

ABSTRAK

Fajriani, Anida (2026), *Pengembangan Media Pembelajaran Interaktif Kampung Cerita Digital Berbasis Web untuk Meningkatkan Membaca Pemahaman Siswa Kelas V SDN 1 Semarapura Kangin*. Tesis, Pendidikan Dasar, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: Kampung Cerita Digital, media pembelajaran interaktif, membaca pemahaman, sekolah dasar, *web*

Penelitian ini bertujuan untuk menghasilkan media pembelajaran interaktif Kampung Cerita Digital berbasis *web* yang valid, praktis, dan efektif dalam meningkatkan membaca pemahaman siswa kelas V di Sekolah Dasar. Penelitian ini menggunakan metode penelitian dan pengembangan (*Research and Development*) dengan model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Penelitian dilaksanakan di SD Negeri 1 Semarapura Kangin pada semester ganjil tahun ajaran 2025/2026. Subjek penelitian terdiri atas guru kelas V dan 68 orang siswa kelas V. Sumber data diperoleh dari hasil validasi ahli media, ahli materi, dan ahli bahasa, respon guru dan siswa, serta hasil tes membaca pemahaman. Teknik pengumpulan data meliputi angket dan tes. Instrumen penelitian berupa angket validasi berbasis *Learning Object Review Instrument (LORI)*, angket *User Experience Questionnaire (UEQ)*, serta tes objektif membaca pemahaman. Validitas instrumen didukung oleh penilaian para ahli, sedangkan tahap analisis data dilakukan secara deskriptif kuantitatif dan inferensial menggunakan uji statistik *pretest–posttest control group design*. Hasil penelitian menunjukkan bahwa media pembelajaran interaktif Kampung Cerita Digital berbasis *web* memiliki tingkat validitas sangat baik berdasarkan penilaian ahli media, ahli materi, dan ahli bahasa. Hasil uji kepraktisan menunjukkan media berada pada kategori sangat baik dan mudah digunakan oleh siswa dan guru. Uji efektivitas menunjukkan adanya peningkatan signifikan kemampuan membaca pemahaman siswa yang menggunakan media dibandingkan dengan siswa yang tidak menggunakan media, dengan nilai signifikansi $< 0,05$. Dengan demikian, media pembelajaran interaktif “Kampung Cerita Digital” berbasis *web* dinyatakan layak dan efektif digunakan sebagai media pembelajaran Bahasa Indonesia di sekolah dasar.

ABSTRACT

Fajriani, Anida (2026), Development of Web-Based Interactive Learning Media Kampung Cerita Digital to Improve Reading Comprehension of Fifth Grade Students at SDN 1 Semarang Kuning. Thesis, Elementary Education, Postgraduate Program, Ganesha University of Education.

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Keywords: Kampung Cerita Digital, interactive learning media, reading comprehension, elementary schools, web

This research aims to produce a valid, practical, and effective web-based interactive learning media "Kampung Cerita Digital" to improve reading comprehension for fifth-grade elementary school students. This research used a research and development (R&D) method with the ADDIE model, which includes the stages of analysis, design, development, implementation, and evaluation. The research was conducted at SDN 1 Semarang Kuning in the odd semester of the 2025/2026 academic year. The research subjects consisted of fifth-grade teachers and 68 fifth-grade students. Data sources were obtained from validation results from media experts, material experts, and language experts, teacher and student responses, and reading comprehension test results. Data collection techniques included questionnaires and tests. The research instruments were validation questionnaires based on the Learning Object Review Instrument (LORI), User Experience Questionnaire (UEQ), and objective reading comprehension tests. Instrument validity was supported by expert assessments, while the data analysis stage was carried out descriptively, quantitatively, and inferentially using statistical tests using a pretest–posttest control group design. The results of the study showed that the web-based interactive learning media Kampung Cerita Digital had a very good level of validity based on the assessments of media experts, material experts, and language experts. The results of the practicality test showed that the media was in the very good category and was easy to use by students and teachers. The effectiveness test showed a significant increase in the reading comprehension ability of students who used the media compared to students who did not use the media, with a significance value of <0.05 . Thus, the web-based interactive learning media Kampung Cerita Digital was declared feasible and effective for use as an Indonesian language learning medium in elementary schools.