

**PENGEMBANGAN MEDIA PEMBELAJARAN MULTIMEDIA
INTERAKTIF *EDUCAPLAY* BERBASIS CERITA RAKYAT BALI PADA
MATERI MACAM – MACAM KALIMAT UNTUK MENSTIMULASI
KEMAMPUAN BERPIKIR KREATIF SISWA KELAS III SD NEGERI
GUGUS VI KECAMATAN ABANG**

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ABSTRAK

Penelitian ini memiliki empat tujuan, yaitu: (1) menghasilkan rancang bangun media Educaplay berbasis cerita rakyat Bali, (2) menganalisis validitas isi media Educaplay berbasis cerita rakyat Bali, (3) menganalisis kepraktisan media Educaplay berbasis cerita rakyat Bali, dan (4) menganalisis efektivitas media Educaplay berbasis cerita rakyat Bali dalam meningkatkan kemampuan berpikir kreatif siswa kelas III sekolah dasar. Penelitian ini menggunakan model ADDIE yang terdiri dari: analisis, perancangan, pengembangan, implementasi, serta evaluasi. Pengumpulan data terdiri dari metode kuesioner serta metode tes. Instrumen yang digunakan adalah lembar kuesioner serta lembar soal tes. Hasil penelitian menunjukkan bahwa: (1) penelitian ini menghasilkan media Educaplay berbasis cerita rakyat Bali dalam meningkatkan kemampuan berpikir kreatif siswa kelas III sekolah dasar, (2) validitas materi yaitu 90% dan validitas media sebesar 96,25% dengan kualifikasi sangat baik, (3) kepraktisan media memperoleh skor 95% dengan kualifikasi sangat baik, dan (4) nilai signifikansi (2-tailed) pada uji-t sebesar 0,000, hasil tersebut menunjukkan bahwa nilai signifikansi lebih kecil dari 0,05 (taraf signifikansi 5%) atau $p < 0,05$. Sehingga media Educaplay berbasis cerita rakyat Bali efektif untuk menstimulasi kemampuan berpikir kreatif siswa kelas III sekolah dasar. Kata Kunci: media interaktif Educaplay, cerita rakyat Bali, berpikir kreatif

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**DEVELOPMENT OF EDUCAPLAY INTERACTIVE MULTIMEDIA
LEARNING MEDIA BASED ON BALINESE FOLKLORE ON VARIOUS
SENTENCE MATERIALS TO STIMULATE THE CREATIVE THINKING
SKILLS OF GRADE III STUDENTS OF SD NEGERI GUGUS VI, ABANG
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ABSTRACT

This research has four objectives, namely: (1) to produce the design and construction of Educaplay media based on Balinese folklore, (2) to analyze the validity of the content of Educaplay media based on Balinese folklore, (3) to analyze the practicality of Educaplay media based on Balinese folklore, and (4) to analyze the effectiveness of Educaplay media based on Balinese folklore in improving the creative thinking skills of grade III elementary school students. This research uses the ADDIE model which consists of: analysis, design, development, implementation, and evaluation. Data collection consisted of questionnaire methods and test methods. The instruments used were questionnaire sheets and test question sheets. The results of the study show that: (1) this study produced Educaplay media based on Balinese folklore in improving the creative thinking skills of grade III elementary school students, (2) the validity of the material was 90% and the media validity was 96.25% with very good qualifications, (3) the practicality of the media obtained a score of 95% with very good qualifications, and (4) the significance value (2-tailed) on the t-test was 0.000, The results showed that the significance value was less than 0.05 (significance level 5%) or $P < 0.05$. So that Educaplay media based on Balinese folklore is effective in stimulating the creative thinking skills of grade III elementary school students. Keywords: Educaplay interactive media, Balinese folklore, creative thinking

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