guiding with empathy. His firm gestures and expressions reflect that education in Ruang Guru Clash of Champions is not solely focused on cognitive aspects but also on shaping a champion's mentality and the courage to face challenges. Moreover, the presence of a tutor like Heo Seong Beom signifies that this event aims to bring a sense of globalization and demonstrate that the best teaching methods can be adapted from various educational systems worldwide.

## CONCLUSION

This study reveals that Ruang Guru Clash of Champions (COC) has successfully implemented the concept of edutainment by adhering to the core principles of entertainment-based learning. This competition is not only a platform for academic intelligence but also shapes the perception that education can be packaged in an engaging, prestigious, and competitive format.

The significance analysis of signs identifies visual and symbolic elements in COC, such as the competition's spatial arrangement, attributes, and featured tutors, all of which carry profound meaning. Additionally, the findings indicate that the edutainment approach applied in COC has successfully enhanced Ruang Guru's brand visibility and image, while also receiving positive responses from the public. This study

is expected to provide broader insights into how edutainment can continue to evolve as an effective and engaging learning method.

For future research, several areas can be explored, including an analysis of the extent to which COC influences participants' and audiences' learning motivation, both in the short and long term. Furthermore, an in-depth study could examine public perceptions of COC, particularly how this program affects the mindset and academic aspirations of the younger generation.

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