

Ningrum, Irma Wahyu. 2025. Pengembangan Majalah Keberagaman Budaya Serial Madura Berbasis Kearifan Lokal Pada Mata Pelajaran IPAS Bab VI Topik A Kelas IV SDN Durbuk 1. Skripsi. Program Studi Pendidikan Guru Sekolah Dasar, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Humairah Fauziah, M.Pd.

ABSTRAK

Tujuan penelitian pengembangan ini adalah untuk mengembangkan media pembelajaran dalam meningkatkan hasil belajar siswa pada mata pelajaran IPAS materi kearifan lokal, serta untuk mengetahui kevalidan, keefektifan, dan kemenarikan media majalah. Penelitian ini menggunakan metode pengembangan dengan model ADDIE yang memiliki 5 tahapan yakni, Analyze, Design, Development, Implementation, dan Evaluation. Desain penelitian yang digunakan adalah one group pretest-posttest design. Subjek penelitian yaitu semua siswa kelas IV SDN Durbuk 1 yang berjumlah 19 siswa. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, angket, tes, dan dokumentasi. Hasil pengembangan media pembelajaran majalah dinyatakan layak melalui hasil validasi dari keempat validator ahli seperti, ahli materi 78% “valid”, ahli media pembelajaran 80% “valid”, ahli bahasa 80% “valid”, dan ahli desain pembelajaran 91% “sangat valid”. Keefektifan media diperoleh berdasarkan lembar observasi aktivitas guru dan siswa, serta hasil belajar siswa. Pada uji coba kelompok kecil, observasi aktivitas guru memperoleh rata-rata 89,9% “efektif”, observasi aktivitas siswa 94,1% “efektif”, serta hasil belajar setelah menggunakan media menunjukkan nilai sig (2- tailed) = 0,009 < 0,05. Pada uji coba kelompok besar, observasi aktivitas guru memperoleh rata-rata 96,6%, observasi aktivitas siswa 92,4%, serta hasil belajar menggunakan media menunjukkan nilai sig. (2-tailed) = 0,000 < 0,05. Kemenarikan media diperoleh berdasarkan respons guru dan siswa. Pada uji coba kelompok kecil, respons guru memperoleh rata-rata 88% “sangat menarik” dan angket respons siswa 93% “sangat menarik”. Pada uji coba kelompok besar, respons guru memperoleh rata-rata 88% “sangat menarik” dan respons siswa 90,5% “sangat menarik”. Berdasarkan hasil belajar tersebut disimpulkan bahwa media pembelajaran majalah telah teruji kelayakannya dan dapat memberikan pengaruh dalam meningkatkan hasil belajar siswa sehingga majalah tersebut efektif digunakan pada mata pelajaran IPAS.

Kata Kunci: kearifan lokal, majalah, media pembelajaran

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ABSTRACT

The purpose of this development research is to develop learning media improving student learning outcomes in the subject of science and local wisdom materials, as well as to determine the validity, effectiveness, and attractiveness of magazine media. This study uses a development method with the ADDIE model which has 5 stages namely Analyze, Design, Development, Implementation, and Evaluation. The research design used is one group pretest-posttest design. The subjects of the study were all 19 students of grade IV SDN Durbuk 1. Data collection techniques used were interviews, observations, questionnaires, tests, and documentation. The results of the development of magazine media learning were declared feasible through the validation results of the four expert validators such as, material experts 78% "valid", learning media experts 80% "valid", language experts 80% "valid", and learning design experts 91% "very valid". The effectiveness of the media was obtained based on the observation sheets of teacher and student activities, as well as student learning outcomes. In the small group trial, the observation of teacher activities obtained an average 89,9% "effective", the observation of student activities was 94,1% "effective", and the learning outcomes after using the media showed a sig value (2-tailed) = 0,009 < 0,05. In the large group trial, the observation of teacher activities obtained an average of 96,6%, the observation of student activities was 92,4% "effective", and the learning outcomes after using the media showed a sig value (2-tailed) = 0,000 < 0,05. The attractiveness of the media was obtained based on the responses of teachers and students. In the small group trial, the teacher's response obtained an average of 88% "very interesting" and the student questionnaire response was 93% "very interesting". In the large group trial, the teacher's response obtained an average of 88% "very interesting" and the student questionnaire response was 90,5% "very interesting". Based on the learning results, it is concluded that the magazine learning media has been tested for its feasibility and can provide an influence in improving student learning outcomes so that the magazine is effectively used in the subject of IPAS.

Keywords: *learning media, local wisdom, magazine*