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### ABSTRAK

Penelitian ini dilatarbelakangi oleh keterbatasan bahan ajar BIPA yang masih bersifat konvensional, kurang interaktif, dan belum memberikan pemahaman budaya lokal secara optimal. Penelitian ini bertujuan untuk mengembangkan *E-book* interaktif bermuatan budaya Madura pada pembelajaran Bahasa Indonesia bagi Penutur Asing (BIPA) di Universitas Walailak Thailand serta mendeskripsikan kelayakan produk yang dikembangkan. Penelitian menggunakan metode *Research and Development (R&D)* dengan model pengembangan 4D yang meliputi tahap *define, design, develop, dan disseminate*. Produk yang dikembangkan berupa *e-book* interaktif berbasis web Heyzine yang memuat materi teks deskripsi bertemakan kegiatan sehari-hari dengan disisipkan budaya Madura meliputi, makanan tradisional, pakaian adat, dan wisata. *E-book* dilengkapi fitur interaktif berupa gambar, audio, serta kuis untuk mendukung pembelajaran yang lebih menarik dan kontekstual. Hasil pengembangan ini menghasilkan bahan ajar digital yang layak, inovatif, dan mampu meningkatkan pemahaman budaya serta kompetensi komunikatif pembelajar BIPA. Selain itu, pengembangan *e-book* ini dapat menjadi alternatif bahan ajar digital yang relevan dalam mendukung transformasi pembelajaran BIPA berbasis budaya lokal di tingkat internasional.

**Kata Kunci:** *E-book* interaktif, budaya Madura, pembelajaran BIPA, Heyzine, bahan ajar digital.

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## **ABSTRACT**

*This research is motivated by the limitations of BIPA teaching materials which are still conventional, less interactive, and have not provided an optimal understanding of local culture. This study aims to develop an interactive E-book containing Madurese culture in learning Indonesian for Foreign Speakers (BIPA) at Walailak University, Thailand and describe the feasibility of the developed product. The study uses the Research and Development (R&D) method with a 4D development model that includes the define, design, develop, and disseminate stages. The product developed is a Heyzine web-based interactive e-book containing descriptive text material on the theme of daily activities with the insertion of Madurese culture including traditional food, traditional clothing, and tourism. The e-book is equipped with interactive features in the form of images, audio, and quizzes to support more interesting and contextual learning. The results of this development produce digital teaching materials that are feasible, innovative, and able to improve cultural understanding and communicative competence of BIPA learners. In addition, the development of this e-book can be an alternative relevant digital teaching material in supporting the transformation of BIPA learning based on local culture at the international level.*

*Keywords: Interactive e-book, Madurese culture, BIPA learning, Heyzine, digital teaching materials.*