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ABSTRAK

Penelitian pengembangan ini bertujuan menghasilkan media E-AMBO (*E-Book Amazing Body*) untuk pembelajaran bahasa inggris siswa SD kelas V". Selain itu, penelitian ini dilakukan untuk mengetahui tingkat kevalidan, keefektifan, dan kemenarikan media E-AMBO (*E-Book Amazing Body*) yang dikembangkan. Penelitian menggunakan model pengembangan ADDIE yang terdiri atas lima tahap, yaitu analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek uji coba penelitian adalah 25 siswa kelas V SDN Jalmak 1 Kabupaten Pamekasan. Hasil penelitian menunjukkan bahwa: 1) media flashcard dinyatakan sangat valid berdasarkan penilaian ahli media sebesar 95%, ahli desain pembelajaran 97,5%, ahli materi 98%, dan ahli bahasa 85%; 2) media flashcard dinyatakan efektif digunakan untuk pembelajaran bahasa inggris siswa sd kelas V, yang terlihat dari hasil observasi aktivitas guru sebesar 95,8%, aktivitas siswa sebesar 85,4%, dan hasil observasi penggunaan media pembelajaran sebesar 85% dengan kategori sangat efektif, serta rata-rata ketuntasan klasikal hasil belajar siswa kelas V mencapai 85,7% dengan kategori tuntas. Selain itu, media flashcard juga dinyatakan sangat menarik berdasarkan hasil angket respon guru sebesar 97,5% dan respon siswa sebesar 88,3%. Dengan demikian, dapat disimpulkan bahwa media E-AMBO (*E-Book Amazing Body*) yang dikembangkan valid, efektif, dan menarik untuk digunakan dalam pembelajaran Bahasa inggris siswa SD kelas V.

Kata Kunci: media e-ambo (*e-book amazing body*), pembelajaran Bahasa inggris, model ADDIE.

Elda Oktavia. 2026. *Development of E-AMBO (E-Book Amazing Body) Media for English Learning of Fifth-Grade Elementary School Students*. Undergraduate Thesis, Elementary School Teacher Education Study Program, Faculty of Teacher Training and Education, Trunodjoyo Madura University. Supervisor: Qurrotu Inayatil Maula, M.Pd.

ABSTRACT

This development research aims to produce E-AMBO media (E-Book Amazing Body) for English learning of fifth grade elementary school students. In addition, this study was conducted to determine the validity, effectiveness, and attractiveness of the developed E-AMBO media (E-Book Amazing Body). This research employed the ADDIE development model consisting of five stages, namely analysis, design, development, implementation, and evaluation. The subjects of the research trial were 25 fifth grade students of SDN Jalmak 1, Pamekasan Regency. The results of the study showed that: 1) the E-AMBO media was categorized as highly valid based on the assessment results from media experts with a score of 95%, learning design experts 97.5%, material experts 98%, and language experts 85%; 2) the E-AMBO media was declared effective for English learning of fifth grade elementary school students, as indicated by the teacher activity observation results of 95.8%, student activity observation results of 85.4%, and learning media usage observation results of 85%, all categorized as highly effective. In addition, the average classical learning completeness of fifth grade students reached 85.7% with a complete category. Furthermore, the E-AMBO media was also considered highly attractive based on the teacher response questionnaire result of 97.5% and student response questionnaire result of 88.3%. Therefore, it can be concluded that the developed E-AMBO media (E-Book Amazing Body) is valid, effective, and attractive for use in English learning for fifth grade elementary school students.

Keywords: *e-ambo media (e-book amazing body), english learning, ADDIE model*