

ABSTRAK

Utami, Ni Kadek Trisna Putri (2025), *Pengembangan Media Pembelajaran Interaktif Canva untuk Meningkatkan Keterlibatan Siswa (Student Engagement) dalam Pembelajaran IPS Topik “Daerahku Kebanggaanku” Kelas V SD Negeri 1 Semarang Kangin*. Singaraja: Tesis, Program Studi Pendidikan Ilmu Pendidikan Sosial, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Penelitian ini bertujuan mengembangkan media pembelajaran interaktif berbasis Canva yang layak, praktis, dan efektif untuk meningkatkan keterlibatan siswa (*student engagement*) pada pembelajaran IPS topik “Daerahku Kebanggaanku” di kelas V SD Negeri 1 Semarang Kangin. Pengembangan media ini dilatarbelakangi oleh rendahnya keterlibatan siswa dalam pembelajaran IPS akibat dominasi metode ceramah dan terbatasnya penggunaan media pembelajaran interaktif, sehingga diperlukan inovasi media yang lebih menarik dan interaktif bagi siswa sekolah dasar.

Penelitian ini menggunakan metode penelitian dan pengembangan (*Research and Development*) dengan model ADDIE yang meliputi tahap analisis, perancangan, pengembangan, implementasi, dan evaluasi. Penelitian dilaksanakan di SD Negeri 1 Semarang Kangin dengan subjek siswa kelas V dan guru kelas. Data dikumpulkan melalui observasi, wawancara, angket, dan tes dengan instrumen berupa lembar validasi ahli materi dan ahli media, kuesioner *student engagement*, lembar observasi, serta angket respon guru dan siswa. Validitas instrumen diuji melalui validitas isi oleh para ahli. Data dianalisis menggunakan analisis deskriptif kualitatif dan kuantitatif serta analisis statistik inferensial dengan perhitungan N-Gain.

Hasil penelitian menunjukkan bahwa media pembelajaran interaktif berbasis Canva memenuhi kriteria layak, praktis, dan efektif. Hasil validasi ahli materi memperoleh skor 0,85 dan ahli media 0,95 dengan kategori sangat relevan. Tingkat kepraktisan media sebesar 92,5% (sangat praktis), uji coba perorangan sebesar 92% dan uji kelompok kecil sebesar 92,05% dengan kategori sangat tinggi. Implementasi media juga terbukti meningkatkan keterlibatan siswa secara signifikan pada dimensi perilaku, emosional, dan kognitif. Rata-rata skor keterlibatan siswa meningkat dari 81,07% menjadi 91,09%. Uji efektivitas menunjukkan thitung 32,18 > ttabel 2,064 dengan N-Gain 0,786 (kategori tinggi). Dengan demikian, media pembelajaran interaktif berbasis Canva direkomendasikan sebagai alternatif media pembelajaran inovatif untuk meningkatkan keterlibatan siswa dalam pembelajaran IPS di sekolah dasar.

Kata kunci: canva, media pembelajaran interaktif, pengembangan media, *student engagement*, pembelajaran IPS

ABSTRACT

Utami, Ni Kadek Trisna Putri (2025). Development of Canva-Based Interactive Learning Media to Improve Student Engagement in Social Studies Learning on the Topic “Daerahku Kebanggaanku” for Grade V Students of SD Negeri 1 Semarang Kuning. Singaraja: Thesis, Social Studies Education Study Program, Postgraduate Program, Universitas Pendidikan Ganesha.

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This study aimed to develop Canva-based interactive learning media that are valid, practical, and effective in improving student engagement in Social Studies learning on the topic “Daerahku Kebanggaanku” for fifth-grade students of SD Negeri 1 Semarang Kuning. The development of this media was motivated by the low level of student engagement in Social Studies learning due to the dominance of lecture methods and the limited use of interactive learning media. Therefore, innovative learning media are needed to provide a more engaging and interactive learning experience that suits the cognitive characteristics of elementary school students.

This study employed a Research and Development (R&D) method using the ADDIE model, which consists of analysis, design, development, implementation, and evaluation stages. The research was conducted at SD Negeri 1 Semarang Kuning with fifth-grade students and the classroom teacher as the research subjects. Data were collected through observation, interviews, questionnaires, and tests. The research instruments included expert validation sheets for content and media experts, a student engagement questionnaire, observation sheets, and response questionnaires for teachers and students. Instrument validity was tested through content validity by experts. The data were analyzed using qualitative and quantitative descriptive analysis as well as inferential statistical analysis using the N-Gain calculation.

The results showed that the developed Canva-based interactive learning media met the criteria of validity, practicality, and effectiveness. The validation results from content experts obtained a score of 0.85 and media experts 0.95, both categorized as highly relevant. The practicality level of the media reached 92.5% (very practical), while the individual trial obtained 92% and the small group trial 92.05%, both categorized as very high. The implementation of the interactive media significantly improved student engagement in behavioral, emotional, and cognitive dimensions. The average engagement score increased from 81.07% in the initial meeting to 91.09% in the final meeting. The effectiveness test showed that t_{count} 32.18 was greater than t_{table} 2.064 with an N-Gain score of 0.786 (high category). Therefore, the Canva-based interactive learning media are recommended as an innovative learning media alternative to enhance student engagement in Social Studies learning at the elementary school level.

Keywords: *canva, interactive learning media, media development, social studies learning, student engagement*