

**PENGEMBANGAN MEDIA *POP UP BOOK* DIGITAL BERBASIS
ENTREPRENEURSHIP KERAJINAN SENI BALI MATERI KEGIATAN
EKONOMI MATA PELAJARAN IPAS KELAS V SD NEGERI 1 GUWANG
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Oleh

Ni Komang Sri Rahayu Juwita Sari, NIM 2111031185

Program Studi Pendidikan Guru Sekolah Dasar

ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan rancang bangun Media *Pop Up Book* Digital Berbasis *Entrepreneurship* Kerajinan Seni Bali Materi Kegiatan Ekonomi Mata Pelajaran IPAS Kelas V, (2) mengetahui validitas Media *Pop Up Book* Digital Berbasis *Entrepreneurship* Kerajinan Seni Bali Materi Kegiatan Ekonomi Mata Pelajaran IPAS ditinjau dari uji ahli isi, uji ahli desain, uji ahli media, uji perorangan, dan uji kelompok kecil siswa Kelas V, (3) mengetahui efektivitas Media *Pop Up Book* Digital Berbasis *Entrepreneurship* Kerajinan Seni Bali Materi Kegiatan Ekonomi Mata Pelajaran IPAS Kelas V. Penelitian ini menggunakan model pengembangan ADDIE. Metode pengumpulan data menggunakan angket/kuesioner, dan metode tes berupa soal pilihan ganda 4 opsi untuk mengetahui hasil belajar siswa terkait materi kegiatan ekonomi. Hasil penelitian pengembangan ini menentukan (1) rancang bangun memperoleh skor 92,5% dengan kategori sangat baik, (2) media *Pop Up Book* Digital dinyatakan layak berdasarkan hasil penelitian dari ahli isi mata pelajaran sebesar 91,67%, hasil dari ahli desain instruksional sebesar sebesar 88,64%, hasil penilaian ahli media pembelajaran sebesar 83,33%, hasil penilaian coba perorangan sebesar 93,52%, dan hasil uji coba kelompok kecil keseluruhan sebesar 91,67%. (3) efektivitas media *Pop Up Book* Digital berdasarkan uji-t *sample dependent* diperoleh nilai $t_{hitung} = 14.983$ sedangkan nilai t_{tabel} pada taraf signifikansi 5% dan $Dk = (20-1) = 19$ diperoleh $t_{tabel} = 1.729$. Hasil tersebut menunjukkan $t_{hitung} = 14.983 > t_{tabel} = 1.729$ sehingga H_0 ditolak dengan H_1 diterima. Dengan demikian, dapat disimpulkan bahwa media *Pop Up Book* Digital efektif untuk diterapkan pada mata Pelajaran IPAS khususnya materi kegiatan ekonomi kelas V di SD Negeri 1 Guwang.

Kata Kunci : Pengembangan, *Pop Up Book* Digital, Kerajinan Seni Bali, IPAS

**DEVELOPMENT OF DIGITAL POP UP BOOK MEDIA BASED ON
ENTREPRENEURSHIP OF BALI ART CRAFTS ON ECONOMIC ACTIVITY
MATERIALS OF SCIENCE SUBJECTS FOR GRADE V OF STATE
ELEMENTARY SCHOOL 1 GUWANG IN THE 2024/2025 ACADEMIC YEAR**

By

Ni Komang Sri Rahayu Juwita Sari, NIM 2111031185

Elementary School Teacher Education Study Program

ABSTRACT

This study aims to (1) describe the design of Digital Pop Up Book Media Based on Balinese Art Craft Entrepreneurship on Economic Activity Materials for Grade V Social Studies Subjects, (2) determine the validity of Digital Pop Up Book Media Based on Balinese Art Craft Entrepreneurship on Economic Activity Materials for Grade V Social Studies Subjects in terms of content expert tests, design expert tests, media expert tests, individual tests, and small group tests for Grade V students, (3) determine the effectiveness of Digital Pop Up Book Media Based on Balinese Art Craft Entrepreneurship on Economic Activity Materials for Grade V Social Studies Subjects. Science Lessons for Grade V. This study uses the ADDIE development model. The data collection method uses a questionnaire, and the test method is in the form of 4 multiple choice questions to determine student learning outcomes related to economic activity material. The results of this development research determine (1) the design obtained a score of 92.5% with a very good category, (2) the Pop Up Book Digital media was declared feasible based on the results of research from subject content experts of 91.67%, the results of instructional design experts of 88.64%, the results of the assessment of learning media experts of 83.33%, the results of individual trial assessments of 93.52%, and the results of the overall small group trial of 91.67%. (3) the effectiveness of the Pop Up Book Digital media based on the dependent sample t-test obtained a calculated t value = 14.983 while the t value (table) at a significance level of 5% and $Dk = (20-1) = 19$ obtained $t \text{ (table)} = 1.729$. The results show $t \text{ count} = 14.983 > t \text{ (table)} = 1.729$ so that H_0 is rejected with H_1 accepted. Thus, it can be concluded that the Digital Pop Up Book media is effective to be applied to the Science subject, especially the economic activity material for class V at SD Negeri 1 Guwang.

Keywords: Development, Digital Pop Up Book, Balinese Art Crafts, Science