PENGEMBANGAN MEDIA *INFOGRAFIS INTERAKTIF* UNTUK MENINGKATKAN LITERASI SISWA DALAM PEMBELAJARAN PANCASILA KELAS III DI SD NEGERI 11 KESIMAN

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ABSTRAK

Rendahnya kemampuan literasi siswa kelas III dalam pembelajaran Pendidikan Pancasila menjadi salah satu permasalahan yang memengaruhi pemahaman peserta didik terhadap materi pembelajaran. Selain itu, penggunaan media pembelajaran yang kurang inovatif menyebabkan proses pembelajaran belum mampu meningkatkan keterlibatan dan kemampuan literasi siswa secara optimal. Penelitian ini bertujuan untuk (1) mengidentifikasi proses rancang bangun pengembangan media infografis interaktif untuk meningkatkan literasi siswa dalam pembelajaran Pendidikan Pancasila kelas III di SD Negeri 11 Kesiman, (2) mengetahui validitas media infografis interaktif yang dikembangkan, dan (3) mengetahui efektivitas penggunaan media infografis interaktif dalam meningkatkan literasi siswa. Jenis penelitian ini merupakan penelitian pengembangan (*Research and Development*) dengan menggunakan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation,* dan *Evaluation*. Subjek penelitian terdiri atas satu ahli isi pembelajaran, satu ahli desain pembelajaran, satu ahli media pembelajaran, peserta didik pada uji coba perorangan, uji kelompok kecil, dan peserta didik kelas III SD Negeri 11 Kesiman pada uji lapangan. Data dikumpulkan melalui angket, tes, wawancara, dan dokumentasi. Analisis data menggunakan teknik analisis deskriptif kuantitatif dan statistik inferensial melalui uji *Paired Sample t-test*. Hasil penelitian menunjukkan bahwa media infografis interaktif memperoleh kualifikasi **sangat baik** berdasarkan hasil validasi ahli dan uji coba kepada peserta didik. Hasil uji efektivitas menunjukkan nilai *t*-hitung sebesar 16,80 lebih besar daripada *t*-tabel sebesar 1,998 pada taraf signifikansi 5%, sehingga terdapat perbedaan yang signifikan antara hasil *pre-test* dan *post-test*. Dengan demikian, media infografis interaktif efektif digunakan untuk meningkatkan literasi siswa dalam pembelajaran Pendidikan Pancasila kelas III di SD Negeri 11 Kesiman. Implikasi penelitian ini diharapkan dapat menjadi alternatif media pembelajaran yang inovatif bagi guru dalam meningkatkan literasi siswa serta menciptakan proses pembelajaran yang lebih menarik, interaktif, dan bermakna.

Kata Kunci: Pengembangan, Media Infografis Interaktif, Literasi, Pendidikan Pancasila, ADDIE, Sekolah Dasa

DEVELOPMENT OF INTERACTIVE INFOGRAPHIC MEDIA TO IMPROVE STUDENTS' LITERACY IN PANCASILA EDUCATION FOR GRADE III AT SD NEGERI 11 KESIMAN

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ABSTRACT

The low level of literacy skills among third-grade elementary school students in Civic Education has become one of the main issues affecting students' understanding of learning materials. In addition, the limited use of innovative instructional media has hindered the optimization of students' engagement and literacy development. This study aimed to (1) identify the design and development process of interactive infographic media to improve students' literacy in Civic Education for third-grade students at SD Negeri 11 Kesiman, (2) determine the validity of the developed interactive infographic media, and (3) examine the effectiveness of the interactive infographic media in improving students' literacy. This study employed a Research and Development (R&D) approach using the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The research subjects consisted of one content expert, one instructional design expert, one instructional media expert, students involved in individual trials, small-group trials, and third-grade students of SD Negeri 11 Kesiman in the field implementation. Data were collected through questionnaires, tests, interviews, and documentation. The data were analyzed using descriptive quantitative analysis and inferential statistics through the Paired Sample t-test. The findings revealed that the interactive infographic media achieved an excellent qualification based on expert validation and student trial results. The effectiveness test indicated that the calculated t-value (16.80) was higher than the t-table value (1.998) at the 5% significance level, indicating a significant difference between the pre-test and post-test scores. Therefore, the interactive infographic media was proven to be effective in improving students' literacy in Civic Education for third-grade students at SD Negeri 11 Kesiman. The findings of this study are expected to provide teachers with an innovative instructional medium to enhance students' literacy skills and create a more engaging, interactive, and meaningful learning environment.

Kata Kunci: *Development, Interactive Infographic Media, Literacy, Civic Education, ADDIE, Elementary School.*