

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media PADAI pada materi penyajian data bagi siswa kelas IV Madrasah Ibtidaiyah, dan mengetahui tingkat kelayakan, keefektifan, serta peningkatan pemahaman konsep siswa. Penelitian ini menggunakan metode *Research and Development* model ADDIE yang terdiri dari tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Teknik pengumpulan data meliputi angket validasi, angket respon siswa dan lembar penilaian *pretest-posttest*. Analisis data dilakukan melalui teknik analisis persentase untuk angket validasi dan respon siswa, serta perhitungan *N-Gain Score* untuk melihat tingkat peningkatan pemahaman konsep siswa berdasarkan nilai *pretest-posttest*. Hasil penelitian menunjukkan media PADAI mendapatkan persentase kelayakan 100% dari ahli media kategori sangat layak, 88,33% dari ahli materi kategori sangat layak, dan ahli praktisi pembelajaran sebesar 100% dengan kategori sangat layak. Keefektifan media berdasarkan respons siswa memperoleh persentase sebesar 97,54% pada kategori sangat efektif. Peningkatan pemahaman konsep berdasarkan hasil *N-Gain* memperoleh skor 0,7016 dengan kategori tinggi. Dengan demikian, media PADAI terbukti sangat layak, efektif dan dapat meningkatkan pemahaman konsep siswa.

Kata kunci: Media PADAI, penyajian data, pemahaman konsep, ADDIE, Madrasah Ibtidaiyah

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ABSTRACT

This research aims to develop PADAI media on data presentation material for fourth-grade students of an Islamic elementary school, and to determine its feasibility, effectiveness, and impact on improving students' conceptual understanding. This study employs the Research and Development (R&D) method with the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). Data collection techniques include validation questionnaires, student response questionnaires, and pretest-posttest sheets. Data were analyzed using percentage analysis for questionnaires and N-Gain Score calculations to measure the improvement in students' conceptual understanding. The results showed that the PADAI media achieved a feasibility percentage of 100% from media experts, 88.33% from material experts, and 100% from learning practitioners, all falling into the highly feasible category. The media's effectiveness based on student responses reached 97.54%, categorized as highly effective. Furthermore, the improvement in conceptual understanding yielded an N-Gain score of 0.7016, which is classified in the high category. Consequently, the PADAI media is proven to be highly feasible, effective, and capable of enhancing students' conceptual understanding.

Keywords: PADAI media, data presentation, conceptual understanding, ADDIE, Madrasah Ibtidaiyah

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