

ABSTRAK

ELVA VEBRINA GINTING. Pengembangan Media Buku Gambar *Pop-Up* Berbasis Digital Pada Materi Dongeng Untuk Siswa Kelas IV SDN 064033 Medan. Skripsi. Medan: Fakultas Ilmu Pendidikan. Universitas Negeri Medan. 2025.

Penelitian ini bertujuan untuk menghasilkan produk media pembelajaran berupa Buku Gambar *Pop-Up* Digital serta mengetahui tingkat *kelayakan*, *kepraktisan*, dan *keefektifan* media tersebut dalam pembelajaran Bahasa Indonesia materi Dongeng kelas IV SDN 064033 Medan. Jenis penelitian yang digunakan adalah penelitian dan pengembangan (R&D) dengan model ADDIE yang meliputi lima tahap, yaitu Analysis, Design, Development, Implementation, dan Evaluation. Subjek penelitian adalah siswa kelas IV SDN 064033 Medan. Instrumen pengumpulan data terdiri dari observasi, wawancara, angket validasi ahli materi, angket validasi ahli media, angket praktisi pendidikan, serta soal pretest dan posttest. Hasil uji kelayakan menunjukkan bahwa media Buku Gambar *Pop-Up* Digital memperoleh skor 96,6% dari ahli materi dengan kategori *Sangat Valid*, dan 98,4% dari ahli media dengan kategori *Sangat Valid*, sehingga layak digunakan sebagai bahan ajar. Pada uji kepraktisan, angket guru menghasilkan persentase 96,6% dengan kategori *Sangat Praktis*. Selanjutnya, uji efektivitas menunjukkan adanya peningkatan hasil belajar siswa, di mana nilai rata-rata pretest sebesar 34 meningkat menjadi 80,6 pada posttest. Peningkatan nilai tersebut mengindikasikan bahwa media Buku Gambar *Pop-Up* Digital efektif digunakan dalam pembelajaran Bahasa Indonesia materi Dongeng.

Kata Kunci: Pengembangan, Media, Buku gambar *Pop-Up*, Digital, Dongeng

ABSTRACT

ELVA VEBRINA GINTING. Development of a Digital-Based Pop-Up Picture Book Media on Folktale Material for Fourth-Grade Students of SDN 064033 Medan. Skripsi. Medan: Faculty of Education. Universitas Negeri Medan. 2025.

This study aims to develop an instructional product in the form of a Digital Pop-Up Picture Book and to determine its *validity*, *practicality*, and *effectiveness* in supporting the teaching and learning process for Indonesian Language lessons, specifically the Folktale (Dongeng) material for fourth-grade students at SDN 064033 Medan. This research employs a Research and Development (R&D) design using the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The subjects of this study were fourth-grade students at SDN 064033 Medan. The data collection instruments included observations, interviews, material expert validation questionnaires, media expert validation questionnaires, practitioner questionnaires, and pretest–posttest assessments. The feasibility test results indicate that the Digital Pop-Up Picture Book received a score of 96.6% from the material expert, categorized as *Highly Valid*, and 98.4% from the media expert, also categorized as *Highly Valid*, signifying that the media is suitable for instructional use. The practicality test conducted through teacher questionnaires yielded a score of 96.6%, categorized as *Highly Practical*. Furthermore, the effectiveness test showed a significant improvement in student learning outcomes, with the average pretest score of 34 rising to 80.6 on the posttest. This increase demonstrates that the Digital Pop-Up Picture Book is effective for use in Indonesian Language instruction, particularly for the folktale material.

Keywords: Development, Pop-Up Picture Book Media, Digital, Fairy tales