

## ABSTRAK

Pratiwi, Anak Agung Istri Inten Sukma (2026), *Pengembangan Media Buku Cerita Bergambar Digital Bermuatan Budaya Lokal Bali Ngelawar untuk Meningkatkan Sikap Gotong Royong Pembelajaran PPKN Kelas III*. Tesis, Pendidikan Dasar, Program Pascasarjana, Universitas Pendidikan Ganesha.

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*Kata-kata kunci:* Buku Cerita Bergambar Digital, Budaya Lokal Bali *Ngelawar*, Literasi Membaca, Gotong Royong, PPKn.

Rendahnya kemampuan literasi membaca peserta didik sekolah dasar masih menjadi permasalahan serius dalam pendidikan di Indonesia, termasuk pada mata pelajaran Pendidikan Pancasila dan Kewarganegaraan (PPKn). Kondisi ini diperkuat oleh hasil PISA 2022 serta data rapor pendidikan SD Negeri 1 Semarang Kuning yang menunjukkan penurunan capaian literasi membaca. Permasalahan tersebut diperparah oleh keterbatasan media pembelajaran digital yang inovatif, minimnya bahan bacaan cerita anak, serta belum optimalnya integrasi budaya lokal dalam pembelajaran. Penelitian ini bertujuan untuk mengembangkan buku cerita bergambar digital bermuatan budaya lokal Bali *ngelawar* pada materi gotong royong muatan pembelajaran PPKn kelas III, serta menguji validitas, kepraktisan, dan efektivitasnya dalam meningkatkan minat baca peserta didik. Penelitian ini merupakan penelitian pengembangan (Research and Development) dengan model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian melibatkan ahli materi, ahli desain, ahli media, guru, dan peserta didik kelas III SD Negeri 1 Semarang Kuning sebanyak 30 peserta didik. Data dikumpulkan melalui observasi, wawancara, angket, dan tes, kemudian dianalisis secara deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa buku cerita bergambar digital yang dikembangkan memiliki tingkat validitas sangat baik berdasarkan penilaian ahli, dinyatakan praktis berdasarkan respon guru dan peserta didik, serta efektif dalam meningkatkan minat baca dan pemahaman nilai gotong royong siswa. Dengan demikian, buku cerita bergambar digital bermuatan budaya lokal Bali *ngelawar* layak digunakan sebagai media pembelajaran inovatif untuk mendukung peningkatan literasi membaca dan penguatan karakter peserta didik sekolah dasar.

## ABSTRACT

Pratiwi, Anak Agung Istri Inten Sukma (2026). *Development of a Digital Illustrated Storybook Incorporating the Local Balinese Ngelawar Culture to Enhance Cooperative (Gotong Royong) Attitudes in Grade III Civics (PPKn) Learning*. Master's Thesis, Primary Education, Graduate Program, Universitas Pendidikan Ganesha.

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*Keywords: Digital Illustrated Storybook, Local Balinese Ngelawar Culture, Reading Literacy, Gotong Royong, Civics Education (PPKn).*

*The low level of reading literacy among elementary school students remains a serious issue in Indonesian education, particularly in the subject of Pancasila and Civic Education (PPKn). This condition is reinforced by the results of PISA 2022 as well as educational report data from SD Negeri 1 Semarang Kuning, which indicate a decline in students' reading literacy achievement. The problem is further exacerbated by the limited availability of innovative digital learning media, the lack of children's storybooks, and the suboptimal integration of local culture into the learning process. This study aims to develop a digital picture storybook incorporating the Balinese local culture of ngelawar on the topic of mutual cooperation within the PPKn subject for third-grade students, and to examine its validity, practicality, and effectiveness in increasing students' reading interest. This research employed a Research and Development (R&D) approach using the ADDIE model, which consists of the analysis, design, development, implementation, and evaluation stages. The research subjects involved material experts, design experts, media experts, teachers, and 30 students of class III of SD Negeri 1 Semarang Kuning. Data were collected through observation, interviews, questionnaires, and tests, and were analyzed using descriptive qualitative and quantitative techniques. The results indicate that the developed digital picture storybook demonstrates a very high level of validity based on expert judgments, is considered practical based on teacher and student responses, and is effective in increasing students' reading interest and understanding of mutual cooperation values. Therefore, the digital picture storybook incorporating the Balinese local culture of ngelawar is feasible to be used as an innovative learning medium to support the improvement of reading literacy and character development among elementary school students.*