

PENGEMBANGAN MEDIA PEMBELAJARAN *BUSY BOOK* UNTUK MENSTIMULASI PERKEMBANGAN BAHASA ANAK KELOMPOK B DI TK BUMI SARI DENPASAR

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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 pembelajaran *busy book* bagi anak usia dini di TK Bumi Sari Denpasar (2) mengetahui kelayakan media *busy book* bagi anak usia dini di TK Bumi Sari Denpasar, dan (3) mengetahui efektivitas media *busy book* bagi anak usia dini di TK Bumi Sari Denpasar. 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 *busy book* berupa media pembelajaran *busy book* yaitu buku dengan kain flannel yang didalamnya berisi kegiatan pembelajaran yang akan dilakukan anak, dengan hasil penilaian dari ahli rancang bangun 90,90%. (2) Uji kelayakan media *busy book* menunjukkan hasil validitas menurut ahli dan subjek penelitian secara berturut-turut dengan memiliki kategori baik dan sangat baik oleh karena itu media *busy book* yang dikembangkan sangat layak digunakan pada pembelajaran. (3) Efektivitas media *busy book* berdasarkan hasil uji-t, dimana hipotesis H₀ ditolak dan H₁ diterima. Artinya terdapat perbedaan yang signifikan, pemerolehan skor kemampuan Bahasa anak antara sebelum dan sesudah menggunakan media pembelajaran *busy book*. Sehingga diperoleh hasil bahwa media pembelajaran *busy book* efektif diterapkan pada anak usia dini di TK Bumi Sari Denpasar.

Kata Kunci : *Busy Book*, Perkembangan Bahasa, Media Pembelajaran

ABSTRACT

PAUD teachers experience obstacles and difficulties when developing appropriate learning media during teaching activities. The aims of this research are (1) to describe the design of busy book learning media for early childhood at Bumi Sari Denpasar Kindergarten (2) to determine the feasibility of busy book media for early childhood at Bumi Sari Denpasar Kindergarten, and (3) to determine the effectiveness of busy media book for early childhood children at Bumi Sari Denpasar Kindergarten. The product was tested by 1 learning content expert, 1 instructional design expert, 1 learning media expert, as well as research subjects with 3 students in individual trials, 5 students in small group trials, and effectiveness testing 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). The data analysis technique used is quantitative descriptive analysis and inferential statistics. The results of the research found (1) The design of busy book media in the form of busy book learning media, namely books with flannel cloth containing learning activities that will be carried out by children, with an assessment result from design experts of 90.90%. (2) The busy book media feasibility test shows validity results according to experts and research subjects respectively with good and very good categories, therefore the busy book media developed is very suitable for use in learning. (3) The effectiveness of busy book media is based on the results of the t-test, where the hypothesis H_0 is rejected and H_1 is accepted. This means that there is a significant difference in children's language ability scores between before and after using busy book learning media. So the results obtained were that the busy book learning media was effectively applied to early childhood children at the Bumi Sari Denpasar Kindergarten.

Keywords: *Busy Book, Language Development, Learning Media*