

ABSTRAK

Alya Anisa Lubis, NIM 2193111037, Pengembangan Bahan Ajar Pada Materi Teks Persuasi Berbantuan *Heyzine* Kelas VIII SMP, Program Studi, Pendidikan Bahasa dan Sastra Indonesia/S-1, Jurusan, Bahasa dan Sastra Indonesia, Fakultas Bahasa dan Seni, Universitas Negeri Medan, 2026.

Penelitian ini bertujuan untuk (1) mendeskripsikan proses pengembangan bahan ajar teks persuasi kelas VIII berbantuan *Heyzine*; (2) mendeskripsikan bentuk bahan ajar teks persuasi kelas VIII berbantuan *Heyzine*; dan (3) mendeskripsikan kelayakan bahan ajar teks persuasi kelas VIII berbantuan *Heyzine*. Penelitian ini merupakan penelitian pengembangan (Research and Development) yang mengadaptasi model Sugiyono yang tahapannya adalah potensi dan masalah, pengumpulan data, desain produk, validasi desain, dan revisi produk. Subjek penelitian ini adalah siswa kelas VIII-3 MTs Laboratorium UINSU. Data dikumpulkan melalui analisis buku siswa, wawancara dengan guru, angket kebutuhan siswa, dan validasi oleh ahli materi serta ahli media. Hasil validasi oleh ahli materi menunjukkan persentase sebesar 88% dengan kriteria "Sangat Layak" sedangkan hasil validasi oleh ahli desain memperoleh persentase sebesar 80% dengan kriteria "Sangat Layak". Berdasarkan hasil tersebut, bahan ajar teks persuasi berbantuan *Heyzine* memperoleh rata-rata kelayakan sebesar 84% dengan kriteria "Sangat Layak". Dengan demikian, bahan ajar teks persuasi berbantuan *Heyzine* dinyatakan sangat layak digunakan sebagai bahan ajar di MTs Laboratorium UINSU.

Kata kunci: bahan ajar, teks persuasi, *Heyzine*



ABSTRACT

Alya Anisa Lubis, NIM 2193111037 (2025), Development of Persuasive Text Teaching Material for Grade VIII Assisted by Heyzine, Study Program of Indonesian Language and Literature Education/S-1, Department of Indonesian Language and Literature, Faculty of Languages and Arts, State University of Medan, 2026.

This study aims to (1) describe the process of developing persuasive text teaching materials for class VIII using Heyzine; (2) describe the form of persuasive text teaching materials for class VIII using Heyzine; and (3) describe the feasibility of persuasive text teaching materials for class VIII using Heyzine. This study is a development research (Research and Development) that adapts the Sugiyono model whose stages are potential and problems, data collection, product design, design validation, and product revision. The subjects of this study were students of class VIII-3 MTs Laboratorium UINSU. Data were collected through student book analysis, interviews with teachers, student needs questionnaires, and validation by material experts and media experts. The results of validation by material experts showed a percentage of 88% with the criteria of "Very Feasible" while the results of validation by design experts obtained a percentage of 80% with the criteria of "Very Feasible". Based on these results, the persuasive text teaching materials using Heyzine obtained an average feasibility of 84% with the criteria of "Very Feasible". Thus, the persuasive text teaching material assisted by Heyzine is declared very suitable for use as teaching material at MTs Laboratorium UINSU.

Keywords: teaching material, persuasive text, *Heyzine*

