

**PENGEMBANGAN MEDIA PEMBELAJARAN CEDIL BEKAL BALI
DENGAN BERPENDEKATAN *MEANINGFUL LEARNING*
UNTUK MENINGKATKAN *READING ENGAGEMENT*
PESERTA DIDIK KELAS IV**

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan serta menguji validitas, kepraktisan, dan efektivitas Media Pembelajaran CEDIL Bekal Bali berbasis pendekatan *meaningful learning* dalam meningkatkan *reading engagement* siswa kelas IV sekolah dasar. Pengembangan produk dalam penelitian ini dilakukan menggunakan metode *Research and Development* (R&D) dengan mengadopsi model ADDIE yang terdiri dari lima tahapan utama, yaitu analisis kebutuhan, perancangan, pengembangan, implementasi, serta evaluasi. Subjek penelitian berjumlah 25 siswa kelas IV sekolah dasar. Data hasil kuesioner dan wawancara dianalisis secara mendalam menggunakan pendekatan kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa media yang dikembangkan memiliki tingkat validitas yang sangat tinggi, dengan nilai rata-rata sebesar 3,95 berdasarkan penilaian ahli media dan 3,90 berdasarkan penilaian ahli materi. Hasil uji kepraktisan menunjukkan kategori baik dengan rata-rata 83,67%. Uji efektivitas menunjukkan adanya peningkatan signifikan pada *reading engagement* siswa ($p < 0,05$). Berdasarkan hasil penelitian, media yang dikembangkan memenuhi aspek validitas, kepraktisan, dan efektivitas, sehingga dapat digunakan sebagai sarana pembelajaran yang inovatif, menarik, dan memberikan pengalaman belajar yang bermakna.

Kata kunci: Cerita Digital, *Meaningful Learning*, Kearifan Lokal, *Reading Engagement*, Sekolah Dasar

***CEDIL BEKAL BALI LEARNING MEDIA WITH A MEANINGFUL
LEARNING APPROACH TO INCREASE READING ENGAGEMENT OF
GRADE IV ELEMENTARY SCHOOL STUDENTS***

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ABSTRACT

This study aims to develop and test the validity, practicality, and effectiveness of the CEDIL Bekal Bali Learning Media based on a meaningful learning approach in improving reading engagement of fourth-grade elementary school students. Product development in this study was carried out using the Research and Development (R&D) method by adopting the ADDIE model which consists of five main stages, namely needs analysis, design, development, implementation, and evaluation. The research subjects were 25 fourth-grade elementary school students. Data from questionnaires and interviews were analyzed in depth using quantitative and qualitative approaches. The results of the study showed that the developed media had a very high level of validity, with an average value of 3.95 based on the assessment of media experts and 3.90 based on the assessment of material experts. The results of the practicality test showed a good category with an average of 83.67%. The effectiveness test showed a significant increase in student reading engagement ($p < 0.05$). Based on the results of the study, the developed media met the aspects of validity, practicality, and effectiveness, so it can be used as an innovative, interesting learning tool and provides a meaningful learning experience.

Keywords: *Digital Storytelling, Meaningful Learning, Local Wisdom, Reading Engagement, Elementary Education*