

## ABSTRAK

**Lia Pertiwi. NIM 8216192007. Pengembangan Bahan Ajar Teks Persuasi Berbasis Web Offline Kelas VIII di Mts Al-Fauzi Cinta Rakyat Jalan Sudirman Dusun I Desa Cinta Rakyat Kecamatan Percut Sei Tuan. Tesis. Magister Pendidikan Bahasa dan Sastra Indonesia. Universitas Negeri Medan. 2023.**

Penelitian ini bertujuan mengetahui (1) proses pengembangan bahan ajar berbasis *web offline*, (2) kelayakan pengembangan bahan ajar berbasis *web offline*, (3) efektivitas pengembangan bahan ajar berbasis *web offline*. Penelitian ini merupakan penelitian pengembangan (R&D) Borg and Gall yaitu studi pendahuluan, perencanaan, desain produk, validasi, uji coba. Subjek penelitian siswa kelas VIII MTs Al-Fauzi Cinta Rakyat sebanyak 27 orang. Uji coba dilakukan yakni uji coba ahli oleh ahli materi dan desain, uji coba praktis lapangan dilakukan terhadap guru bahasa Indonesia di MTs Al-Fauzi Cinta Rakyat, uji coba perorangan, uji coba kelompok kecil sebagai pengguna produk, uji coba lapangan dengan melibatkan subjek penelitian. Teknik pengumpulan data angket yang diisi oleh ahli materi, ahli desain, guru, dan siswa. Hasil penelitian ini menunjukkan bahwa (1) presentase kelayakan bahan ajar di dapat sebanyak 91% hasil ahli materi, 93% hasil oleh ahli desain dalam kategori “sangat layak”, (2) data dari guru dan siswa 100% peserta didik dan guru belum menggunakan khusus bahan ajar teks persuasi, Guru dan siswa 100% belum pernah menggunakan bahan ajar berbasis *web offline*. Guru dan siswa memerlukan bahan ajar tambahan mengenai teks persuasi dengan jumlah presentase 96,2%, (3) hasil peserta didik saat memanfaatkan bahan ajar teks persuasi berbasis *web offline* mencapai nilai 1942 dengan rata-rata 72 dengan kategori “cukup”, hasil post-test setelah menggunakan bahan ajar berbasis *web offline* 2301 dengan rata-rata 85 kategori “baik”.

**Kata kunci: bahan ajar, *web offline*, teks persuasi.**



## ABSTRACT

**Lia Pertiwi. NIM 8216192007. Development of Class VIII Offline Web-Based Persuasion Text Teaching Materials at Mts Al-Fauzi Cinta Rakyat Jalan Sudirman Dusun I Desa Cinta Rakyat Kecamatan Percut Sei Tuan. Thesis. Master of Indonesian Language and Literature Education. Medan State University. 2023.**

This study aims to determine (1) the process of developing offline web-based teaching materials, (2) the feasibility of developing offline web-based teaching materials, (3) the effectiveness of developing offline web-based teaching materials. This research is a research development (R&D) Borg and Gall namely preliminary studies, planning, product design, validation, trials. The research subjects were 27 class VIII MTs Al-Fauzi Cinta Rakyat students. The trials were carried out namely expert trials by material and design experts, practical field trials conducted on Indonesian language teachers at MTs Al-Fauzi Cinta Rakyat, individual trials, small group trials as product users, field trials involving research subjects. Questionnaire data collection techniques filled out by material experts, design experts, teachers, and students. The results of this study indicate that (1) the percentage of eligibility for teaching materials is as much as 91% of the results of material experts, 93% of the results by design experts are in the "very feasible" category, (2) data from teachers and students 100% of students and teachers have not used especially persuasive text teaching materials, 100% of teachers and students have never used offline web-based teaching materials. Teachers and students need additional teaching materials regarding persuasive texts with a total percentage of 96.2%, (3) the results of students when using offline web-based persuasive text teaching materials reach a score of 1942 with an average of 72 in the "enough" category, post- test after using we offline 2301-based teaching materials with an average of 85 "good" categories.

**Keywords: teaching materials, offline web, persuasive text.**

