

**PENGEMBANGAN KOMIK DIGITAL KERAGAMAN BUDAYA
INDONESIA UNTUK MENINGKATKAN LITERASI MEMBACA SISWA
KELAS IV SD**

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ABSTRAK

Penelitian ini dilaksanakan berdasarkan permasalahan rendahnya kemampuan literasi membaca siswa serta belum maksimalnya pemanfaatan media pembelajaran inovatif pada pembelajaran IPAS, khususnya materi keragaman budaya Indonesia di kelas IV sekolah dasar. Penelitian ini bertujuan untuk menghasilkan media komik digital keragaman budaya Indonesia yang memenuhi kriteria valid, praktis, dan efektif dalam meningkatkan kemampuan literasi membaca siswa. Metode penelitian yang digunakan adalah *Research and Development* (R&D) dengan model pengembangan ADDIE, yang terdiri atas tahap analisis, perancangan, pengembangan, implementasi, dan evaluasi. Teknik pengumpulan data dilakukan melalui observasi, wawancara, angket, dan tes literasi membaca. Hasil penelitian menunjukkan bahwa: (1) media komik digital yang dikembangkan dirancang secara interaktif dengan menyesuaikan karakteristik siswa kelas IV sekolah dasar; (2) hasil uji validitas menunjukkan bahwa media memperoleh skor validitas ahli media sebesar 1,00, validitas ahli materi sebesar 1,00, validitas instrumen respons guru sebesar 1,00, validitas respons siswa sebesar 0,90, serta validitas instrumen literasi membaca sebesar 0,95, yang seluruhnya berada pada kategori validitas sangat tinggi; (3) hasil uji kepraktisan memperoleh persentase rata-rata sebesar 99,15% dengan kategori sangat praktis; dan (4) hasil uji efektivitas menunjukkan bahwa media mampu meningkatkan kemampuan literasi membaca siswa, yang dibuktikan melalui hasil *Paired Sample t-Test* dengan nilai signifikansi sebesar 0,001 ($<0,05$), sehingga terdapat perbedaan yang signifikan antara hasil pretest dan posttest setelah penggunaan media komik digital keragaman budaya Indonesia. Berdasarkan temuan tersebut, dapat disimpulkan bahwa media komik digital keragaman budaya Indonesia yang dikembangkan telah memenuhi kriteria valid, praktis, dan efektif sehingga layak digunakan sebagai media pembelajaran IPAS untuk meningkatkan literasi membaca siswa kelas IV sekolah dasar.

Kata Kunci: Komik Digital, Keragaman Budaya Indonesia, Literasi Membaca, IPAS, Sekolah Dasar.

**DEVELOPMENT OF DIGITAL COMICS ON INDONESIA CULTURAL
DIVERSITY TO IMPROVE READING LITERACY OF FOURTH GRADE
ELEMENTARY SCHOOL STUDENT**

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ABSTRACT

This study was conducted based on the problem of students' low reading literacy skills and the limited use of innovative learning media in IPAS learning, especially on the topic of Indonesian cultural diversity in fourth-grade elementary school. This study aimed to develop a digital comic media on Indonesian cultural diversity that fulfills the criteria of validity, practicality, and effectiveness in improving students' reading literacy skills. The research method used was Research and Development (R&D) with the ADDIE development model, which consists of the stages of analysis, design, development, implementation, and evaluation. Data collection techniques were carried out through observation, interviews, questionnaires, and reading literacy tests. The results of the development showed that: (1) the developed digital comic media was designed interactively by adjusting to the characteristics of fourth-grade elementary school students; (2) the validity test results indicated that the media obtained a media expert validity score of 1.00, a material expert validity score of 1.00, a teacher response instrument validity score of 1.00, a student response validity score of 0.90, and a reading literacy instrument validity score of 0.95, all of which were categorized as very high validity; (3) the practicality test results obtained an average percentage of 99.15% with a very practical category; and (4) the effectiveness test results showed that the media was able to improve students' reading literacy skills, as evidenced by the Paired Sample t-Test results with a significance value of 0.001 (<0.05), indicating a significant difference between pretest and posttest results after the implementation of the media. Based on these findings, it can be concluded that the developed digital comic media on Indonesian cultural diversity has met the criteria of being valid, practical, and effective, making it suitable for use as a learning medium in IPAS learning to improve the reading literacy skills of fourth-grade elementary school students.

Keywords: *Digital Comic, Indonesian Cultural Diversity, Reading Literacy, IPAS, Elementary School.*