

ABSTRAK

KHAIRUNNISYA AZZAHRA. Pengembangan Media Pembelajaran Interaktif Berbantuan *Canva* Pada Mata Pelajaran Bahasa Indonesia Kelas II SDN 064007 Medan. Skripsi. Medan : Fakultas Ilmu Pendidikan Universitas Negeri Medan.2026

Penelitian ini bertujuan untuk mengembangkan media pembelajaran interaktif berbantuan Canva serta mengetahui tingkat validitas, kepraktisan, dan efektivitas penggunaannya pada pembelajaran Bahasa Indonesia materi kosakata siswa kelas II A SDN 064007 Medan. Metode yang digunakan adalah *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap *analysis, design, development, implementation, dan evaluation*. Subjek penelitian berjumlah 23 siswa kelas II A, dengan objek penelitian berupa media pembelajaran interaktif berbantuan *Canva*. Teknik pengumpulan data dilakukan melalui wawancara, angket validasi ahli, angket respon guru dan siswa, serta tes hasil belajar berupa pretest dan posttest. Analisis data menggunakan deskriptif kuantitatif untuk mengetahui tingkat kelayakan, kepraktisan, dan efektivitas media yang dikembangkan. Hasil penelitian menunjukkan bahwa media pembelajaran yang dikembangkan tergolong sangat valid dengan persentase ahli materi sebesar 96,5%, ahli media 88,2%, dan Praktisi Pendidikan 91,4%. Media juga dinyatakan sangat praktis berdasarkan respon guru sebesar 94,6% dan respon siswa sebesar 93,2%. Selain itu, media terbukti efektif dengan adanya peningkatan nilai rata-rata dari 44,78 menjadi 86,74, serta nilai N-Gain sebesar 0,72 yang berada pada kategori tinggi. Berdasarkan hasil tersebut, media pembelajaran interaktif berbantuan *Canva* dinyatakan valid, praktis, dan efektif serta layak digunakan untuk meningkatkan penguasaan kosakata siswa sekolah dasar.

Kata Kunci: Media Pembelajaran Interaktif, *Canva*, Kosakata, Bahasa Indonesia

ABSTRACT

KHAIRUNNISYA AZZAHRA. Development of Interactive Learning Media Assisted by Canva for Indonesian Language Subjects for Grade II of Elementary School 064007 Medan. Skripsi. Medan: Faculty of Education, State University of Medan, 2026.

This study aims to develop Canva-assisted interactive learning media and evaluate its validity, practicality, and effectiveness in vocabulary instruction for second-grade students at SDN 064007 Medan. A Research and Development (R&D) approach was employed using the ADDIE model, which includes analysis, design, development, implementation, and evaluation stages. The study involved 23 students, with data collected through interviews, expert validation questionnaires, teacher and student response questionnaires, and pretest–posttest assessments. Data were analyzed using descriptive quantitative methods. The findings indicate that the developed media is highly valid, as evidenced by validation scores from material experts (96.5%), media experts (88.2%), and educational practitioners (91.4%). The media is also highly practical, reflected in teacher responses (94.6%) and student responses (93.2%). Its effectiveness is demonstrated by a significant improvement in learning outcomes, with mean scores increasing from 44.78 (pretest) to 86.74 (posttest), supported by an N-gain of 0.72 (high category). Learning mastery also improved from 21.7% to 95.65%. These findings suggest that Canva-assisted interactive learning media is valid, practical, and effective for enhancing elementary students' vocabulary mastery.

Keywords: interactive learning media, Canva, vocabulary, Indonesian language learning, elementary education