

**PENGEMBANGAN MEDIA KOMIK DIGITAL
BERBASIS KEARIFAN LOKAL MEJARAN-JARANAN
UNTUK MENINGKATKAN MINAT BACA SISWA
SEKOLAH DASAR**

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ABSTRAK

Penelitian ini bertujuan untuk: mengembangkan media komik digital berbasis kearifan lokal mejaran-jaranan untuk meningkatkan minat baca siswa sekolah dasar, serta menguji tingkat validitas, kepraktisan dan efektivitasnya. Penelitian ini merupakan penelitian dan pengembangan (*Research and Development*) dengan model ADDIE yang meliputi tahap *Analyze, Design, Development, Implementation, dan Evaluation*. Subjek penelitian terdiri atas ahli isi mata pelajaran, ahli media pembelajaran, guru, dan siswa kelas IV SD Negeri 1 Banyuning. Metode pengumpulan data menggunakan kuesioner dan angket minat baca. Instrumen penelitian meliputi lembar validasi ahli, angket respon guru, angket respon siswa, dan angket minat baca. Data dianalisis menggunakan analisis deskriptif kualitatif, deskriptif kuantitatif, dan uji-t. Hasil penelitian menunjukkan bahwa, penelitian ini menghasilkan media komik digital berbasis kearifan lokal Mejaran-Jaranan pada mata pelajaran IPAS materi Indonesiaku Kaya Budaya, hasil uji validitas memperoleh persentase sebesar 97,5% dari ahli isi mata pelajaran dan 96,67% dari ahli media dengan kualifikasi sangat baik, hasil uji kepraktisan memperoleh persentase sebesar 91,67% berdasarkan respon guru dan 95% berdasarkan respon siswa dengan kualifikasi sangat praktis dan hasil uji efektivitas menunjukkan bahwa nilai t -hitung lebih besar daripada t -tabel pada taraf signifikansi 5%, sehingga media komik digital berbasis kearifan lokal Mejaran-Jaranan efektif dalam meningkatkan minat baca siswa kelas IV SD. Dengan demikian, media yang dikembangkan dinyatakan valid, praktis, dan efektif untuk digunakan dalam pembelajaran IPAS.

Kata kunci: komik digital, kearifan lokal Mejaran-Jaranan, minat baca, IPAS, pengembangan.

**DEVELOPING DIGITAL COMIC MEDIA
BASED ON LOCAL WISDOM OF MEJARAN-JARANAN
TO IMPROVE STUDENTS' INTEREST IN READING
IN ELEMENTARY SCHOOL**

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ABSTRACT

This study aims to develop digital comic media based on the local wisdom of Mejaran-jaranan to increase reading interest in elementary school students and to test its validity, practicality, and effectiveness. This research is a research and development (R&D) with the ADDIE model which includes the stages of Analyze, Design, Development, Implementation, and Evaluation. The research subjects consisted of subject content experts, learning media experts, teachers, and fourth grade students of SD Negeri 1 Banyuning. The data collection method used questionnaires and reading interest questionnaires. The research instruments included expert validation sheets, teacher response questionnaires, student response questionnaires, and reading interest questionnaires. The data were analyzed using qualitative descriptive analysis, quantitative descriptive analysis, and t-tests. The results of the study indicate that, this study produced digital comic media based on the local wisdom of Mejaran-Jaranan in the subject of Natural Sciences (Indonesiaku Kaya Budaya) material, the validity test results obtained a percentage of 97.5% from subject matter experts and 96.67% from media experts with very good qualifications, the practicality test results obtained a percentage of 91.67% based on teacher responses and 95% based on student responses with very practical qualifications and the effectiveness test results showed that the calculated t-value was greater than the t-table at a significance level of 5%, so that the digital comic media based on the local wisdom of Mejaran-Jaranan was effective in increasing the reading interest of fourth-grade elementary school students. Thus, the developed media was declared valid, practical, and effective for use in science learning.

Keywords: *digital comics, local wisdom of Mejaran-Jaranan, reading interest, science, development.*