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ABSRTAK

Penelitian ini bertujuan untuk mengetahui proses pengembangan media video *scan Qr Code* (bucergam) sebagai bahan ajar untuk mentimulus karakter kejujuran anak usia dini serta kelayakan dari media *scan Qr Code* (bucergam). Penelitian ini menggunakan model pengembangan *ADDIE* yaitu Analisis (*Analysis*), Perencanaan (*Desaign*), Pengembangan (*Develompment*), Implementasi (*Implementation*), dan Evaluasi (*Evaluation*). Pengumpulan data yang digunakan yaitu berupa lembar validasi dan respon anak. Data penelitian ini diperoleh dari hasil validasi oleh ahli materi, ahli media, dan uji coba lapangan yang terdiri dari tiga uji coba yaitu uji coba perorangan, ujicoba lapangan kecil, dan uji coba lapangan besar. Subjek uji coba dilakukan pada anak usia 5-6 tahun kelompok B TK Walisongo. Hasil validasi yang didapatkan dari para ahli yaitu ahli materi mendapatkan sebesar 75% termasuk kategori “valid” dan ahli media mendapatkan nilai sebesar 81,81% termasuk kategori “sangat valid”, kemudian berdasarkan keefektifan media pada uji coba lapangan yaitu hasil uji coba perorangan mendapatkan nilai 83,35%, uji coba lapangan kelompok kecil mendapatkan nilai 92,66%, dan hasil uji coba lapangan kelompok besar mendapatkan nilai 94.06%. Berdasarkan data presentase yang didapatkan menyimpulkan bahwa media video *scan Qr Code* “bucergam” untuk menstimulus karakter kejujuran anak usia dini layak dan efektif digunakan dalam pembelajaran.

Kata kunci: Karakter kejujuran, Media video *scan Qr Code*

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ABSTRACT

This research aims to determine the process of developing *Qr Code* scanning video media (Bucergam) as teaching material to stimulate the honest character of early childhood and the feasibility of *Qr Code* scanning media (Bucergam). This research uses the ADDIE development model, namely Analysis, Design, Development, Implementation and Evaluation. The data collection used is in the form of validation sheets and children's responses. This research data was obtained from validation results by material experts, media experts, and field trials consisting of three trials, namely individual trials, small field trials, and large field trials. The test subjects were children aged 5-6 years in group B at Walisongo Kindergarten. The validation results obtained from the experts, namely material experts got 75%, including the "valid" category and media experts got a score of 81.81%, including the "very valid" category, then based on the effectiveness of the media in field trials, namely the results of individual trials got a score of 83,55%, small group field trials got a score of 92.66%, and the results of large group field trials got a score of 94.06%. Based on the percentage data obtained, it is concluded that the video scan *Qr Code* media "bucergam" to stimulate the honest character of early childhood is feasible and effective for use in learning.

Keywords: Honesty character, *Qr Code* scan video media,