

Agung Pramono. 2021. *Pengembangan Media Video Pembelajaran Radad (Ragam Rumah Adat Daerah) Berbasis Whatsapp Bot Tema 7 Subtema 2 Pembelajaran 3*. Skripsi, Program Studi Pendidikan Guru Sekolah Dasar, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing : Priono Tri Febrianto, S.Sos., M.Si.

ABSTRAK

Tujuan penelitian pengembangan ini yaitu untuk mengembangkan media RADAD (Ragam Rumah Adat Daerah) berbasis WhatsApp Bot yang valid, efektif dan menarik di UPT Santuan Pendidikan SDN Wonorejo IV Kabupaten Pasuruan. Pengembangan ini menggunakan model ADDIE. Berdasarkan hasil validasi ahli media, materi, desain, dan bahasa diperoleh rata-rata hasil persentase, diperoleh rata-rata persentase kevalidan sebesar 84,36% yang termasuk dalam kategori sangat valid. Keefektifan didapatkan dari aktivitas guru 84,61% dan aktifitas siswa 97,44% kategori sangat aktif, dan ketuntasan klasikal 100%. Produk termasuk dalam kategori menarik berdasarkan persentase angket respon siswa sebesar 94,54%. Kesimpulannya yaitu media RADAD (ragam rumah adat daerah) berbasis WhatsApp bott valid, efektif, dan menarik digunakan pada kelas IV di UPT Satuan Pendidikan SDN Wonorejo IV.

Kata kunci: rumah adat, video , whatsapp bott.

ABSTRACT

The purpose of this development research are: to develop a valid, effective and attractive Whastapp Bot-based RADAD (Ragam Traditional Houses) media at the UPT Education Unit of SDN Wonorejo IV Pasuruan Regency. This development uses the ADDIE model. Based on the validation results of media, materials, design, and language experts, there is an average of 84.36% of the validity percentage results were obtained which were included in the valid category. The effectiveness obtained from teacher's activities is 84.61% and student's activities are 97.44% in the very active category, and classical completeness is 100%. The products are included in the attractive category based on the percentage of student's response questionnaires of 94.54%. The conclusion is the RADAD media (The Variety of Regional Traditional Houses) based on WhatsApp bott is valid, effective, and interesting to be used in the class IV at the UPT Education Unit of SDN Wonorejo IV.

Keywords: *traditional house, video, whatsapp bott.*