

PENGEMBANGAN MULTIMEDIA INTERAKTIF BERBASIS *DEEP LEARNING* UNTUK MENINGKATKAN LITERASI BUDAYA SISWA KELAS V SEKOLAH DASAR

Oleh

Ni Komang Widya Dwi Maharani, NIM 2111031466

Program Studi Pendidikan Guru Sekolah Dasar

Jurusan Pendidikan Dasar

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan serta mendeskripsikan tingkat validitas, kepraktisan, dan efektivitas produk pengembangan multimedia interaktif berbasis *deep learning* untuk meningkatkan literasi budaya siswa kelas V Sekolah Dasar. Jenis penelitian ini adalah Penelitian Pengembangan (*Research and Development*) dengan menggunakan model pengembangan ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Uji efektivitas pada penelitian ini menggunakan metode *Pre-Experimental* dengan rancangan *One Group Pretest-Posttest Design*. Subjek uji coba dalam penelitian ini adalah siswa kelas V di SD Negeri 2 Kalibukbuk. Metode pengumpulan data yang digunakan meliputi instrumen lembar validasi (ahli media dan ahli materi), angket respons kepraktisan (guru dan siswa), dan tes hasil belajar literasi budaya. Data hasil penelitian dianalisis menggunakan metode deskriptif kuantitatif dan uji parametrik berupa uji-t berkorelasi (*paired-sample t test*) berbantuan program IBM SPSS Statistic. Hasil uji validitas menunjukkan skor rata-rata validitas media sebesar 3,89 (sangat valid) dan validitas materi sebesar 3,65 (sangat valid). Dari aspek kepraktisan, diperoleh rata-rata skor respons guru sebesar 3,88 (sangat praktis) dan respons siswa sebesar 3,70 (sangat praktis). Berdasarkan hasil uji efektivitas menggunakan uji-t berkorelasi, diperoleh nilai signifikansi (*2-tailed*) sebesar 0,000. Kriteria pengujian menunjukkan nilai signifikansi $(0,000) < 0,05$ maka H_1 diterima dan H_0 ditolak. Kesimpulan dari hasil analisis data dalam penelitian ini adalah terdapat perbedaan yang signifikan antara kemampuan literasi budaya siswa sebelum dan sesudah menggunakan media, sehingga multimedia interaktif berbasis *deep learning* berhasil dikembangkan dan terbukti sangat valid, sangat praktis, serta efektif digunakan untuk meningkatkan literasi budaya siswa kelas V Sekolah Dasar.

Kata kunci: multimedia interaktif, *deep learning*, literasi budaya, sekolah dasar.

DEVELOPMENT OF DEEP LEARNING-BASED INTERACTIVE MULTIMEDIA TO ENHANCE THE CULTURAL LITERACY OF FIFTH-GRADE ELEMENTARY SCHOOL STUDENTS

By

Ni Komang Widya Dwi Maharani, NIM 2111031466

Elementary School Teacher Education Study Program

ABSTRACT

This study aims to develop and describe the validity, practicality, and effectiveness of an interactive multimedia product based on deep learning designed to enhance the cultural literacy of fifth-grade elementary school students. This study employs the Research and Development (R&D) method using the ADDIE (Analyze, Design, Development, Implementation, Evaluation) model. The effectiveness test utilized a pre-experimental method with a one-group pretest-posttest design. The subjects of the trial were fifth-grade students at SD Negeri 2 Kalibukbuk. Data collection methods included validation sheets (for media and subject matter experts), practicality response questionnaires (for teachers and students), and cultural literacy learning outcome tests. The data were analyzed using quantitative descriptive methods and a parametric test—specifically, a paired-sample t-test—facilitated by IBM SPSS Statistics software. Validity test results showed an average media validity score of 3.89 (highly valid) and a material validity score of 3.65 (highly valid). Regarding practicality, the average response score was 3.88 for teachers (highly practical) and 3.70 for students (highly practical). The effectiveness test using the paired-sample t-test yielded a significance value (2-tailed) of 0.000. Based on the testing criteria, the significance value (0.000) was less than 0.05; therefore, the alternative hypothesis (H1) was accepted, and the null hypothesis (H0) was rejected. The study concludes that there is a significant difference in students' cultural literacy skills before and after using the media; thus, the deep learning-based interactive multimedia was successfully developed and proven to be highly valid, highly practical, and effective for enhancing the cultural literacy of fifth-grade elementary school students.

Keywords: interactive multimedia, deep learning, cultural literacy, elementary school.