

PENGEMBANGAN MEDIA *POP UP BOOK* INTERAKTIF BERBASIS *QR CODE* UNTUK MENINGKATKAN MINAT BACA SISWA KELAS IV SD

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media *Pop Up Book* interaktif berbasis *QR Code* guna meningkatkan minat baca siswa kelas IV SD pada materi kekayaan budaya Indonesia dalam mata pelajaran IPAS. Latar belakang penelitian ini adalah rendahnya minat baca siswa yang berdampak pada hasil belajar yang belum mencapai Kriteria Ketuntasan Minimal (KKM), serta kurangnya media pembelajaran yang menarik dan interaktif. Pengembangan dilakukan menggunakan model ADDIE (Analysis, Design, Development, Implementation, Evaluation). Data dikumpulkan melalui kuesioner dan dianalisis secara kualitatif dan kuantitatif. Media ini divalidasi oleh dua ahli materi dan dua ahli media, serta diuji coba kepada siswa SD Negeri 1 Kubutambahan. Hasil validasi menunjukkan bahwa media ini sangat valid dari aspek isi, desain, dan interaktivitas. *Pop Up Book* yang dikembangkan memiliki elemen visual tiga dimensi dan *QR Code* yang menghubungkan ke konten digital seperti video, audio, serta kuis edukatif. Hasil uji kepraktisan dan keefektifan menunjukkan bahwa media ini mampu meningkatkan keterlibatan dan minat baca siswa secara signifikan. Media ini tidak hanya menarik secara visual, tetapi juga memfasilitasi pembelajaran yang lebih menyenangkan, eksploratif, dan sesuai dengan karakteristik siswa sekolah dasar. Dengan demikian, media *Pop Up Book* interaktif berbasis *QR Code* ini layak digunakan sebagai alternatif inovatif dalam pembelajaran IPAS di sekolah dasar.

Kata kunci: *Pop Up Book*, *QR Code*, minat baca, IPAS, pengembangan media pembelajaran.

DEVELOPMENT OF INTERACTIVE POP UP BOOK MEDIA BASED ON QR CODE TO INCREASE READING INTEREST OF GRADE IV ELEMENTARY STUDENTS

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ABSTRACT

This research aims to develop interactive Pop Up Book media based on QR Code to increase the reading interest of grade IV elementary school students on the material of Indonesia's cultural wealth in IPAS subjects. The background of this research is the low interest in reading of students which has an impact on learning outcomes that have not reached the Minimum Completeness Criteria (KKM), as well as the lack of interesting and interactive learning media. The development was conducted using the ADDIE model (Analysis, Design, Development, Implementation, Evaluation). Data were collected through questionnaires and analyzed qualitatively and quantitatively. This media was validated by two material experts and two media experts, and tested on students of SD Negeri 1 Kubutambahan. The validation results show that this media is very valid from the aspects of content, design, and interactivity. The Pop Up Book developed has three-dimensional visual elements and QR codes that connect to digital content such as video, audio, and educational quizzes. The results of the practicality and effectiveness tests showed that this media was able to significantly increase student engagement and interest in reading. This media is not only visually appealing, but also facilitates learning that is more fun, explorative, and in accordance with the characteristics of elementary school students. Thus, this QR Code-based interactive Pop Up Book media is worth using as an innovative alternative in IPAS learning in elementary schools.

Keywords: Pop Up Book, QR Code, reading interest, IPAS, learning media development.