

ABSTRAK

Maharani, Luh Putu Setya (2023), *Pengembangan Multimedia Animation Text Question Sound Berbasis Cerita Rakyat Nusantara (ANCAK) untuk Meningkatkan Minat Literasi Baca Tulis di Kelas III Sekolah Dasar*. Tesis, Pendidikan Dasar, Pascasarjana, Universitas Pendidikan Ganesha.

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Kata Kunci: Multimedia Digital, Cerita Rakyat Nusantara, Minat Literasi, ANCAK

Penelitian pengembangan ini bertujuan untuk (1) menghasilkan rancang bangun multimedia ANCAK untuk meningkatkan minat literasi baca tulis di kelas III sekolah dasar, (2) menghasilkan multimedia ANCAK yang telah teruji validitasnya, (3) menghasilkan multimedia ANCAK yang telah teruji respon praktisinya, (4) menghasilkan multimedia ANCAK yang telah teruji efektivitasnya. Penelitian ini menggunakan model *ADDIE*. Subjek uji coba dalam penelitian pengembangan ini adalah siswa kelas III Sekolah Dasar, sedangkan objeknya adalah minat literasi baca dan tulis. Subjek pengembangan dalam penelitian pengembangan ini adalah multimedia ANCAK, sedangkan objeknya adalah validitas, respon pengguna, dan keefektifan multimedia. Data penelitian dikumpulkan dengan metode observasi, wawancara, dokumentasi, *rating scale*, dan angket. Hasil penelitian pengembangan ini berupa (1) ANCAK merupakan singkatan dari *animation, text, question, sound* berbasis cerita rakyat nusantara yang dikemas menjadi sebuah multimedia digital untuk meningkatkan minat literasi baca tulis siswa di kelas III sekolah dasar. ANCAK diproses dengan menggabungkan beberapa objek, seperti gambar, teks, video, grafik, dan musik yang dikemas menjadi sebuah multimedia berupa video, (2) Tingkat validitas isi multimedia ANCAK mendapat hasil rata-rata 96% sehingga dinyatakan validitas isi sangat tinggi. (3) Hasil analisis kepraktisan respon guru dan respon siswa mendapat skor rata-rata 95% sehingga dinyatakan validitas sangat baik, (4) Hasil analisis efektivitas multimedia ANCAK memperoleh hasil $0,00 < 0,05$, artinya produk signifikan terhadap peningkatan minat literasi baca tulis siswa kelas III SD Negeri 8 Banjar Anyar setelah belajar menggunakan multimedia ANCAK

ABSTRACT

Maharani, Luh Putu Setya (2023), Development of Multimedia Animation Text Questions Sound Based on Indonesian Folklore (ANCAK) to Increase Interest in Reading and Writing Literacy in Class III of Elementary Schools. Thesis, Basic Education, Postgraduate, Ganesha University of Education.

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Keywords: Digital Multimedia, Indonesian Folklore, Literacy Interest, ANCAK

This development research aims to (1) produce a design for ANCAK multimedia to increase interest in reading and writing literacy in grade III elementary schools, (2) produce ANCAK multimedia whose validity has been tested, (3) produce ANCAK multimedia whose response from practitioners has been tested, (4) produces ANCAK multimedia whose effectiveness has been tested. This research uses the ADDIE model. The test subjects in this development research were grade III elementary school students, while the object was interest in reading and writing literacy. The subject of development in this development research is ANCAK multimedia, while the objects are validity, user response and multimedia effectiveness. Research data was collected using observation, interviews, documentation, rating scales and questionnaires. The results of this development research are (1) ANCAK is an abbreviation for animation, text, question, sound based on Indonesian folklore which is packaged into digital multimedia to increase students' literacy interest in reading and writing in class III elementary schools. ANCAK is processed by combining several objects, such as images, text, video, graphics and music which are packaged into multimedia in the form of video. (2) The content validity level of ANCAK multimedia results is an average of 96% so that the content validity is stated to be very high. (3) The results of the analysis of the practicality of teacher responses and student responses received an average score of 95% so that validity was declared very good, (4) The results of the analysis of the effectiveness of ANCAK multimedia obtained a result of $0.00 < 0.05$, meaning the product was significant in increasing interest in reading literacy wrote a class III student at SD Negeri 8 Banjar Anyar after learning to use ANCAK multimedia.