

**PENGEMBANGAN MEDIA PENCEGAHAN BULLYING BAGI ANAK  
USIA DINI DI TK NEGERI PEMBINA ABIANSEMAL  
TAHUN AJARAN 2022/2023**

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**ABSTRAK**

Guru PAUD mengalami kendala dan kesulitan saat mengembangkan media pembelajaran yang tepat saat kegiatan mengajar. Tujuan dari penelitian ini yaitu (1) mendeskripsikan rancang bangun media pencegahan *bullying* bagi anak usia dini di TK Negeri Pembina Abiansemal (2) mengetahui kelayakan media pencegahan *bullying* bagi anak usia dini di TK Negeri Pembina Abiansemal, dan (3) mengetahui efektivitas media pencegahan *bullying* bagi anak usia dini di TK Negeri Pembina Abiansemal. Produk diuji oleh 1 ahli isi pembelajaran, 1 ahli desain instruksional, 1 ahli media pembelajaran, serta dengan subjek penelitian 3 orang siswa uji coba perorangan, 5 orang siswa uji coba kelompok kecil, dan uji efektivitas menggunakan 19 orang siswa. Model penelitian yang digunakan yaitu model ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Penelitian pengembangan menggunakan metode pengumpulan data dengan angket/kuesioner serta menggunakan angket observasi (non tes). Teknik analisis data yang digunakan analisis deskriptif kuantitatif dan statistik inferensial. Hasil penelitian menemukan (1) Rancang bangun media video animasi menggunakan model pengembangan ADDIE dengan hasil penilaian dari ahli rancang bangun 90,90%. (2) Uji kelayakan media video animasi menunjukkan hasil validitas menurut ahli dan subjek penelitian secara berturut-turut sebesar 93,75%, 88,88%, 88,33%, 94,16%, dan 92,5% dengan memiliki kategori baik dan sangat baik sehingga produk yang dikembangkan layak untuk digunakan. (3) Efektivitas media video animasi berdasarkan hasil uji-t diperoleh hasil bahwa media video pencegahan *bullying* efektif diterapkan pada anak usia dini di TK Negeri Pembina Abiansemal.

**Kata-kata kunci:** *Bullying*, Perkembangan Sosial, Media, Animasi

## ABSTRACT

*ECCE teachers experience obstacles and difficulties when developing appropriate learning media during teaching activities. The objectives of this study are (1) describe the design of bullying prevention media for early childhood in Pembina Abiansemal State Kindergarten, (2) find out the feasibility of bullying prevention media for early childhood in Pembina Abiansemal State Kindergarten, and (3) know the effectiveness of bullying prevention media for early childhood in Pembina Abiansemal State Kindergarten. The product was tested by 1 learning content expert, 1 instructional design expert, 1 learning media expert, as well as with research subjects 3 individual trial students, 5 small group trial students, and effectiveness tests using 19 students. The research model used is the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). Development research uses data collection methods with questionnaires and uses observation questionnaires (non-tests). Data analysis techniques used quantitative descriptive analysis and inferential statistics. The results of the study found (1) Design animation video media using the ADDIE development model with assessment results from design experts 90.90%. (2) The feasibility test of animated video media showed validity results according to experts and research subjects respectively of 93.75%, 88.88%, 88.33%, 94.16%, and 92.5% By having good and excellent categories so that the developed products are worth using. (3) The effectiveness of animated video media based on the results of the t-test obtained results that bullying prevention video media is effectively applied to early childhood in the Abiansemal Pembina State Kindergarten.*

**Keywords: Bullying, Social Development, Media, Animation**

