

**PENGEMBANGAN MEDIA PEMBELAJARAN KOMIK DIGITAL
BERMUATAN KEARIFAN LOKAL BALI PADA MATERI KEGIATAN
EKONOMI TEMA 8 SUB TEMA 1 KELAS 4 SD**

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ABSTRAK

Penelitian ini bertujuan untuk merancang bangun, menguji validitas, kepraktisan, dan efektivitas media komik digital bermuatan kearifan lokal Bali pada materi kegiatan ekonomi kelas IV SD dengan menggunakan pendekatan *Research and Development* (R\&D) model ADDIE. Media dikembangkan untuk menjawab kebutuhan pembelajaran yang kontekstual, menarik, dan sarat nilai budaya lokal. Pengumpulan data dilakukan melalui uji validitas oleh ahli isi, desain pembelajaran, dan media; uji kepraktisan melalui respon guru, uji perorangan, serta kelompok kecil; serta uji efektivitas melalui *pretest* dan *posttest*. Analisis data dilakukan secara deskriptif kuantitatif menggunakan skala Likert 4 poin untuk menilai validitas dan kepraktisan, serta analisis deskriptif kualitatif berdasarkan komentar dan saran dari responden untuk mengidentifikasi kelebihan dan kelemahan media. Hasil validasi menunjukkan bahwa media tergolong sangat layak dengan skor dari ahli materi sebesar 100%, ahli desain pembelajaran 91,60%, dan ahli media 97,20%. Kepraktisan media dinilai sangat tinggi oleh guru (100%), siswa dalam uji perorangan (93,62%), dan kelompok kecil (95,34%). Uji efektivitas dianalisis menggunakan statistik inferensial melalui *paired sample t-test*, yang menunjukkan hasil signifikan dengan nilai $p = 0,000 < 0,05$ dan rata-rata selisih skor sebesar -34,750. Komik digital ini terbukti valid, praktis, dan efektif dalam meningkatkan hasil belajar, serta mampu menciptakan pembelajaran yang lebih bermakna dan kontekstual melalui integrasi budaya lokal dan pendekatan visual naratif.

Kata Kunci: Komik Digital, Kearifan Lokal, Ekonomi, Sekolah Dasar, ADDIE.

**DEVELOPMENT OF DIGITAL COMIC LEARNING MEDIA
CONTAINING BALINESE LOCAL WISDOM ON ECONOMIC
ACTIVITIES MATERIAL THEME 8 SUB-THEME 1 FOR GRADE 4
ELEMENTARY SCHOOL**

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ABSTRACT

This study aims to design, validate, and evaluate the practicality and effectiveness of a digital comic-based instructional media incorporating Balinese local wisdom in teaching economic activities for Grade IV elementary students. The research employed a Research and Development (R\&D) approach using the ADDIE model. The media was developed to address the need for contextual, engaging, and culturally grounded learning resources. Data were collected through expert validation (content, instructional design, and media), practicality tests involving teacher responses, individual trials, and small group trials, as well as effectiveness tests using pretest and posttest instruments. Data analysis was conducted using descriptive quantitative methods with a 4-point Likert scale to assess validity and practicality, and descriptive qualitative analysis to interpret written comments and suggestions from respondents. Validation results indicated that the media was highly feasible, with scores from content experts (100%), instructional design experts (91.60%), and media experts (97.20%). Media practicality was rated very high by teachers (100%), individual students (93.62%), and small groups (95.34%). Effectiveness testing was analyzed using inferential statistics through a paired sample t-test, which showed a significant result with $p = 0.000 < 0.05$ and an average score difference of -34.750. This digital comic media is proven to be valid, practical, and effective in improving student learning outcomes, and it successfully promotes meaningful and contextual learning through the integration of local culture and visually narrative-based approaches.

Keywords: Digital Comic, Local Wisdom, Economy, Elementary School, ADDIE.