

ABSTRACT

Nurfaizah, Dhea, Registration Number: 2202421001, Designing Digital Media for Teaching Narrative Text by Using Genial.Ly in Grade XI Students at SMKN 4 Medan, English Language Education Study Program, State University of Medan, 2025.

This study aims to design digital media for teaching narrative texts to grade XI students at SMKN 4 Medan using Genial.ly. The research followed the Research and Development (R&D) approach by Borg & Gall, which involved six stages: (1) data collection, (2) data analysis, (3) digital media design, (4) expert validation, (5) media revision, and (6) finalizing the product. The study participants included grade XI students from SMKN 4 Medan. Data collection was conducted through interviews with English teachers and questionnaires distributed to 27 respondents to assess students' needs. The findings from the interviews and questionnaires indicated that students required engaging digital media using Genial.ly to enhance their understanding of narrative texts. The product was validated by experts, resulting in a digital media presentation designed using Genial.ly, which received an evaluation score of 93.15%. This indicates that the product is considered very good, thereby creating an engaging and enjoyable learning experience.

Keywords: Digital Media, Narrative Text, Genial.ly, Research and Development (R&D)