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ABSTRAK

Penelitian ini bertujuan untuk mengetahui kelayakan, respons siswa, dan keterbacaan media *booklet jhâjhân* pasar di pasar Pakong Pamekasan pada materi zat aditif. Model pengembangan yang digunakan yaitu ADDIE (*Analyze, Design, Development, Implementation, dan Evaluation*) dengan tanpa tahap *implementation*. Populasi dalam penelitian ini adalah siswa kelas VIII MTs Negeri 3 Pamekasan. Pengambilan sampel menggunakan teknik *simple random sampling* dengan 2 tahap uji coba yaitu 2 siswa uji perorangan dan 8 siswa kelompok kecil. Data dikumpulkan melalui observasi, angket, dan dokumentasi. Berdasarkan hasil penelitian, dapat disimpulkan bahwa: 1) *Booklet jhâjhân* pasar layak digunakan dengan persentase validitas media sebesar 84% dengan kriteria sangat layak dan validitas materi sebesar 88% dengan kriteria sangat layak. 2) Respons siswa terhadap *booklet jhâjhân* pasar sangat baik dengan perolehan persentase sebesar 85% untuk uji perorangan dan 82% perolehan persentase pada uji coba kelompok kecil. 3) Keterbacaan media *booklet jhâjhân* pasar sangat baik dengan perolehan persentase sebesar 87% untuk uji perorangan dan kelompok kecil memperoleh persentase sebesar 82%. *Booklet jhâjhân* pasar dinyatakan sangat layak digunakan dengan perolehan respons dan keterbacaan yang sangat baik.

Kata kunci: *Booklet*, Jajanan pasar, Model ADDIE, Zat Aditif

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ABSTRACT

This research aims to determine the feasibility, student responses, and readability of the jhâjhân market booklet media at the Pakong Pamekasan market using additive material. The development model used is ADDIE (Analyze, Design, Development, Implementation, and Evaluation) with no implementation stage. The population in this study were class VIII students at MTs Negeri 3 Pamekasan. Sampling used a simple random sampling technique with 2 trial stages, namely 2 individual test students and 8 small group students. Data is collected through observation, questionnaires, and documentation. Based on the research results, it can be concluded that: 1) the jhâjhân market booklet is suitable for use with a media validity percentage of 84% with very feasible criteria and material validity of 88% with very feasible criteria. 2) student response to the jhâjhân market booklet was very good with a percentage gain of 85% for the individual test and 82% percentage gain for the small group test. 3) the readability of the jhâjhân market booklet media is very good with a percentage of 87% for individual test and a percentage of 82% for small groups. The jhâjhân market booklet was declared very suitable for use with excellent respons and readability.

Keyword: *Booklet, Market snacks, ADDIE model, Additives*