

**PENGEMBANGAN MEDIA PAPAN PINTAR UNTUK MENINGKATKAN
KEMAMPUAN MENGENAL HURUF PADA ANAK KELOMPOK B DI TK
SETYA BUDHI III MENGWITANI**

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ABSTRAK

Penelitian ini bertujuan untuk (1) mendeskripsikan rancang bangun media pembelajaran papan pintar, (2) mengetahui kelayakan media pembelajaran papan pintar, dan (3) mengetahui efektivitas media pembelajaran papan pintar. Penelitian pengembangan ini menggunakan model pengembangan ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Metode pengumpulan data yang digunakan adalah metode tes dan non-tes. Teknik analisis data menggunakan teknik analisis deskriptif kuantitatif dan analisis statistika inferensial. Hasil penelitian ini menunjukkan bahwa: (1) hasil uji rancang bangun memperoleh skor 90,90% dengan kualifikasi sangat baik, (2) kelayakan media papan pintar berdasarkan hasil uji isi/materi pembelajaran memperoleh skor 93,75% dengan kualifikasi sangat baik, hasil uji desain instruksional memperoleh skor 84,37% dengan kualifikasi baik, hasil uji media pembelajaran memperoleh skor 87,50% dengan kualifikasi baik, uji coba perorangan memperoleh skor 92,5% dengan kualifikasi sangat baik dan uji coba kelompok kecil memperoleh skor 90% dengan kualifikasi sangat baik, serta (3) hasil uji efektivitas produk memperoleh $t_{hitung} = 20,164 > t_{tabel} = 1,711$ pada taraf signifikansi 5% untuk db $(n-1) = 24$ sehingga H_0 ditolak dan H_1 diterima. Hasil rata-rata *pre-nontest* adalah 57 dan rata-rata *post-nontest* adalah 81 yang artinya terdapat perbedaan yang signifikan terhadap kemampuan mengenali huruf sebelum dan sesudah menggunakan media papan pintar pada anak kelompok B di TK Setya Budhi III Mengwitani. Berdasarkan hasil tersebut, dapat disimpulkan bahwa media papan pintar huruf layak dan efektif diterapkan pada anak kelompok B di PAUD.

Kata Kunci: Media Papan Pintar, Kemampuan Mengenali Huruf, *ADDIE*

**THE INNOVATION OF SMART BOARD LEARNING MEDIA TO
ENHANCE LETTER RECOGNITION SKILLS IN EARLY
CHILDHOOD EDUCATION GROUP B AT TK SETYA BUDHI
III MENGWITANI**

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ABSTRACT

The low letter-recognition ability of Group B children is influenced by several factors, including the limited variety of learning media used in the classroom. This situation often causes children to become bored and less engaged in learning activities. Therefore, this study aimed to design and develop a smart letter board learning media and determine its feasibility and effectiveness in improving children's letter-recognition skills. The study employed a Research and Development (R&D) approach using the ADDIE model, involving 25 Group B children as research participants. Data were collected through test and non-test methods and analyzed using quantitative descriptive and non-inferential statistical techniques. The findings revealed that the product design achieved a score of 90.90%, categorized as very good. The feasibility evaluation showed highly positive results, with the content/material expert review obtaining a score of 93.75% (very good), the instructional design expert review 84.37% (good), and the learning media expert review 87.50% (good). Furthermore, the individual trial achieved a score of 92.5%, while the small-group trial obtained 90%, both categorized as very good. The effectiveness test indicated a significant improvement in children's letter-recognition ability after using the smart letter board media, as evidenced by the statistical result of $t_{\text{calculated}} = 20.164$, which exceeded $t_{\text{table}} = 1.711$ at a 5% significance level with 24 degrees of freedom. Consequently, the null hypothesis was rejected, and the alternative hypothesis was accepted. These results demonstrate that the smart letter board learning media is both feasible and effective for enhancing letter-recognition skills among Group B children in early childhood education settings

Keywords : Smart Board, Letters, Early Childhood