

Azimatus Silvianita. 2023. Model Pembelajaran *Brainwriting* Berbantuan Media Video Animasi “Produk Lokal” terhadap Keterampilan Menulis Teks Persuasi Siswa Kelas VIII SMP Miftahul Ulum Melirang. Skripsi. Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing : Afiyah Nur Kayati, S.Pd., M.Pd.

ABSTRAK

Abstrak: Penelitian ini dilatarbelakangi dengan adanya keterampilan menulis teks persuasi yang masih rendah dan kurangnya ketertarikan siswa untuk menulis teks persuasi. Berdasarkan rumusan masalah yang disusun, penelitian ini bertujuan untuk mengetahui keterampilan menulis teks persuasi sebelum dan setelah penerapan model pembelajaran *brainwriting*, setelah mengetahui pengaruh model pembelajaran *brainwriting* berbantuan media video animasi “Produk Lokal” terhadap keterampilan menulis teks persuasi siswa. Penelitian ini menggunakan pendekatan kuantitatif berjenis *Quasi Experimental Design* dalam bentuk *Non-Equivalent Control Design*. Proses pengambilam sampel menggunakan teknik sampling jenuh. Sampel yang digunakan yakni kelas VIII-A sebagai kelas eksperimen dan kelas VIII-B sebagai kelas kontrol. Pengumpulan data dilakukan dengan tes, observasi, dan angket. Data yang diperoleh diolah menggunakan rumus uji normalitas, uji homogenitas, dan uji T. Pada uji normalitas diperoleh hasil *pretest* kelas eksperimen $0,260 < 0,294$ dan uji normalitas hasil *post-test* diperoleh $0,243 < 0,294$ sedangkan uji normalitas kelas kontrol *pretest* diperoleh $0,150 < 0,294$ dan hasil *post-test* diperoleh $0,160 < 0,294$, dari perhitungan normalitas dapat dikategorikan berdistribusi normal. Dalam uji homogenitas *pretest* $1,950 < 2,168$ dan uji *post-test* $1,815 < 2,168$ dapat dikategorikan homogen. Hasil uji T diperoleh $T_{hitung} = 1,08$ dan $T_{tabel} = 0,45$. Diketahui persentase aktivitas siswa 88,8%, dan persentase respons positif angket 82%. Dapat disimpulkan bahwa terdapat pengaruh yang signifikan model pembelajaran *brainwriting* berbantuan media video animasi “Produk Lokal” terhadap keterampilan menulis teks persuasi siswa kelas VIII SMP Miftahul Ulum Melirang.

Kata Kunci: keterampilan menulis, model pembelajaran *brainwriting*, teks persuasi

Azimatus Silvianita. 2023. *Brainwriting Learning Model Assisted by Video Animation Media "Local Products" on Persuasive Text Writing Skills for Class VIII Students of Middle School Miftahul Ulum Melirang*. Thesis. Indonesian Language and Literature Education Study Program, Faculty of Education, University of Trunojoyo Madura. Advisor : Afyah Nur Kayati, S.Pd., M.Pd.

ABSTRACT

Abstract: This research is motivated by the low skills of writing persuasive texts and the lack of interest of students in writing persuasive texts. Based on the formulation of the problem, this study aims to determine the skills of writing persuasive texts before and after the application of the brainwriting learning model, after knowing the effect of the brainwriting learning model assisted by animated video media "Local Products" on students' persuasive text writing skills. This study uses a quantitative approach with the Quasi Experimental Design in the form of a Non-Equivalent Control Design. The sampling process uses saturated sampling techniques. The sample used was class VIII-A as the experimental class and class VIII-B as the control class. Data collection was carried out by tests, observations, and questionnaires. The data obtained were processed using the normality test formula, homogeneity test, and T test. In the normality test, the experimental class pretest results were $0.260 < 0.294$ and the normality test post-test results were obtained $0.243 < 0.294$, while the pretest control class normality test obtained $0.150 < 0.294$ and the results post-test obtained $0.160 < 0.294$, from the calculation of normality it can be categorized as normally distributed. In the pretest homogeneity test $1.950 < 2.168$ and post-test $1.815 < 2.168$ can be categorized as homogeneous. T test results obtained $T_{hitung} = 1.08$ and $T_{tabel} = 0.45$. It is known that the percentage of student activity is 88.8%, and the percentage of positive responses to the questionnaire is 82%. It can be concluded that there is a significant influence of the brainwriting learning model assisted by the animated video media "Local Products" on the persuasive text writing skills of class VIII students of SMP Miftahul Ulum Melirang.

Keywords: brainwriting learning method, persuasion text, writing skills