

**PENGEMBANGAN MEDIA *POWERPOINT* INTERAKTIF BERMUATAN
TRADISI *CAKCAKAN* DAN *NEGAKANG* UNTUK MENINGKATKAN
HASIL BELAJAR KOGNITIF BAHASA INDONESIA SISWA KELAS V SD**

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ABSTRAK

Penelitian ini dilatarbelakangi oleh rendahnya hasil belajar kognitif siswa pada pembelajaran Bahasa Indonesia, khususnya materi menentukan ide pokok, kalimat utama, dan kalimat penjelas, serta masih terbatasnya penggunaan media pembelajaran yang mengintegrasikan kearifan lokal sehingga pembelajaran kurang kontekstual dan bermakna. Penelitian ini bertujuan untuk mengembangkan media *PowerPoint* Interaktif bermuatan tradisi *Cakcakan* dan *Negakang* yang valid, praktis, dan mampu meningkatkan hasil belajar kognitif siswa kelas V SD Negeri 1 Sambirenteng. Penelitian ini merupakan penelitian dan pengembangan (*Research and Development*) dengan model ADDIE yang meliputi tahap *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Subjek penelitian terdiri atas dua ahli materi, dua ahli media, satu guru kelas V, dan 20 siswa kelas V SD Negeri 1 Sambirenteng. Data dikumpulkan menggunakan kuesioner dan tes, kemudian dianalisis menggunakan teknik analisis deskriptif kuantitatif, deskriptif kualitatif, *paired sample t-test*, *effect size*, dan *Normalized gain Score (N-Gain)*. Hasil penelitian menunjukkan bahwa media memiliki validitas sangat tinggi dengan indeks validitas materi sebesar 0,97917 dan validitas media sebesar 0,9375. Hasil uji kepraktisan memperoleh persentase 96,667% dari guru dan 95% dari siswa dengan kategori sangat praktis. Hasil uji hipotesis menunjukkan nilai signifikansi 0,000 ($<0,05$) yang menunjukkan adanya peningkatan hasil belajar kognitif siswa. Nilai *Cohen's d* sebesar 4,555 termasuk kategori *large effect*, sedangkan hasil uji *N-Gain Score* sebesar 0,5231 berada pada kategori sedang dan *N-Gain* Persen sebesar 52,3070% berada pada kategori kurang efektif. Meskipun demikian, media yang dikembangkan mampu meningkatkan rata-rata nilai siswa dari 57,25 menjadi 79,05 serta jumlah siswa yang mencapai KKTP dari 3 menjadi 17 siswa. Dengan demikian, media dinyatakan valid, praktis, dan mampu meningkatkan hasil belajar kognitif siswa, sehingga layak digunakan sebagai media pembelajaran Bahasa Indonesia di sekolah dasar.

Kata kunci: *PowerPoint* interaktif, tradisi *Cakcakan* dan *Negakang*, hasil belajar kognitif, Bahasa Indonesia, model ADDIE.

**DEVELOPMENT OF AN INTERACTIVE POWERPOINT MEDIA
INTEGRATED WITH CAKCAKAN AND NEGAKANG TRADITIONS TO
IMPROVE THE COGNITIVE LEARNING OUTCOMES OF FIFTH GRADE
ELEMENTARY SCHOOL STUDENTS IN INDONESIAN LANGUAGE
LEARNING**

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ABSTRACT

This study was motivated by the low cognitive learning outcomes of students in Indonesian language learning, particularly in identifying the main idea, main sentence, and supporting sentences, as well as the limited use of learning media integrating local wisdom, resulting in less contextual and meaningful learning experiences. This study aimed to develop an Interactive PowerPoint learning media incorporating the Cakcakan and Negakang traditions that is valid, practical, and capable of improving the cognitive learning outcomes of fifth-grade students at SD Negeri 1 Sambirenteng. This research employed a Research and Development (R&D) approach using the ADDIE model, which consists of the Analysis, Design, Development, Implementation, and Evaluation stages. The research subjects consisted of two material experts, two media experts, one fifth-grade teacher, and 20 fifth-grade students of SD Negeri 1 Sambirenteng. Data were collected through questionnaires and cognitive achievement tests and Analyzed using quantitative descriptive Analysis, qualitative descriptive Analysis, a paired-samples t-test, effect size, and the Normalized gain Score (N-Gain). The findings revealed that the developed media achieved very high validity, with a material validity index of 0.97917 and a media validity index of 0.9375. The practicality test resulted in 96.667% from the teacher and 95% from the students, both categorized as very practical. The hypothesis test yielded a significance value of 0.000 ($p < 0.05$), indicating a significant improvement in students' cognitive learning outcomes. The Cohen's d value of 4.555 indicated a large effect, while the N-Gain Score of 0.5231 was categorized as moderate and the N-Gain Percentage of 52.3070% was categorized as less effective. Nevertheless, the developed media increased the students' average score from 57.25 to 79.05 and increased the number of students achieving the learning objectives from 3 to 17 students. Therefore, the developed media was found to be valid, practical, and capable of improving students' cognitive learning outcomes, making it suitable for Indonesian language learning at the elementary school level.

Keywords: *Interactive PowerPoint, Cakcakan and Negakang traditions, cognitive learning outcomes, Indonesian language learning, ADDIE model.*