

ABSTRAK

Fitria Rahmawati. 2026. Pengembangan Media "*ENPIDAG*" Berbasis Permainan Tradisional untuk Meningkatkan Pengetahuan Budaya Lokal pada Anak. Skripsi, Program Studi Pendidikan Guru Pendidikan Anak Usia Dini, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunodjoyo Madura. Pembimbing: Dinda Rizki Tiara, S.Pd., M.Pd.

Rendahnya pengetahuan budaya lokal pada anak usia 5–6 tahun serta belum optimalnya pemanfaatan permainan tradisional sebagai media pembelajaran melatarbelakangi penelitian ini. Penelitian ini bertujuan untuk mengetahui kelayakan dan efektivitas media *ENPIDAG* (Engklek Pintar Budaya Gresik) dalam meningkatkan pengetahuan budaya lokal anak usia dini. Penelitian menggunakan metode Research and Development (R&D) dengan model ADDIE. Data dikumpulkan melalui observasi, wawancara, angket, dan dokumentasi, kemudian dianalisis secara deskriptif kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa media *ENPIDAG* sangat layak digunakan berdasarkan validasi ahli materi (96,3%) dan ahli media (93,33%), serta memperoleh penilaian sangat layak pada uji coba kelompok kecil (98,54%) dan uji kelompok besar (97,27%). Uji efektivitas menunjukkan adanya peningkatan pengetahuan budaya lokal anak usia 5–6 tahun setelah menggunakan media *ENPIDAG*. Dengan demikian, media *ENPIDAG* efektif digunakan sebagai media pembelajaran berbasis permainan tradisional untuk meningkatkan pengetahuan budaya lokal anak usia dini.

Kata kunci: media *ENPIDAG*, permainan tradisional, budaya lokal, anak usia dini, ADDIE.

ABSTRACT

Fitria Rahmawati. 2026. *Development of "ENPIDAG" Learning Media Based on Traditional Games to Improve Local Cultural Knowledge in Children*. Undergraduate Thesis, Early Childhood Teacher Education Study Program, Faculty of Teacher Training and Education, Trunodjoyo University of Madura. Supervisor: Dinda Rizki Tiara, S.Pd., M.Pd.

The low level of local cultural knowledge among children aged 5 to 6 years and the limited use of traditional games as learning media motivated this study. This study aimed to determine the feasibility and effectiveness of *ENPIDAG* (Engklek Pintar Budaya Gresik) learning media in improving young children's local cultural knowledge. This study employed a Research and Development (R&D) method using the ADDIE model. Data were collected through observation, interviews, questionnaires, and documentation, then analyzed using descriptive quantitative and qualitative techniques. The results showed that the *ENPIDAG* learning media was highly feasible based on material expert validation (96.3%) and media expert validation (93.33%). It also received a "highly feasible" rating in the small group trial (98.54%) and the large group trial (97.27%). The effectiveness test indicated an improvement in the local cultural knowledge of children aged 5 to 6 years after using the *ENPIDAG* learning media. Therefore, *ENPIDAG* is effective as a traditional game-based learning media for improving local cultural knowledge in early childhood.

Keywords: *ENPIDAG* learning media, traditional games, local culture, early childhood, ADDIE.