PENGEMBANGAN MEDIA PEMBELAJARAN *BUSY BOOK* DALAM MENINGKATKAN KEMAMPUAN MENGENAL HURUF DI TK BARUNAWATI DENPASAR TAHUN PELAJARAN 2021/2022

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ABSTRAK

Penelitian Pengembangan media ini memiliki tujuan untuk mengembangkan media pembelajaran *Busy Book* dan menguji kelayakan media berdasarkan uji ahli materi dan ahli media dalam mendukung pembelajaran mengenal huruf anak usia dini kelompok B. Penelitian ini menggunakan model penelitian ADDIE (analisis, perencanaan, pengembangan, impelmentasi, dan evaluasi.) namun, pada penelitian pengembangan ini hanya sampai pada tahap pengembangan. Instrumen yang digunakan untuk mengukur tingkat validitas media *Busy Book* yaitu berupa angket penilaian yang dinilai oleh dua pakar ahli media, dan dua pakar ahli materi. Hasil yang diperoleh kemudian dianalisis menggunakan analisis data kuantitatif dan kualitatif. Media *Busy Book* dinyatakan valid dan layak diguakan dari ahli materi dan media, dengan rata-rata nilai CVR 1,00 dan CVI 1,00. Dapat disimpulkan bahwa pengembangan media *Busy Book* untuk mendukung kemampuan mengenal huruf dan mendapatkan hasil validitas sangat tinggi sehingga media *Busy Book* layak yang diracang dalam penelitian ini layak untuk diimplementasikan dalam pembelajaran yang ada di PAUD.

Kata Kunci: media *Busy Book*, Mengenal Huruf

BUSY BOOK LEARNING MEDIA DEVELOPMENT IN IMPROVING LETTER RECOGNITION ABILITY AT NEW NAWATI TK DENPASAR ACADEMIC YEAR 2021/2022

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A B S T R A K

Many students are not interested in learning. This is because the teacher uses the teacher center method, thus making students feel bored in learning. In addition, the lack of learning media makes students less understanding of the subject matter presented by the teacher. This study aims to develop Busy Book learning media to support learning to recognize letters. This type of research is research and development (Research and Development) using the ADDIE procedure. The subjects in this study found 4 experts. The techniques used in collecting data are observation, interviews, and anget. The instrument used in collecting data is a questionnaire. The technique used to analyze the data is qualitative and quantitative analysis. The results of this study are based on the results of assessments carried out by learning material experts, the media developed to get a value of 1.00 so that included in the valid category and the results of the assessment carried out by learning media experts got 1.00 so that it got a valid category. It can be said that the Busy Book media developed is feasible to be applied in the learning process. The implication of this research is that the developed media can be used by teachers in the learning process so as to improve the ability to recognize letters in early childhood students.

Keywords: Busy Book, Recognize Letters, 3D