

**PENGEMBANGAN MEDIA SIPITUNG BICARA BERBASIS
KONTEKSTUAL MUATAN MATEMATIKA MATERI PERKALIAN
BILANGAN CACAH SISWA KELAS IV SD NO. 4 DALUNG**

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ABSTRAK

Penelitian pengembangan ini dilatarbelakangi oleh terbatasnya variasi media pembelajaran digital dalam pembelajaran matematika, khususnya pada materi operasi hitung perkalian bilangan cacah, sehingga hasil belajar siswa kurang optimal. Penelitian ini bertujuan untuk mengetahui (1) rancang bangun media Sipitung Bicara berbasis kontekstual, (2) validitas media Sipitung Bicara, (3) kepraktisan penggunaan media Sipitung Bicara, dan (4) efektivitas media Sipitung Bicara pada pembelajaran matematika materi operasi hitung perkalian bilangan cacah siswa kelas IV sekolah dasar. Penelitian ini merupakan penelitian pengembangan yang mengacu pada model ADDIE. Subjek penelitian terdiri atas 26 siswa kelas IV SD No. 4 Dalung. Metode pengumpulan data yang digunakan adalah non-tes berupa angket dan metode tes. Teknik analisis data yang digunakan meliputi analisis deskriptif kuantitatif, deskriptif kualitatif, dan statistik inferensial. Hasil penelitian menunjukkan bahwa: (1) rancang bangun media Sipitung Bicara berupa media pembelajaran digital berbentuk multimedia interaktif yang dikembangkan berdasarkan *flowchart* dan *storyboard* dan diagram alir sesuai alur model ADDIE; (2) hasil uji validitas menunjukkan bahwa media Sipitung Bicara memperoleh kualifikasi sangat baik berdasarkan penilaian ahli isi/materi pembelajaran 96,67%, ahli desain pembelajaran 98,33%, dan ahli media pembelajaran 96,67%, sehingga dinyatakan media valid; (3) hasil uji kepraktisan menunjukkan bahwa media Sipitung Bicara memperoleh respons sangat baik berdasarkan penilaian guru 95%, uji coba perorangan 95,56%, dan uji coba kelompok kecil 95,56%, sehingga media dinyatakan praktis untuk digunakan; serta (4) hasil uji efektivitas memperoleh nilai $t_{hitung} 2,000$ dan $t_{tabel} 1,708$, sehingga $t_{hitung} > t_{tabel}$ yang berarti H_0 ditolak dan H_1 diterima. Hal ini menunjukkan bahwa rata-rata hasil *post-test* siswa setelah menggunakan media Sipitung Bicara lebih dari nilai ketuntasan BSKAP ($89,038 > 86$). Berdasarkan hasil tersebut, dapat disimpulkan bahwa media Sipitung Bicara berbasis kontekstual efektif diterapkan pada pembelajaran matematika materi operasi hitung perkalian bilangan cacah siswa kelas IV sekolah dasar.

Kata Kunci: Multimedia Interaktif, Pendekatan Kontekstual, Perkalian Bilangan Cacah, Hasil Belajar.

ABSTRACT

This development research was motivated by the limited variation of digital learning media in mathematics instruction, particularly in the topic of multiplication operations of whole numbers, which resulted in less optimal student learning outcomes. This study aimed to determine (1) the design of the contextual-based Sipitung Bicara media, (2) the validity of the Sipitung Bicara media, (3) the practicality of its use, and (4) its effectiveness in mathematics learning on multiplication operations of whole numbers for fourth-grade elementary students. This study employed a research and development approach based on the ADDIE model. The subjects consisted of 26 fourth-grade students of SD No. 4 Dalung. Data were collected through non-test instruments and tests in the form of questionnaires. The data were analyzed using quantitative descriptive, qualitative descriptive, and inferential statistical techniques. The results showed that: (1) the design of Sipitung Bicara resulted in a digital interactive multimedia product developed based on flowcharts, storyboards, and flow diagrams in accordance with the ADDIE model; (2) the validity test indicated that the media achieved a “very good” qualification based on evaluations from content experts (96.67%), instructional design experts (98.33%), and media experts (96.67%), indicating that the media met validity criteria; (3) the practicality test showed very good responses from the teacher (95%), individual trials (95.56%), and small-group trials (95.56%), indicating that the media was practical to use; and (4) the effectiveness test obtained a t_{count} value of 2.000 and a t_{table} value of 1.708 ($t_{count} > t_{table}$), meaning H_0 was rejected and H_1 was accepted. This indicates that the average post-test score (89.038) exceeded the BSKAP mastery standard (86). Therefore, the contextual-based Sipitung Bicara media is effective for use in mathematics learning on multiplication operations of whole numbers for fourth-grade elementary students.

Keywords: *Interactive Multimedia, Contextual Approach, Whole Number Multiplication, Learning Outcomes.*