

Mahdani, Vita. 2020. *Pengembangan Media Pembelajaran Culture Box Tema 1 Subtema 1 Materi Keberagaman Budaya Bangsaku Kelas IV di Sekolah Dasar*. Program Studi Pendidikan Guru Sekolah Dasar. Fakultas Ilmu Pendidikan. Universitas Trunojoyo Madura. Pembimbing I: Priyono Tri Febrianto, S. Sos., M. Si. pembimbing II: Ade Cyntia Pritasari, S. Pd., M. Pd.

ABSTRAK

Tujuan penelitian dan pengembangan ini adalah untuk mengetahui kevalidan, keefektifan, dan kemenarikan media Culture Box untuk siswa kelas IV. Model penelitian dan pengembangan ini menggunakan model *Borg and Gall* yang diadaptasi oleh Sugiyono. Berdasarkan hasil penelitian yang dilakukan, diperoleh hasil bahwa presentase validasi rata-rata media *Culture Box* sebesar 76%, dalam kategori valid. Keefektifan media pembelajaran *Culture Box* ditinjau dari tes hasil belajar siswa yang dilakukan pada tahap uji coba produk memperoleh presentase sebesar 100% masuk kedalam kategori sangat efektif. Kemenarikan media pembelajaran *Culture Box* dilihat dari hasil angket respon siswa pada uji coba produk memperoleh presentase sebesar 92,5% masuk kedalam kategori sangat menarik. Berdasarkan hasil penelitian maka media pembelajaran *Culture Box* valid, efektif, dan menarik sehingga dapat digunakan untuk pembelajaran di kelas IV.

Kata Kunci: Media *Culture Box*, Keragaman Budaya Bangsaku

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ABSTRACT

The purpose of this research and development is to find out the validity, effectiveness and attractiveness of Culture Box media for grade IV students. This research and development model uses the Borg and Gall model which was adapted by Sugiyono. Based on the results of the research conducted, the results obtained that the average validation percentage of Culture Box media was 76%, in the valid category. The effectiveness of Culture Box learning media in terms of student learning outcomes tests conducted at the trial use stage obtained a percentage of 100% into the very effective category. The attractiveness of Culture Box learning media as seen from the results of the questionnaire responses of students in the use of the trial obtained a percentage of 92.5% into the very interesting category. Based on the results of the study, the Culture Box learning media is valid, effective, and interesting so that it can be used for learning in class IV.

Keywords: Media Culture Box, Cultural Diversity of My Nations