

ABSTRAK

Sawaludin Kahar Hasibuan. Nim 8186192002. Pengembangan Materi Teks Pidato Persuasif Berbantuan Media *Podcast* Siswa Kelas IX SMP Swasta Nur Cahaya Medan. Tesis. Medan: Program Pascasarjana, Universitas Negeri Medan, 2022.

Proses pembelajaran akan berlangsung secara menarik, terarah dan sesuai dengan apa yang ingin dicapai jika proses pembelajaran dapat tercipta secara efektif dengan menggunakan media pembelajaran. Media pembelajaran dimaknai sebagai alat komunikasi yang digunakan dalam proses pembelajaran untuk membawa informasi berupa materi dari pengajar kepada peserta didik sehingga peserta didik menjadi lebih tertarik untuk mengikuti kegiatan pembelajaran. Penelitian ini bertujuan untuk memperoleh media pembelajaran *podcast* dan juga untuk mengetahui: (1) bagaimana proses pengembangan materi teks pidato persuasif berbantuan media *podcast*, (2) Bagaimana hasil validasi pengembangan materi teks pidato persuasif berbantuan media *podcast*, (3) Bagaimana efektivitas pengembangan materi teks pidato persuasif berbantuan media *podcast*. Metode penelitian ini menggunakan metode penelitian dan pengembangan. Subjek peneliti ini adalah materi teks pidato persuasif berbantuan media *podcast*. Adapun sampel yang digunakan pada peneliti ini adalah dua guru Bahasa Indonesia dan tiga puluh dua siswa kelas IX SMP Swasta Nur Cahaya Medan. Berdasarkan hasil penelitian diperoleh: (1) Penelitian ini dilakukan sampai tiga tahap, yakni tahap I analisis, tahap II pengembangan produk, dan tahap III pengembangan dan uji coba produk. (2) Hasil validasi ahli materi untuk penilaian kelayakan isi, kelayakan Bahasa dan kelayakan penyajian memiliki kriteria sangat baik dengan persentase 92,85%. Hasil validasi ahli media untuk penilaian keseluruhan produk/media memiliki kriteria sangat baik dengan persentase 92,96%. (3) Efektifitas produk diperoleh melalui hasil belajar siswa dengan persentase 88,90%. Berdasarkan hasil penelitian, disimpulkan, bahwa media pembelajaran pengembangan telah layak dan efektif digunakan oleh siswa kelas IX SMP Swasta Nurcahaya Medan pada pembelajaran teks pidato persuasif.

Kata Kunci: media *podcast*, teks pidato persuasive



ABSTRACT

Sawaludin Kahar Hasibuan. Nim 8186192002. Development of Persuasive Speech Text Materials Assisted by Podcast Media for Class IX Students of Nur Cahaya Medan Private Middle School. Thesis. Medan: Postgraduate Program, Medan State University, 2022.

The learning process will take place in an interesting, directed and in accordance with what is to be achieved if the learning process can be created effectively by using learning media. Learning media is interpreted as a communication tool used in the learning process to bring information in the form of material from the teacher to students so that students become more interested in participating in learning activities. This study aims to obtain podcast learning media and also to find out: (1) how is the process of developing persuasive speech text material assisted by podcast media, (2) how is the validation result of developing persuasive speech text material assisted by podcast media, (3) how effective is the development of text material podcast-assisted persuasive speeches. This research method uses research and development methods. The subject of this research is persuasive speech text material assisted by podcast media. The samples used in this study were two Indonesian language teachers and thirty-two grade IX students at Nur Cahaya Medan Private Junior High School. Based on the research results obtained: (1) This research was carried out in three stages, namely stage I analysis, stage II product development, and stage III product development and testing. (2) The results of material expert validation for content feasibility assessment, language feasibility and presentation feasibility have very good criteria with a percentage of 92.85%. The results of media expert validation for the overall product/media assessment have very good criteria with a percentage of 92.96%. (3) Product effectiveness is obtained through student learning outcomes with a percentage of 88.90%. Based on the results of the study, it was concluded that the development learning media was feasible and effective to be used by class IX students at the Nurcahaya Private Junior High School Medan in teaching persuasive speech texts.

Keywords: podcast media, persuasive speech text

