

ABSTRAK

Sukerni, Ni Wayan (2026), Pengembangan Media Interaktif *Web Genially* Berbasis Kearifan Lokal Bali Untuk Menstimulasi Kesadaran Emosi Dan Membaca Awal Anak Usia Kelompok B Pada Taman Kanak-Kanak Di Gugus 1 Kecamatan Tampaksiring.

Penelitian ini dilatarbelakangi oleh rendahnya kemampuan kesadaran emosi dan membaca awal anak usia kelompok B di Taman Kanak-Kanak Gugus 1 Kecamatan Tampaksiring yang disebabkan oleh pembelajaran yang masih konvensional serta keterbatasan penggunaan media interaktif yang kontekstual dan bermakna. Penelitian ini bertujuan untuk mengembangkan media interaktif berbasis *Web Genially* yang terintegrasi dengan kearifan lokal Bali guna menstimulasi kesadaran emosi dan kemampuan membaca awal anak usia dini. Penelitian ini merupakan penelitian pengembangan (Research and Development) dengan menggunakan model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian meliputi anak usia 5–6 tahun (kelompok B) di Taman Kanak-Kanak Gugus 1 Kecamatan Tampaksiring yang terbagi ke dalam kelompok eksperimen dan kelompok kontrol, guru PAUD sebagai fasilitator pembelajaran, serta ahli media dan ahli materi sebagai validator produk. Teknik pengumpulan data menggunakan observasi, wawancara, kuesioner, dan tes. Data dianalisis secara deskriptif kuantitatif dan inferensial. Hasil penelitian menunjukkan bahwa: (1) media interaktif *Web Genially* berbasis kearifan lokal Bali memiliki desain yang menarik, interaktif, dan sesuai dengan karakteristik anak usia dini; (2) hasil validasi ahli menunjukkan media berada pada kategori sangat valid; (3) tingkat kepraktisan media berada pada kategori sangat praktis berdasarkan respon guru; dan (4) media terbukti efektif meningkatkan kesadaran emosi dan kemampuan membaca awal anak berdasarkan hasil uji hipotesis yang signifikan. Secara teoretis, penelitian ini memperkuat penggunaan media pembelajaran interaktif berbasis kearifan lokal dalam mendukung pembelajaran kontekstual pada anak usia dini. Secara praktis, media ini dapat dimanfaatkan guru taman kanak-kanak sebagai alternatif pembelajaran yang inovatif, menarik, dan bermakna.

ABSTRACT

Sukerni, Ni Wayan (2026), Development of Genially Web -Based Interactive Media Integrating Balinese Local Wisdom to Stimulate Emotional Awareness and Early Reading Skills of Group B Children in Kindergartens in Cluster 1, Tampaksiring District.

This thesis has been examined and approved by Supervisor I: Dr. Putu Aditya Antara, S.Pd., M.Pd. and Supervisor II: Dr. Gede Wira Bayu, S.Pd., M.Pd.

Keywords: interactive media, Web Genially, Balinese local wisdom, emotional awareness, early reading

This study was motivated by the low level of emotional awareness and early reading skills among Group B children in Kindergarten Cluster 1, Tampaksiring District, caused by conventional learning practices and the limited use of contextual and meaningful interactive media. This study aimed to develop Web Genially-based interactive media integrated with Balinese local wisdom to stimulate emotional awareness and early reading skills in early childhood. This research employed a Research and Development (R&D) method using the ADDIE model, which consists of analysis, design, development, implementation, and evaluation stages. The research subjects included children aged 5–6 years (Group B) in Kindergarten Cluster 1, Tampaksiring District, who were divided into experimental and control groups, PAUD teachers as learning facilitators, and media and material experts as product validators. Data collection techniques included observation, interviews, questionnaires, and tests. The data were analyzed using descriptive quantitative and inferential analysis. The results showed that: (1) the Web Genially-based interactive media integrated with Balinese local wisdom had an attractive and interactive design that was suitable for early childhood characteristics; (2) expert validation results indicated that the media was categorized as very valid; (3) the practicality level of the media was categorized as very practical based on teachers' responses; and (4) the media proved effective in improving children's emotional awareness and early reading skills based on significant hypothesis testing results. Theoretically, this study strengthens the use of local wisdom-based interactive learning media in supporting contextual learning for early childhood education. Practically, this media can be utilized by kindergarten teachers as an innovative, engaging, and meaningful learning alternative.