

Nuriyeh. 2025. *Pengembangan Video Animasi Bermuatan Kearifan Lokal Bangkalan untuk Menulis Teks Deskripsi*. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Naelur Rohmah, M.Pd.

ABSTRAK

Penelitian ini dilatarbelakangi oleh terbatasnya penggunaan media pembelajaran yang bervariasi untuk materi menulis teks deskripsi di kelas VII SMP Negeri 4 Kamal, sehingga minat menulis siswa rendah. Tujuan dari penelitian ini meliputi, 1) mendeskripsikan proses pengembangan video animasi bermuatan kearifan lokal Bangkalan untuk menulis teks deskripsi, 2) mengetahui kelayakan video animasi bermuatan kearifan lokal Bangkalan untuk menulis teks deskripsi, dan 3) mengetahui kepraktisan video animasi bermuatan kearifan lokal Bangkalan untuk menulis teks deskripsi. Penelitian ini menggunakan model pengembangan 4D (*define, design, development, dan dissemination*), tetapi hanya digunakan sampai tahap *development*. Instrumen pengumpulan data menggunakan wawancara dan angket. Hasil dari penelitian ini berupa, 1) video animasi bermuatan kearifan lokal Bangkalan dikembangkan melalui tiga tahapan (*define, design, develop*), sehingga menghasilkan media video animasi bermuatan kearifan lokal Bangkalan untuk menulis teks deskripsi, 2) kelayakan video animasi bermuatan kearifan lokal Bangkalan berdasarkan ahli materi mendapat persentase 72% (layak), ahli media 80% (layak), dan ahli bahasa 98% (sangat layak), 3) kepraktisan video animasi bermuatan kearifan lokal Bangkalan berdasarkan angket siswa mendapatkan persentase 90,8% (sangat praktis) pada uji coba terbatas dan 84% (sangat praktis) pada uji coba luas. Berdasarkan penilaian dari validator dan siswa, video animasi bermuatan kearifan lokal Bangkalan yang telah dikembangkan layak dan praktis digunakan dalam proses pembelajaran.

Kata kunci: video animasi, kearifan lokal, Bangkalan, menulis, teks deskripsi

Nuriyeh. 2025. *Development of Animated Videos Containing Local Wisdom from Bangkalan for Writing Descriptive Texts*. Thesis, Indonesian Language and Literature Education Study Program, Faculty of Teacher Training and Education, Trunojoyo University Madura. Advisor: Naelur Rohmah, M.Pd.

ABSTRACT

This study was motivated by the limited use of varied learning media for descriptive writing material in grade VII at SMP Negeri 4 Kamal, resulting in low student interest in writing. The objectives of this study include: 1) describing the process of developing animated videos containing local wisdom from Bangkalan for writing descriptive texts, 2) determining the suitability of animated videos containing local wisdom from Bangkalan for writing descriptive texts, and 3) determining the practicality of animated videos containing local wisdom from Bangkalan for writing descriptive texts. This study used the 4D development model (define, design, develop, and disseminate), but only up to the development stage. Data collection instruments included interviews and questionnaires. The results of this study are as follows: 1) animated videos containing local wisdom from Bangkalan were developed through three stages (define, design, develop), resulting in animated video media containing local wisdom from Bangkalan for writing descriptive texts; 2) the feasibility of animated videos containing local wisdom from Bangkalan based on subject matter experts received a percentage of 72% (feasible), media experts 80% (feasible), and language experts 98% (very feasible), 3) the practicality of the animated video containing local wisdom from Bangkalan based on student questionnaires obtained a percentage of 90.8% (very practical) in limited trials and 84% (very practical) in extensive trials. Based on evaluations from validators and students, the animated video incorporating Bangkalan's local wisdom that has been developed is suitable and practical for use in the learning process.

Keywords: *animated video, local wisdom, Bangkalan, writing, descriptive text*