

# **PENGEMBANGAN MEDIA KIT *WALEK* UNTUK KETERAMPILAN KOMUNIKASI SISWA KELAS IV SD**

Oleh

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## **ABSTRAK**

Studi ini dilatarbelakangi oleh rendahnya keterampilan komunikasi peserta didik di SD, serta pemanfaatan budaya pada kegiatan pembelajaran yang belum optimal. Penelitian pengembangan ini memiliki lima tujuan, yaitu: (1) menghasilkan *prototype* media KIT *WALEK*, (2) menganalisis validitas isi media KIT *WALEK*, (3) menganalisis respon guru terhadap media KIT *WALEK*, (4) menganalisis respon siswa terhadap media KIT *WALEK*, dan (5) menganalisis efektivitas media KIT *WALEK* terhadap keterampilan komunikasi siswa kelas IV SD. Studi pengembangan ini mempergunakan model ADDIE, yang tersusun atas lima tahapan, yaitu: (1) analisis, (2) perancangan, (3) pengembangan, (4) implementasi, dan (5) evaluasi. Studi ini mengambil subjek media KIT *WALEK*, sedangkan objek penelitian pengembangan adalah validitas isi media, respon pengguna, dan efektivitas media. Metode pengumpulan data yaitu wawancara, observasi, angket/kuisisioner, dan studi dokumen. Instrumen yang dipergunakan untuk mengumpulkan data yaitu pedoman observasi, lembar *rating scale*, pedoman wawancara, lembar angket/kuisisioner, dan lembar studi dokumen. Hasil penelitian menunjukkan bahwa: (1) media KIT *WALEK* yang telah dihasilkan memperoleh indeks validitas sebesar 0,98 dengan kualifikasi validitas isi sangat tinggi, (2) tingkat pencapaian respon guru terhadap media KIT *WALEK* adalah sebesar 97% dengan kualifikasi sangat baik, (3) tingkat pencapaian respon siswa terhadap media KIT *WALEK* adalah sebesar 98% dengan kualifikasi sangat baik, dan (4) nilai signifikansi (2-tailed) pada uji-t berkorelasi memperoleh skor sebesar 0,000 atau  $p < 0,05$  (taraf signifikansi 5%), sehingga media KIT *WALEK* efektif guna menumbuhkan keterampilan komunikasi siswa kelas IV SD.

**Kata Kunci:** KIT *WALEK*, Komunikasi, Media, Pengembangan

# **DEVELOPMENT OF KIT WALEK MEDIA FOR COMMUNICATION SKILLS STUDENTS GRADE IV ELEMENTARY SCHOOL**

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## **ABSTRACT**

*This study is motivated by the low communication skills of students in elementary school, as well as the use of culture in learning activities that have not been optimal. This development research has five objectives, namely: (1) producing a prototype of the KIT WALEK media, (2) analyzing the validity of the contents of the KIT WALEK media, (3) analyzing the teacher's response to the KIT WALEK media, (4) analyzing student responses to the KIT WALEK media, and (5) analyzing the effectiveness of KIT WALEK media on the communication skills of fourth grade elementary school students. This development study uses the ADDIE model, which is composed of five stages, namely: (1) analysis, (2) design, (3) development, (4) implementation, and (5) evaluation. This study takes the subject of KIT WALEK media, while the object of development research is the validity of media content, user responses, and media effectiveness. Data collection methods are interviews, observations, questionnaires/questionnaires, and document studies. The instruments used to collect data were observation guidelines, rating scale sheets, interview guidelines, questionnaires/questionnaires, and document study sheets. The results showed that: (1) the KIT WALEK media that had been produced obtained a validity index of 0.98 with very high content validity qualifications, (2) the level of achievement of the teacher's response to the KIT WALEK media was 97% with very good qualifications, (3 ) the level of achievement of student responses to the KIT WALEK media is 98% with very good qualifications, and (4) the significance value (2-tailed) on the correlated t-test gets a score of 0.000 or  $p < 0.05$  (significance level 5%) , so that the KIT WALEK media is effective in growing the communication skills of fourth grade elementary school students.*

**Keywords:** *Communication, Development, KIT WALEK, Media*