

PENGEMBANGAN BUKU CERITA DIGITAL BERBASIS KEARIFAN LOKAL SASAK DAN PENGARUH IMPLEMENTASINYA TERHADAP KECERDASAN INTERPERSONAL DAN KETERAMPILAN MENULIS SISWA KELAS IV SEKOLAH DASAR

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan buku cerita digital berbasis kearifan lokal Sasak serta mengukur pengaruh implementasinya terhadap kecerdasan interpersonal dan keterampilan menulis siswa kelas IV SD Kota Mataram. Kebaruan penelitian ini adalah memanfaatkan dua kearifan lokal Sasak sebagai basis pengembangannya, yaitu cerita rakyat Sasak berjudul Balang Kesimbar dan nilai *titi krama* berupa saling *sadug*, saling *perasaq*, dan saling *peringet*. Metode pengembangan menggunakan model Four-D. Pengujian validitas melibatkan lima belas pakar, pengujian kepraktisan melibatkan tujuh guru dan 76 siswa. Pengujian pengaruh melibatkan 139 siswa kelas IV SD Kota Mataram. Teknik analisis validitas menggunakan metode Lawshe dengan besaran nilai validitas menggunakan CVR. Analisis kepraktisan dengan melihat respon guru dan siswa sebagai pengguna. Analisis pengaruhnya melalui teknik analisis multivariat (Manova) dan ditransformasikan dalam *effect size* (ES) untuk menentukan tingkat efektivitas pengaruh penggunaan buku cerita digital berbasis kearifan lokal Sasak terhadap kecerdasan interpersonal dan keterampilan menulis. Hasil penelitian menunjukkan data sebagai berikut. (1) Prototipe buku cerita digital berbasis kearifan lokal Sasak yang dihasilkan berupa buku cerita anak yang dikembangkan dari cerita rakyat Sasak berjudul Balang Kesimbar, dikemas dengan teknologi digital, dilengkapi gambar dan video animasi, dan dilandasi nilai-nilai kearifan lokal Sasak berupa: saling *sadug*, saling *peringet*, dan saling *perasaq*; (2) Buku cerita digital berbasis kearifan lokal Sasak dinyatakan valid oleh semua pakar dan layak untuk diterapkan; (3) Buku cerita digital berbasis kearifan lokal Sasak dinyatakan praktis karena respon guru berkategori sangat baik (rerata 94.20%) dan respon siswa berkategori baik (rerata 89.99%); (4) Buku cerita digital berbasis kearifan lokal Sasak memiliki efektivitas tinggi terhadap kecerdasan interpersonal dan keterampilan menulis siswa kelas IV SD Kota Mataram. Dalam hal ini, Efek Size (ES)-nya terhadap kecerdasan interpersonal sebesar 0,987 (efektivitas tinggi), terhadap keterampilan menulis ES-nya 0,857 (efektivitas tinggi), dan terhadap keduanya secara simultan ES-nya 0,899 (efektivitas tinggi). Mengacu pada hasil tersebut, buku ini direkomendasikan untuk digunakan dalam meningkatkan kecerdasan interpersonal dan keterampilan menulis siswa Sekolah Dasar.

Kata-kata Kunci: buku cerita digital, kearifan lokal Sasak, kecerdasan interpersonal, dan keterampilan menulis

**DEVELOPING A DIGITAL SASAK LOCAL GENIUS BASED-STORYBOOK
AND ITS IMPACT ON THE INTERPERSONAL INTELLIGENCE AND
WRITING SKILLS OF FOURTH-GRADE STUDENTS
OF ELEMENTARY SCHOOLS**

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ABSTRACT

The study is aimed at developing a digital Sasak local genius based-storybook and to measure its impact on the interpersonal intelligence and writing skills of fourth-grade students of Elementary Schools in Mataram. The novelty of this research is that it utilizes two Sasak local wisdoms as the basis for its development, namely the Sasak folklore entitled Balang Kesimbar and the values of titi krama in the form of mutual saduq, mutual feelings, and mutual warning. The method of development employs the Four-D model. The validity was tested with the involvement of fifteen experts. The practicality was tested involving seven teachers along with 76 students. The impact test involved 139 fourth-grade students of Elementary Schools in Mataram. The technique of validity analysis employs the Lawshe method with the size of the validity value using CVR. Practicality analysis was perceived by looking at the responses of teachers and students as users. The analysis of impact was conducted with the multivariate analysis technique (Manova) and transformed into the effect size (ES) to determine the level of effectiveness of the use (and the influence) of the digital Sasak local genius based-storybook on interpersonal intelligence and writing skills. The results of the study show the following data. (1) the prototype of the digital Sasak local genius based-storybook was produced and developed from the Sasak folktale entitled Balang Kesimbar, made with digital technology, equipped with images and animated videos, and based on the values of : saling saduq, saling peringet, and saling perasaq, the Sasak local genius; (2) The digital Sasak local genius based-storybook is considered valid by all experts and is appropriate applicable for implementation; (3) The digital Sasak local genius based-storybook is considered practical because the teacher's response could be categorized as very good (average 94.20%) and the student's response is categorized as good (average 89.99%); (4) The digital Sasak local genius based-storybook has a high effectiveness on interpersonal intelligence and writing skills of fourth-grade students of Elementary Schools in Mataram. In this case, the Size Effect (SE) on interpersonal intelligence is 0.987 (high effectiveness), the SE on writing skills is 0.857 (high effectiveness), and the SE on both simultaneously is 0.899 (high effectiveness). Referring to these results, this book is recommended to be used in improving the interpersonal intelligence and writing skills of Elementary School students.

Key Words: digital story books, Sasak local genius, interpersonal intelligence, and writing skills