

ABSTRAK

Kaya, Anggryani (2025), Pengembangan Buku Cerita Digital Berbasis Tenun Ikat Dawan untuk Menstimulasi Literasi Budaya dan Kemampuan Prososial Anak Usia Dini Di Kabupaten Kupang. Tesis Pendidikan anak usia dini, program pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: Buku Cerita Digital, Tenun Ikat Dawan, Literasi Budaya, Prososial, Anak Usia Dini.

Penelitian ini bertujuan mengembangkan buku cerita digital berbasis Tenun Ikat Dawan sebagai media pembelajaran untuk meningkatkan literasi budaya dan kemampuan prososial anak usia dini di Kabupaten Kupang. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model ADDIE. Subjek penelitian terdiri atas 79 anak dari lima lembaga PAUD di Kabupaten Kupang, lima guru, dan dua orang ahli. Data dikumpulkan melalui wawancara, angket, dan observasi, kemudian dianalisis secara kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa buku cerita digital berbasis Tenun Ikat Dawan berhasil dikembangkan serta memenuhi kriteria sangat valid, sangat praktis, dan efektif. Efektivitas media dibuktikan melalui peningkatan skor pretest-posttest serta hasil uji *Paired Sample t-Test*, *Repeated Measures MANOVA*, dan *N-Gain*, yang menunjukkan peningkatan literasi budaya dan kemampuan prososial anak usia dini.

ABSTRACT

Anggryani Kaya (2025), *The Development of a Dawan Ikat Weaving-Based Digital Storybook to Enhance Cultural Literacy and Prosocial Skills among Young Children in Kupang Regency*, Master's Thesis, Early Childhood Education, Graduate Program, Universitas Pendidikan Ganesha.

This thesis has been reviewed and approved by Supervisor I, Dr. Putu Aditya Antara, S.Pd., M.Pd., and Supervisor II, Dr. Gede Wira Bayu, S.Pd., M.Pd.

Keywords: *Digital Storybook; Dawan Ikat Weaving; Cultural Literacy; Prosocial Skills; Early Childhood Education.*

This study aimed to develop a Dawan ikat weaving-based digital storybook as an instructional medium to enhance cultural literacy and prosocial skills among young children in Kupang Regency. The study employed R&D approach using the ADDIE instructional design model. The study involved 79 children, five teachers, and two expert validators. Data were collected through interviews, questionnaires, and observations and were analyzed using qualitative and quantitative methods. The result shows that the Dawan ikat weaving-based digital storybook demonstrated excellent validity, high practicality, and high effectiveness. Its effectiveness was confirmed by significant improvements in pretest-posttest scores and the results of the Paired-Samples t-test, Repeated Measures MANOVA, and Normalized Gain analyses, which showed significant improvements in children's cultural literacy and prosocial skills.