

PENGEMBANGAN MEDIA PEMBELAJARAN BUKU DIGITAL BERBASIS KONTEKSTUAL MATERI KERAGAMAN BUDAYA PADA MUATAN IPS KELAS IV SD NEGERI 3 KETEWEL GIANYAR

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ABSTRAK

Penelitian dilatarbelakangi karena kurangnya media pembelajaran yang digunakan dalam kegiatan pembelajaran khususnya dalam muatan IPS sehingga siswa merasa jenuh dengan kegiatan pembelajaran. Penelitian ini bertujuan untuk (1) mengetahui rancang bangun media pembelajaran buku digital berbasis *Kontekstual* dan (2) mengetahui kelayakan media pembelajaran buku digital berbasis *Kontekstual*. Penelitian ini menggunakan model *ADDIE* (*Analyze, Design, Development, Implementation, Evaluation*). Uji rancang produk dilakukan oleh ahli isi mata pelajaran, ahli desain pembelajaran, ahli media pembelajaran, uji coba perorangan yang terdiri dari tiga orang siswa dan uji coba kelompok kecil yang terdiri dari sembilan siswa. Analisis data yang digunakan berupa data deskriptif kuantitatif dan kualitatif. Hasil penelitian tingkat kelayakan menurut ahli isi mata pelajaran sebesar 95,5%, ahli desain pembelajaran sebesar 95%, ahli media pembelajaran sebesar 91%, uji coba perorangan sebesar 95% dan uji coba kelompok kecil sebesar 94% dengan keseluruhan berkategori sangat baik. Hasil penelitian menunjukkan bahwa media pembelajaran buku digital berbasis *Kontekstual* layak digunakan dalam proses pembelajaran materi keragaman budaya muatan IPS kelas IV Sd Negeri 3 Ketewel Kabupaten Gianyar.

Kata Kunci: media pembelajaran buku digital, *Kontekstual*, keragaman budaya

ABSTRACT

The background of the research is the lack of learning media used in learning activities, especially in social studies content so that students feel bored with learning activities. This study aims to (1) determine the design of Contextual-based digital book learning media and (2) determine the feasibility of Contextual-based digital book learning media. This study uses the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). The product design test was carried out by subject content experts, learning design experts, learning media experts, individual trials consisting of three students and small group trials consisting of nine students. Analysis of the data used in the form of quantitative and qualitative descriptive data. The results of the study showed that the feasibility level according to subject content experts was 95.5%, learning design experts were 95%, learning media experts were 91%, individual coa trials were 95% and small group trials were 94% with the overall category being very good. The results of the study indicate that Contextual-based digital book learning media is feasible to use in the learning process of cultural diversity material for social studies class IV Sd Negeri 3 Ketewel, Gianyar Regency.

Keywords: digital book learning media, Contextual, cultural diversity

