

ABSTRAK

Putri, Sirilia Mariani Marganingsih. 2019. *Pengembangan Produk Bermedia Vlog Untuk Bahan Ajar Menyimak Pemelajar BIPA Tingkat Beginner Di Wisma Bahasa Yogyakarta*. Skripsi. Yogyakarta: Pendidikan Bahasa Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Sebuah media belajar selalu diharapkan dapat membantu pemelajarnya termasuk juga pemelajar BIPA. Media yang masih banyak digunakan pemelajar BIPA tingkat beginner sekarang adalah audio dan gambar. Melalui penelitian ini peneliti mencoba mendekatkan materi ajar dengan inovasi media belajar yang nyata/rill sesuai dengan kebutuhan pemelajar BIPA tingkat *beginner* di Wisma Bahasa Yogyakarta. Masalah yang diangkat dalam penelitian ini yaitu, (1) Apa sajakah kebutuhan media *vlog* untuk bahan ajar menyimak pada pemelajar BIPA tingkat *beginner* di Wisma Bahasa? (2) Bagaimanakah pengembangan produk bermesial vlog untuk bahan ajar menyimak pemelajar BIPA tingkat beginner di Wisma Bahasa Yogyakarta? 3) Bagaimana kualitas media *vlog* untuk bahan ajar menyimak pemelajar BIPA tingkat beginner di Wisma Bahasa Yogyakarta? Penelitian ini bertujuan untuk mengembangkan media dan bahan ajar yang dapat membantu pemelajar BIPA di tingkat *beginner* dalam mengembangkan keterampilan berbahasanya.

Jenis penelitian ini adalah penelitian dan pengembangan. Penelitian ini menggunakan langkah penelitian oleh *Brog and Gall* yang dipersingkat menjadi lima langkah penelitian, meliputi (1) analisis kebutuhan dan pengumpulan informasi, (2) pengumpulan data, (3) pengembangan produk, (4) uji validasi produk dan revisi, (5) uji coba lapangan dan penyempurnaan. Hasil analisis kebutuhan menyatakan bahwa pemelajar BIPA tingkat *beginner* membutuhkan media pembelajaran yang nyata dan mendekatkan materi dengan situasi rill.

Kebutuhan media *vlog* untuk bahan ajar menyimak adalah mengembangkan lima materi yang dipilih pemelajar BIPA. Materi tersebut meliputi (a) pengenalan dan menyapa, (b) kegiatan sehari-hari, (c) menyatakan posisi, (d) berbelanja dan menawar, dan (e) menyatakan arah. Selanjutnya, hasil penelitian menunjukkan bahwa produk media *vlog* untuk bahan ajar menyimak pemelajar BIPA mempunyai kualitas “baik” dan layak digunakan pada pemelajar BIPA tingkat *beginner*. Hasil ini meliputi (1) penilaian validator media dengan nilai 4,4 kategori “sangat baik”, (2) penilaian validator materi dengan nilai 3,4 kategori “baik”, dan (3) instruktur BIPA dengan nilai 4,1 kategori “baik”. Hasil uji coba produk pada pemelajar BIPA tingkat *beginner* mendapatkan kesimpulan “cukup membantu” dari pemelajar BIPA. Dapat disimpulkan bahwa pengembangan media *vlog* untuk bahan ajar menyimak pemelajar BIPA tingkat *beginner* layak digunakan sebagai media pembelajaran alternatif.

Kata kunci: Media, Bahan ajar, Keterampilan menyimak, *Vlog*.

ABSTRACT

Putri, Sirilia Mariani Marganingsih. 2019. *Developing Vlog Media-Based Product as the Teaching Material for Listening Activities among BIPA Students*. Undergraduate Thesis. Indonesian Language and Letters Education Study Program, Department of Language and Letters Education, Faculty of Teachers Training and Education, Sanata Dharma University.

Learning media are always expected to assist the learners and this situation also applies to the BIPA students. In relation to the statement, up to date the learning media that BIPA students have been relying onto are the audio-based and the visual-based media. Looking at the situation, through the conduct of the study the researcher would to try bringing the learning materials closer to the innovation in the use of real or concrete learning media in accordance to the Beginner Level BIPA students from Wisma Bahasa Yogyakarta. Then, the problems that will be discussed in the study are as follows: (1) what are the needs of the vlog-based learning media as part of learning materials for the Beginner Level BIPA students in Wisma Bahasa Yogyakarta; and (2) how to developing vlog as media for teaching material listening to BIPA learners beginner level at Wisma Bahasa Yogyakarta? 3) how is the quality of vlog-based learning media as part of learning materials for the Beginner Level BIPA students in Wisma Bahasa Yogyakarta. On the other hand, the objective of conducting the study is to develop learning media and materials that might assist the Beginner Level BIPA students in developing their linguistic skills.

The study is a research and development effort that has adopted the procedures of Borg and Gall. These procedures consist of five steps as follows: (1) needs analysis and information gathering; (2) data collection; (3) product development; (4) product validation test and revision; and (5) field test and improvement. The results of the needs analysis show that the Beginner Level BIPA students need actual learning media closer look to real situations.

The needs of vlog-based media as the learning materials for the listening activities are related to the development of five materials that the BIPA students have selected. These materials include: (1) introduction and greetings; (2) daily activities; (3) stating positions; (4) shopping and bargaining; and (5) giving directions. Then, the results of the study show that the vlog-based media as the learning materials for the listening activities among the BIPA students has "Good" quality and thus is feasible for implementation by the Beginner Level BIPA Students. these results include: (1) the assessment from the media validator with 4.4 point and "Very Good" category; (2) the assessment from the material validator with 3.4 point and "Good" category; and (3) the assessment from the BIPA instructor with 4.1 point and "Good" category. Furthermore, the results of product test to the Beginner Level BIPA students show that the product has been "quite helpful" for assisting their listening activities. Therefore, it might be concluded that the development of vlog-based media for the Beginner Level BIPA students are feasible to be implemented as an alternative learning media.

Keyword: Media, Learning Materials, Listening Skills, Vlog