

ABSTRAK

PENGEMBANGAN BUKU CERITA INTERAKTIF BERBASIS KEARIFAN LOKAL TRADISI Kesenian JATHILAN UNTUK SISWA SEKOLAH DASAR

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Rendahnya literasi budaya siswa sekolah dasar menjadi tantangan pelestarian kearifan lokal. Penelitian berfokus pada pengembangan buku cerita interaktif berbasis kearifan lokal tradisi kesenian jathilan untuk siswa sekolah dasar. Metode penelitian adalah *Research and Development* (R&D) model ADDIE (*Analyze, Design, Develop, Implement, Evaluate*). Penelitian menggunakan teknik pengumpulan data meliputi observasi, wawancara, kuesioner, dan tes. Data dianalisis secara kualitatif dan kuantitatif. Penelitian melibatkan lima validator (dua dosen dan tiga guru SD) serta enam siswa kelas IV dan V sebagai subjek implementasi. Hasil penelitian menunjukkan: 1) pengembangan buku dilakukan melalui lima tahapan ADDIE, 2) hasil validasi buku cerita interaktif oleh para ahli menunjukkan skor rata-rata 3,57 kategori “sangat baik” rekomendasi “tidak perlu revisi”, peneliti tetap melakukan revisi kecil untuk menyempurnakan kualitas produk, 3) hasil observasi partisipatif siswa menunjukkan skor rata-rata 3,50 kategori “sangat baik”, 4) kuesioner tertutup dengan masukan siswa menunjukkan skor rata-rata 3,64 kategori “sangat setuju”, 5) hasil tes menunjukkan peningkatan pemahaman siswa terhadap kearifan lokal tradisi kesenian jathilan, nilai *pretest* menunjukkan skor 0,6 dan *posttest* menunjukkan skor 0,92, terjadi peningkatan sebesar 63%. Buku cerita interaktif dinyatakan berkualitas sangat baik, dapat digunakan sebagai media pada pembelajaran dan efektif meningkatkan literasi budaya siswa sekolah dasar.

Kata kunci: buku cerita, buku cerita interaktif, kearifan lokal, tradisi kesenian jathilan.

ABSTRACT

DEVELOPMENT OF INTERACTIVE STORY BOOKS BASED ON LOCAL WISDOM OF JATHILAN ARTS TRADITION FOR ELEMENTARY SCHOOL STUDENTS

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Low cultural literacy among elementary school students poses a challenge to the preservation of local wisdom. This study focuses on the development of interactive storybooks based on local wisdom and the traditional art of jathilan for elementary school students. The research method used is the Research and Development (R&D) model ADDIE (Analyze, Design, Develop, Implement, Evaluate). The research employs data collection techniques including observation, interviews, questionnaires, and tests. Data is analyzed both qualitatively and quantitatively. The study involves five validators (two lecturers and three elementary school teachers) as well as six fourth and fifth-grade students as implementation subjects. The research findings indicate: 1) the development of the book was carried out through the five stages of ADDIE, 2) the validation results of the interactive storybook by experts showed an average score of 3.57 in the “very good” category with the recommendation “no revision needed,” but the researcher still made minor revisions to improve the quality of the product, 3) the results of participatory observation of students showed an average score of 3.50 in the “very good” category, 4) a closed questionnaire with student input showed an average score of 3.64 in the “strongly agree” category, 5) test results showed an increase in students' understanding of local wisdom in the Jathilan art tradition, with pretest scores of 0.6 and posttest scores of 0.92, representing a 63% increase. The interactive storybook is deemed of very good quality, can be used as a medium in learning, and is effective in enhancing students' cultural literacy at the elementary school level.

Keywords: storybook, interactive storybook, local wisdom, jathilan art tradition.