

ABSTRAK

Penelitian ini dilatarbelakangi oleh rendahnya daya ingat siswa kelas IV pada pembelajaran Bahasa Indonesia yang disebabkan oleh penggunaan media pembelajaran yang kurang bervariasi dan belum mampu menarik perhatian siswa secara optimal dalam proses pembelajaran. Oleh karena itu, diperlukan media pembelajaran yang inovatif, menarik, dan sesuai dengan karakteristik siswa agar dapat membantu meningkatkan daya ingat siswa. Penelitian ini bertujuan untuk mengembangkan media literasi digital berbasis cerita rakyat, mengetahui tingkat kelayakan media, serta menguji efektivitas penggunaannya dalam meningkatkan daya ingat siswa kelas IV Madrasah Ibtidaiyah pada materi Bahasa Indonesia. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Subjek penelitian terdiri atas ahli media, ahli materi, dan siswa kelas IV Tengku Umar MIN 3 Lhokseumawe. Teknik pengumpulan data dilakukan melalui wawancara, angket, tes, dan dokumentasi. Data dianalisis menggunakan analisis deskriptif kuantitatif, uji normalitas, uji *Wilcoxon Signed Rank Test*, dan uji N-Gain dengan bantuan SPSS 27 *for Windows*. Hasil penelitian menunjukkan bahwa media literasi digital berbasis cerita rakyat memperoleh kategori sangat layak berdasarkan penilaian ahli media sebesar 100% dan ahli materi sebesar 87,5%. Respons siswa terhadap penggunaan media juga menunjukkan kategori sangat baik dengan persentase sebesar 94,34%. Hasil uji *Wilcoxon Signed Rank Test* memperoleh nilai *signifikansi* (*Sig. 2-tailed*) sebesar $0,000 < 0,05$, yang menunjukkan adanya perbedaan yang signifikan antara nilai sebelum dan sesudah penggunaan media. Selain itu, hasil uji N-Gain sebesar 0,76 termasuk kategori tinggi, dengan peningkatan nilai rata-rata siswa dari 64,28 pada pretest menjadi 91,07 pada posttest. Dengan demikian, media literasi digital berbasis cerita rakyat dinyatakan layak, praktis, dan efektif digunakan dalam pembelajaran Bahasa Indonesia untuk meningkatkan daya ingat siswa kelas IV Madrasah Ibtidaiyah.

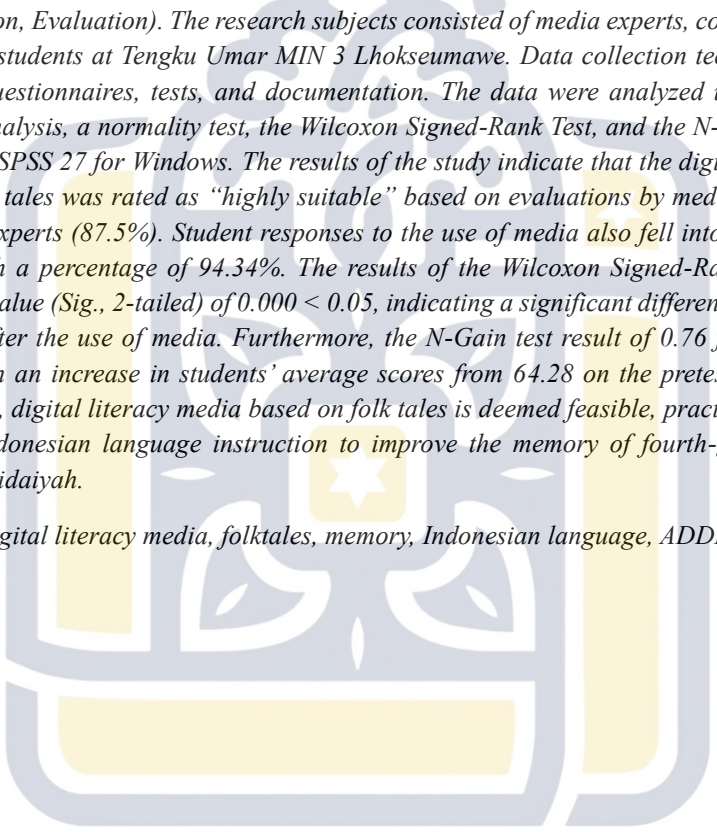
Kata kunci: Media literasi digital, cerita rakyat, daya ingat, Bahasa Indonesia, ADDIE.

UNIVERSITAS ISLAM NEGERI
SULTANAH NAHRASIYAH
LHOKSEUMAWA

ABSTRACT

This study was motivated by the low memory retention of fourth-grade students in Indonesian language classes, which is caused by the use of learning media that lacks variety and fails to optimally capture students' attention during the learning process. Therefore, innovative, engaging learning media tailored to students' characteristics is needed to help improve their memory retention. This study aims to develop digital literacy media based on folk tales, determine the media's feasibility, and test its effectiveness in improving the memory of fourth-grade students at Madrasah Ibtidaiyah in Indonesian language lessons. This study employs the Research and Development (R&D) method using the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). The research subjects consisted of media experts, content experts, and fourth-grade students at Tengku Umar MIN 3 Lhokseumawe. Data collection techniques included interviews, questionnaires, tests, and documentation. The data were analyzed using quantitative descriptive analysis, a normality test, the Wilcoxon Signed-Rank Test, and the N-Gain test with the assistance of SPSS 27 for Windows. The results of the study indicate that the digital literacy media based on folk tales was rated as "highly suitable" based on evaluations by media experts (100%) and content experts (87.5%). Student responses to the use of media also fell into the "very good" category, with a percentage of 94.34%. The results of the Wilcoxon Signed-Rank Test yielded a significance value (Sig., 2-tailed) of $0.000 < 0.05$, indicating a significant difference between scores before and after the use of media. Furthermore, the N-Gain test result of 0.76 falls into the high category, with an increase in students' average scores from 64.28 on the pretest to 91.07 on the posttest. Thus, digital literacy media based on folk tales is deemed feasible, practical, and effective for use in Indonesian language instruction to improve the memory of fourth-grade students at Madrasah Ibtidaiyah.

Keywords: Digital literacy media, folktales, memory, Indonesian language, ADDIE.



UNIVERSITAS ISLAM NEGERI
SULTANAH NAHRASIYAH
LHOKSEUMAWÉ