

ABSTRAK

Tujuan penelitian pengembangan ini adalah (1) mengetahui kevalidan pengembangan media pembelajara JEJEPE, (2) mengetahui keefektifan pengembangan media pembelajara JEJEPE, dan (3) mengetahui kemenarikan pengembangan media pembelajara JEJEPE untuk kelas IV SDN Karang Entang Kwanyar Bangkalan. Pengembangan ini menggunakan model *Brog and Gall*. Berdasarkan hasil validasi para ahli didapatkan hasil presentase sebagai berikut: ahli media pembelajaran 84,72% (valid), ahli desain pembelajaran 92,5% (sangat valid), ahli materi pembelajaran 87,5% (sangat valid). Keefektifan media pembelajaran diukur dari hasil uji coba pemakaian berupa observasi akitivitas guru dengan presentase 96,5% (guru aktif), observasi aktivitas siswa dengan presentase 95% (siswa aktif), dan hasil belajar siswa 100% (tuntas) sehingga dapat disimpulkan bahwa media pembelajaran dalam kategori (sangat efektif). Hasil kemenarikan media pembelajaran diukur dari hasil angket respon siswa pada saat uji coba pemakaian diperoleh presentase 97% (sangat menarik). Berdasarkan hasil penelitian maka media media pembelajaran JEJEPE dikatakan valid, efektif dan menarik digunakan pada Tema 4 Subtema 1 materi jenis-jenis pekerjaan dan cita-cita kelas IV SDN Karang Entang Kwanyar Bangkalan.

Kata kunci : Media pembelajaran, JEJEPE, *Brog and Gall*.

ABSTRACT

The purpose of this development research are (1) to know the validity of the development of JEJEPE learning media, (2) to know the effectiveness of the development of JEJEPE learning media, and (3) to know the attractiveness of the development of JEJEPE learning media for class IV at Elementary School of Karang Entang Kwanyar Bangkalan. This development uses the Brog and Gall model. Based on the results of the validation of the experts obtained results percentage as follows: learning media experts 84.72% (valid), learning design experts 92.5% (very valid), subject matter experts 87.5% (very valid). The effectiveness of learning media are measured from the results of trials use in the form of teacher activity observation with a percentage of 96.5% (active teacher), observation of student activities with 95% percentage (active student), and student learning outcomes 100% (complete) so that it can be concluded that the learning media in categories (very effective). The result of the attractiveness of learning media is measured from the results of the questionnaire student responses during the trial use obtained a percentage of 97% (very interesting). Based on the result of this research, the JEJEPE learning media to be valid, effective and interesting to use on Theme 4 Subtheme 1 types of occupation and ideals materials of class IV Elementary School of Karang Entang Kwanyar Bangkalan.

Keywords: Learning Media, JEJEPE, *Brog and Gall*.