

ABSTRAK

Jumrah. (2026). Pengembangan Media Animasi Berbasis Masalah Bermuatan Cerita Rakyat Bima untuk Penguatan Karakter dan Literasi Digital Siswa MTsN 5 Bima. Tesis, Program Studi Teknologi Pendidikan, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata kunci: *media animasi, pembelajaran berbasis masalah, cerita rakyat Bima, penguatan karakter, literasi digital.*

Penelitian ini dilatarbelakangi oleh terbatasnya media pembelajaran animasi bermuatan kearifan lokal di MTsN 5 Bima, rendahnya keterlibatan siswa pada materi teks cerita rakyat, serta belum terintegrasinya penguatan karakter dan literasi digital dalam satu perangkat pembelajaran. Penelitian ini bertujuan mendeskripsikan proses pengembangan, kevalidan, kepraktisan, dan keefektifan media berbasis masalah bermuatan cerita rakyat Bima “La Bibano Putri Kalepe” untuk siswa kelas VII MTsN 5 Bima.

Penelitian ini merupakan penelitian pengembangan yang menggunakan model ADDIE, meliputi tahap analisis, perancangan, pengembangan, penerapan, dan evaluasi. Subjek penelitian terdiri atas empat validator, yaitu ahli media, ahli desain pembelajaran, ahli materi, dan ahli instrumen, serta 27 siswa kelas VII beserta guru mata pelajaran Bahasa Indonesia. Data dikumpulkan melalui lembar validasi, angket respons guru dan siswa, lembar observasi karakter dan literasi digital, serta tes hasil belajar. Data kevalidan dianalisis menggunakan koefisien Gregory, data kepraktisan dianalisis dengan persentase, dan data keefektifan dianalisis menggunakan N-Gain.

Hasil penelitian menunjukkan bahwa media yang dikembangkan memperoleh rata-rata koefisien validitas 0,85 pada kategori sangat valid, dengan rincian 0,78 dari ahli media, 0,80 dari ahli desain pembelajaran, 0,96 dari ahli materi, dan 0,86 dari ahli instrumen. Kepraktisan media mencapai 81,57% pada kategori praktis. Keefektifan media ditunjukkan oleh peningkatan rata-rata nilai dari 62,78 pada pretest menjadi 84,63 pada posttest dengan rata-rata N-Gain 0,59 atau 59,00% pada kategori cukup efektif. Capaian karakter siswa yang mencakup dimensi tanggung jawab, kepedulian sosial, dan kejujuran mencapai 94,72%, sedangkan capaian literasi digital mencapai 78,67%. Dengan demikian, media animasi berbasis masalah bermuatan cerita rakyat Bima layak digunakan sebagai media pembelajaran Bahasa Indonesia di kelas VII MTsN 5 Bima.

ABSTRACT

Jumrah. 2026. Developing a Problem-Based Interactive Animation Medium Containing Bimanese Folklore to Strengthen the Character and Digital Literacy of Students at MTsN 5 Bima. Thesis, Educational Technology Study Program, Postgraduate Program, Universitas Pendidikan Ganesha. Supervisor I: Prof. Dr. I Gde Wawan Sudatha, M.Pd.; Supervisor II: Prof. Dr. I Made Tegeh, M.Pd.

Keywords: *interactive animation medium, problem-based learning, Bimanese folklore, character strengthening, digital literacy*

This study was motivated by the limited availability of interactive learning media containing local wisdom at MTsN 5 Bima, the low level of student engagement in folklore text material, and the absence of an integrated learning package addressing character strengthening and digital literacy. This study aimed to describe the development process, the validity, practicality, and effectiveness of a problem-based interactive animation medium containing the Bimanese folklore “La Bibano Putri Kalepe” for seventh-grade students of MTsN 5 Bima.

This research employed a research and development design using the ADDIE model, covering the analysis, design, development, implementation, and evaluation stages. The research subjects consisted of four validators, namely media, instructional design, content, and instrument experts, as well as 27 seventh-grade students and an Indonesian language teacher. Data were collected through validation sheets, teacher and student response questionnaires, character and digital literacy observation sheets, and achievement tests. Validity data were analysed using the Gregory coefficient, practicality data were analysed using percentages, and effectiveness data were analysed using N-Gain.

The results showed that the developed medium obtained an average validity coefficient of 0.85 in the highly valid category, comprising 0.78 from the media expert, 0.80 from the instructional design expert, 0.96 from the content expert, and 0.86 from the instrument expert. The practicality of the medium reached 81.57% in the practical category. Its effectiveness was indicated by an increase in the mean score from 62.78 in the pretest to 84.63 in the posttest, with an average N-Gain of 0.59 or 59.00% in the moderately effective category. Student character achievement, covering the dimensions of responsibility, social care, and honesty, reached 94.72%, while digital literacy achievement reached 78.67%. Therefore, the problem-based interactive animation medium containing Bimanese folklore is feasible for use in Indonesian language learning in the seventh grade of MTsN 5 Bima.