

ABSTRACT

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Developing Curipod as an Interactive Digital Learning Media in Teaching
Writing News Item Text in Grade XII Students at SMA Negeri 3 Medan, A
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This study aims to develop Curipod as an interactive digital learning media to teach writing News Item Text to Grade XII students at SMA Negeri 3 Medan. This study used the adapted Research and Development (R&D) design of Borg and Gall, which involves six stages: data collection, data analysis, product design, expert validation, revision, and final product development. The subjects of this study were 30 Class XII students. Data were collected through observations, questionnaires, interviews, and expert validation sheets, and analyzed using percentage and mean value techniques. The needs analysis showed that students needed interactive learning media that provided clear text structure, engaging activities, and meaningful writing practice. The developed Curipod-based media includes interactive features such as polls, open-ended questions, word clouds, and guided writing tasks. The validation results of the experts showed that the media was rated “Very Good” in terms of content, language, presentation, and interactivity. In conclusion, Curipod is appropriate and effective as an interactive digital learning media to support students’ writing skills in News Item Text.

**Keywords: Curipod, Interactive Digital Learning Media, News Item Text,
Writing Skill**