

Alfi Mahani. 2024. *Pengembangan Media Majalah Digital BERKELOK (Beragam Kearifan Lokal Gresik) Berbasis Audio Visual Pada Materi IPAS Bab 6 Topik A Kelas IV UPT SDN 23 Gresik*. Skripsi, Program Studi Pendidikan Guru Sekolah Dasar, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Andika Adinanda Siswoyo, S.Pd.,M.Pd.

ABSTRAK

Penelitian pengembangan yang menghasilkan produk media majalah digital BERKELOK berbasis audio visual pada materi IPAS bab 6 topik A untuk kelas IV UPT SD Negeri 23 Gresik ini mengacu pada kendala belum tersedianya media pembelajaran tentang kearifan lokal Gresik karena keterbatasan sumber belajar serta hasil belajar rendah pada mapel IPAS. Tujuan penelitian ini yaitu untuk mengetahui kevalidan, keefektifan, dan menariknya produk yang telah dikembangkan. Studi pengembangan ini berpedoman pada model ADDIE yang terdiri dari lima tahapan: analisis, desain, pengembangan, penerapan, dan evaluasi. Uji coba kelompok kecil terdiri atas 6 siswa sedangkan uji coba kelompok besar terdiri atas 43 siswa. Kevalidan didasarkan pada penilaian validator tiap ahli mendapatkan predikat sangat valid dengan presentase nilai masing-masing sebagai berikut, ahli materi 100%, ahli media pembelajaran 95%, dan ahli desain pembelajaran 90%. Keefektifan produk di analisis dari hasil evaluasi kognitif siswa pada kelompok besar sebesar 90,7%. Dilihat juga dari pengamatan kinerja guru kelompok besar 80% dan observasi aktivitas siswa kelompok besar dengan hasil 91,55%. Kemenarikan produk diperoleh berdasarkan angket respon guru kelompok besar 95% dan angket respon siswa kelompok besar 90,5%. Berdasarkan hasil analisis data yang telah dilakukan, dapat disimpulkan bahwasannya produk yang dikembangkan bisa digunakan dalam pembelajaran karena diakui valid, efektif, dan menarik.

Kata Kunci: Media Majalah Digital, Audio Visual, ADDIE

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ABSTRACT

The development research which resulted in the digital magazine media product BERKELOK based on audio visuals on science material chapter 6 topic A for class IV UPT SD Negeri 23 Gresik refers to the constraints of the unavailability of learning media about local wisdom in Gresik due to limited learning resources and low learning outcomes in the science subject. The aim of this research is to determine the validity, effectiveness and attractiveness of the product that has been developed. This development study is guided by the ADDIE model which consists of five stages: analysis, design, development, implementation and evaluation. The small group trial consisted of 6 students while the large group trial consisted of 43 students. Validity is based on the validator's assessment of each expert getting a very valid title with the following respective percentage scores, material expert 100%, learning media expert 95%, and learning design expert 90%. The effectiveness of the product was analyzed from the results of the cognitive evaluation of students in the large group at 90.7%. It can also be seen from observations of large group teacher performance of 80% and observations of large group student activities with results of 91.55%. The attractiveness of the product was obtained based on a large group teacher response questionnaire of 95% and a large group student response questionnaire of 90.5%. Based on the results of the data analysis that has been carried out, it can be concluded that the product developed can be used in learning because it is recognized as valid, effective and interesting.

Keywords: Digital Magazine Media, Audio Visual, ADDIE