

DEVELOPMENT OF DIGITAL STORYBOOK ON SDG-12 TO FACILITATE READING BEHAVIORAL ENGAGEMENT OF FOURTH GRADE STUDENTS AT SD MUTIARA

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ABSTRACT

Reading literacy plays an important role in supporting students' academic achievement and lifelong learning. However, many students in Indonesia still face difficulties in reading, as indicated by the results of the Program for International Student Assessment (PISA) 2022. One of the contributing factors is students' low reading behavioral engagement. To address this issue, previous studies have developed digital storybooks; however, most of them focus either on multimedia features or story content separately, without integrating both aspects effectively. Furthermore, incorporating meaningful themes such as Sustainable Development Goal (SDG) 12: Responsible Consumption and Production into reading materials is essential to promote students' awareness of sustainability while enhancing their engagement in reading activities. Therefore, this study aimed to analyze, design, develop, and evaluate a digital storybook based on SDG 12 to facilitate the reading behavioral engagement of fourth-grade students at SD Mutiara. This study employed a Design and Development (DnD) approach using the ADDE model. Data were collected through observation and interviews involving fourth-grade students and their teacher, while product evaluation was conducted through expert judgment involving two experts and one teacher using a checklist. The collected data were analyzed using qualitative and quantitative methods. The findings revealed that: (1) students required more engaging, interactive, and meaningful reading materials; (2) the digital storybook was designed based on students' and teacher's needs by integrating the SDG 12 theme and utilizing appropriate digital media and interactive features; (3) the developed product was categorized as excellent based on expert evaluations regarding digital storybook criteria and SDG 12 learning objectives; and (4) the product was categorized as good in facilitating students' reading behavioral engagement based on the teacher's assessment. These findings indicate that the developed digital storybook achieved excellent quality and has the potential to facilitate the reading behavioral engagement of fourth-grade students.

Keywords: *Digital Storybook, Digital Reading materials, SDG 12, Reading Behavioral Engagement*

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ABSTRAK

Literasi membaca memainkan peran penting dalam mendukung prestasi akademik siswa dan pembelajaran sepanjang hayat. Namun, banyak siswa di Indonesia masih menghadapi kesulitan dalam membaca, seperti yang ditunjukkan oleh hasil *Program for International Student Assessment* (PISA) 2022. Salah satu faktor penyebabnya adalah rendahnya keterlibatan perilaku membaca siswa. Untuk mengatasi masalah ini, penelitian sebelumnya telah mengembangkan buku cerita digital; namun, sebagian besar hanya berfokus pada fitur multimedia atau konten cerita secara terpisah, tanpa mengintegrasikan kedua aspek tersebut secara efektif. Lebih lanjut, memasukkan tema-tema bermakna seperti Tujuan Pembangunan Berkelanjutan (SDG) 12: Konsumsi dan Produksi yang Bertanggung Jawab ke dalam bahan bacaan sangat penting untuk meningkatkan kesadaran siswa tentang keberlanjutan sekaligus meningkatkan keterlibatan mereka dalam kegiatan membaca. Oleh karena itu, penelitian ini bertujuan untuk menganalisis, merancang, mengembangkan, dan mengevaluasi buku cerita digital berbasis SDG 12 untuk memfasilitasi keterlibatan perilaku membaca siswa kelas empat di SD Mutiara. Penelitian ini menggunakan pendekatan Desain dan Pengembangan (DnD) dengan model ADDE. Data dikumpulkan melalui observasi dan wawancara yang melibatkan siswa kelas empat dan guru mereka, sedangkan evaluasi produk dilakukan melalui penilaian ahli yang melibatkan dua ahli dan satu guru menggunakan daftar periksa. Data yang dikumpulkan dianalisis menggunakan metode kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa: (1) siswa membutuhkan materi bacaan yang lebih menarik, interaktif, dan bermakna; (2) buku cerita digital dirancang berdasarkan kebutuhan siswa dan guru dengan mengintegrasikan tema SDG 12 dan memanfaatkan media digital serta fitur interaktif yang sesuai; (3) produk yang dikembangkan dikategorikan sebagai sangat baik berdasarkan evaluasi ahli mengenai kriteria buku cerita digital dan tujuan pembelajaran SDG 12; dan (4) produk tersebut dikategorikan sebagai baik dalam memfasilitasi keterlibatan perilaku membaca siswa berdasarkan penilaian guru. Temuan ini menunjukkan bahwa buku cerita digital yang dikembangkan mencapai kualitas yang sangat baik dan berpotensi untuk memfasilitasi keterlibatan perilaku membaca siswa kelas empat.

Kata Kunci: *Buku cerita digital, bahan bacaan digital, SDG 12, Keterlibatan Perilaku membaca*