

**PENGEMBANGAN MEDIA *FLIPBOOK* INTERAKTIF DENGAN
PENDEKATAN FONETIK GAMBAR UNTUK MENINGKATKAN
KEMAMPUAN MEMBACA SISWA KELAS II SD**

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media *flipbook* interaktif dengan pendekatan fonetik gambar untuk meningkatkan kemampuan membaca siswa kelas II SD. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Subjek penelitian terdiri atas ahli materi, ahli media, ahli desain pembelajaran, guru, dan siswa kelas II SD Negeri 2 Sinabun. Teknik pengumpulan data menggunakan angket, observasi, dan tes. Hasil penelitian menunjukkan bahwa media *flipbook* interaktif dengan pendekatan fonetik gambar memperoleh kualifikasi sangat baik pada aspek validitas dan kepraktisan. Selain itu, rata-rata nilai siswa meningkat dari 47,00 pada saat *pretest* menjadi 80,83 pada saat *posttest*, sehingga media yang dikembangkan efektif untuk meningkatkan kemampuan membaca siswa kelas II SD.

Kata Kunci : *Flipbook* interaktif, fonetik gambar, kemampuan membaca, ADDIE, siswa sekolah dasar.

**DEVELOPMENT OF INTERACTIVE FLIPBOOK MEDIA USING THE
PICTORIAL PHONICS APPROACH TO IMPROVE THE READING SKILLS OF
SECOND-GRADE ELEMENTARY SCHOOL STUDENTS**

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ABSTRACT

This study aimed to develop an ininteractive flipbook media based on a picture phonics approach to improve the reading skills of second-grade elementary school students. The study employed a Research and Development (R&D) method using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. The research subjects included material experts, media experts, instructional design experts, teachers, and second-grade students of SD Negeri 2 Sinabun. Data were collected through questionnaires, observations, and tests. The results showed that the interactive flipbook media based on the picture phonics approach achieved a very good level of validity and practicality. In addition, the students' average score increased from 47.00 in the pretest to 80.83 in the posttest, indicating that the developed media was effective in improving the reading skills of second-grade elementary school students.

Keywords : *interactive flipbook, picture phonics, reading skills, ADDIE, elementary school students.*