ABSTRAK

NIDA AFIFAH. Analisis Persepsi Guru PAUD Terhadap Media Pembelajaran Berbasis Elektronik di Taman Kanak-Kanak Kota Medan. Skripsi. Medan : Fakultas Ilmu Pendidikan. Universitas Negeri Medan. 2026.

Penelitian ini bertujuan untuk mengetahui tingkat persepsi guru Pendidikan Anak Usia Dini (PAUD) terhadap penggunaan media pembelajaran berbasis elektronik, khususnya Smartboard, serta menganalisis perbedaan persepsi antara guru generasi Milenial dan guru generasi Z di Taman Kanak-Kanak Kota Medan. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif komparatif. Populasi penelitian adalah guru PAUD tingkat Taman Kanak-Kanak di Kota Medan yang menjadi pengguna atau memiliki pengetahuan mengenai media pembelajaran berbasis elektronik. Pengumpulan data dilakukan menggunakan angket yang disusun berdasarkan dimensi Technology Acceptance Model (TAM), yaitu perceived usefulness dan perceived ease of use. Data dianalisis menggunakan statistik deskriptif serta Independent Sample t-Test. Hasil penelitian menunjukkan bahwa persepsi guru berada pada kategori tinggi dengan rata-rata 64,82 dan persentase 90,3%. Guru menilai Smartboard bermanfaat untuk meningkatkan efektivitas pembelajaran, menarik perhatian anak, meningkatkan keterlibatan peserta didik, dan mempermudah penyampaian materi. Nilai signifikansi uji t sebesar 0,066 ($p > 0,05$) menunjukkan tidak terdapat perbedaan persepsi yang signifikan antara guru generasi Milenial dan generasi Z. Temuan tersebut menegaskan bahwa manfaat, kemudahan penggunaan, pengalaman, pelatihan, dan dukungan sekolah lebih relevan dalam membentuk penerimaan teknologi dibandingkan perbedaan generasi. Peningkatan kompetensi digital serta penyediaan sarana pendukung tetap diperlukan untuk mengoptimalkan penggunaan Smartboard di lembaga PAUD.

Kata Kunci : Smartboard, Technology Acceptance Model (TAM), Persepsi Guru PAUD, Media Pembelajaran Berbasis Elektronik.

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ABSTRACT

Nida Afifah. Analysis of Early Childhood Education Teachers' Perceptions of Electronic-Based Learning Media in Kindergartens in Medan City. Skripsi. Medan : Faculty of Education. State University of Medan. 2026.

This study aimed to determine Early Childhood Education (ECE) teachers' perceptions of electronic learning media, particularly Smartboards, and to compare the perceptions of Millennial and Generation Z teachers in kindergartens in Medan City. A quantitative descriptive-comparative approach was used. The population consisted of kindergarten teachers who used or understood electronic learning media. Data were collected through a questionnaire based on the Technology Acceptance Model (TAM), specifically perceived usefulness and perceived ease of use, and were analyzed using descriptive statistics and an Independent Samples t-test. The results showed a high level of teacher perception, with a mean score of 64.82 and 90.3% of respondents in the high category. Teachers considered Smartboards useful for improving learning effectiveness, attracting children's attention, increasing engagement, and facilitating lesson delivery. The t-test significance value of 0.066 ($p > 0.05$) indicated no significant difference between Millennial and Generation Z teachers. These findings suggest that usefulness, ease of use, professional experience, training, and school support are more relevant to technology acceptance than generational differences. Continuous digital competence development and adequate infrastructure are therefore needed to optimize Smartboard use in ECE institutions.

Keywords : Smartboard, Technology Acceptance Model (TAM), Early Childhood Education Teachers' Perception, Electronic Learning Media.

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