

ABSTRAK

Kusmawati, Agnes. 2019. *Pengembangan Media Audiovisual Menyimak Kreatif Mahasiswa dengan Memanfaatkan Cerita Rakyat Bermuatan Nilai-nilai Kearifan Lokal Jawa Timur*. Yogyakarta: Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Masalah yang diangkat dalam penelitian ini adalah bagaimana pengembangan media audiovisual menyimak kreatif mahasiswa dengan memanfaatkan cerita rakyat bermuatan nilai-nilai kearifan lokal Jawa Timur. Penelitian ini bertujuan untuk mendeskripsikan pengembangan media audiovisual menyimak kreatif mahasiswa dengan memanfaatkan cerita rakyat bermuatan nilai-nilai kearifan lokal Jawa Timur.

Penelitian ini berjenis *Research and Development* (R&D) mengadaptasi prosedur penelitian dari Borg dan Gall yang disederhanakan menjadi enam langkah, yaitu (1) penelitian dan pengumpulan informasi, (2) pengembangan produk, (3) uji validasi, (4) revisi berdasarkan hasil validasi, (5) uji coba produk, (6) revisi berdasarkan uji coba produk. Pengumpulan data dan informasi melalui penyebaran angket dan wawancara dosen ahli. Pengembangan produk mengacu pada analisis kebutuhan mahasiswa dan melalui tahap revisi. Kualitas pengembangan media audiovisual diketahui layak atau tidak melalui validasi dosen ahli dan uji coba produk.

Hasil penelitian ini berdasarkan studi pendahuluan menunjukkan bahwa beberapa mahasiswa kesulitan dalam memahami bahan simakan. Mahasiswa tertarik dengan bahan simakan dalam media dan dikemas dengan menarik. Berdasarkan hasil studi pendahuluan, dikembangkan media audiovisual menyimak kreatif menggunakan cerita rakyat yang sesuai dengan tingkatan mahasiswa serta mengarahkan mahasiswa dalam membuat suatu karya sastra dari bahan simakan yang bermuatan nilai-nilai kearifan lokal Jawa Timur. Kelayakan media ini dinilai berdasarkan aspek format desain/tampilan, aspek program, aspek kualitas isi dan tujuan, serta aspek kualitas pembelajaran. Hasil validasi dosen ahli menunjukkan perolehan skor rata-rata 3,65 dengan persentase 73% kategori baik sedangkan hasil penilaian mahasiswa memperoleh skor rata-rata 3,93 dengan persentase 78,6 % kategori baik. Uji coba produk menghasilkan suatu karya sastra dari kegiatan menyimak kreatif. Revisi media meliputi: penguatan materi, perbaikan ejaan, perbaikan audio yang tersendat, dan pemilihan warna. Berdasarkan uji validasi dan uji coba, produk media audiovisual pembelajaran menyimak kreatif cerita rakyat bermuatan nilai-nilai kearifan lokal Jawa Timur untuk mahasiswa layak digunakan.

Kata Kunci : media audiovisual, menyimak kreatif, cerita rakyat, nilai-nilai kearifan lokal.

ABSTRACT

Kusmawati, Agnes. 2019. *University Students' Creative Listening Audiovisual Media Development by Using Folklore Containing East Java Local Wisdom Values*. Yogyakarta: Indonesian Language Education and Arts Study Program, Language Education and Arts Department, Faculty of Teachers Training and Education, Sanata Dharma University.

The problem of this research is university students' creative listening audiovisual media development by using folklore containing East Java local wisdom values. This research aims to describe university students' creative listening audiovisual media development by using folklore containing East Java local wisdom values.

This is a Research and Development (R&D) research that adapts Borg and Gall's research procedure. Then, it was simplified into six steps, namely (1) research and data gathering, (2) product development, (3) validation test, (4) revision based on validation result, (5) product testing, (6) revision based on product testing. Data gathering was by spreading questionnaire and interviewing expert lecturers. Meanwhile, product development referred to university students' needs analysis by means of revision stage. The quality of audiovisual media development was known to be feasible or not through expert lecturers' validation and product testing.

This research result is based on a preliminary study that shows that some students have difficulty in understanding material. University students are interested in media that seem attractive and educators have not had specific media for creative listening yet. According to the preliminary study, creative listening audiovisual media was developed using folklore that was suitable with university students' level as well as directing university student in creating literature work from listening material containing East Java local wisdom values. The media feasibility was assessed based on design/display format, program, content and purpose qualities, as well as learning quality aspects. The result of expert lecturers' validation showed 3.65 as the average score with percentage 73%. Then, university students' assessment got average score 3.93 with percentage 78.6%. Product testing generated a literature work from creative listening activity. Media revision included: material affirmation, spelling correction, choked up audio reparation, and color selection. Based on the validation test and trial, audiovisual media product of folklore creative listening containing East Java local wisdom values learning for university students is feasible to be used.

Keywords: *audiovisual media, creative listening, folklore, local wisdom values.*