

Ameliah Safitri. 2024. Pengembangan Bahan Ajar Digital Interaktif untuk Menulis Teks Iklan Siswa Kelas VIII. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing : Ayyu Subhi Farahiba, S.Pd., M.Pd.

ABSTRAK

Penelitian ini dilatar belakangi oleh kesulitan pemahaman siswa terhadap sebuah materi karena guru masih menggunakan metode ceramah dan kurangnya pemanfaatan teknologi dalam pembelajaran. Penelitian ini bertujuan untuk mengembangkan bahan ajar digital interaktif untuk materi menulis teks iklan siswa kelas VIII yang layak digunakan. Jenis penelitian ini adalah penelitian pengembangan (*Research and Development*). Model pengembangan yang digunakan adalah model hasil modifikasi Sugiyono dari model penelitian pengembangan Borg and Gall. Subjek penelitian yang terlibat terdiri dari ahli materi, ahli ke grafisan, satu guru mata pelajaran Bahasa Indonesia, dan 24 siswa kelas VIII. Instrumen penelitian pengembangan yang digunakan adalah lembar wawancara, analisis kebutuhan siswa, lembar validasi produk, dan lembar angket respons. Hasil penelitian menunjukkan produk yang dikembangkan telah memenuhi kriteria kelayakan produk. Hasil validasi ahli materi memperoleh presentase sebesar 82%. Hasil validasi ahli kegrafikaan memperoleh presentase sebesar 98%. Hasil uji coba pengguna oleh praktisi memperoleh presentase sebesar 90%. Hasil uji coba pengguna produk kepada siswa, rata-rata keseluruhan diperoleh presentase sebesar 91,5% dengan demikian produk yang dikembangkan secara teoritis layak digunakan.

Kata Kunci: bahan ajar digital interaktif, keterampilan menulis, teks iklan.

Ameliah Safitri. 2024. Development of Interactive Digital Teaching Materials for Writing Advertising Texts for Class VIII Students. Thesis, Indonesia Language and Literature Education Study Program, Faculty of Education, Trunojoyo University Madura. Supervisor: Ayyu Subhi Farahiba, S.Pd., M.Pd.

ABSTRACT

This research was motivated by difficulties in students' understanding of material because teachers still used the lecture method and the lack of use of technology in learning. This research aims to develop interactive digital teaching materials for writing advertising texts for class VIII students that are suitable for use. This type of research is development research (Research and Development). The development model used is a model modified by Sugiyono from the Borg and Gall development research model. The research subjects involved consisted of material experts, graphics experts, one Indonesian language subject teacher, and 24 class VIII students. The development research instruments used were interview sheets, student needs analysis, product validation sheets, and response questionnaire sheets. The research results show that the product developed meets the product feasibility criteria. The validation results from material experts obtained a percentage of 82%. The validation results from graphic experts obtained a percentage of 98%. The results of user trials by practitioners obtained a percentage of 90%. The results of product user trials with students showed that the overall average percentage was 91.5%, thus the product developed was theoretically suitable for use.

Keywords: *interactive digital teaching materials, writing skills, advertising text.*