

ABSTRAK

SURVEI LITERASI MEDIA SISWA KELAS V SD NEGERI SE-KECAMATAN PAKUALAMAN

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Penelitian ini dilatarbelakangi dengan belum diketahuinya tingkat kemampuan literasi media siswa kelas V di sekolah dasar negeri se-Kecamatan Pakualaman. Penelitian ini bertujuan untuk mengetahui tingkat kemampuan literasi media siswa kelas V sekolah dasar negeri di Kecamatan Pakualaman.

Penelitian ini menggunakan metode survei. Populasi penelitian ini berjumlah 75 siswa. Sampel pada penelitian ini berjumlah 63 siswa kelas V SD Negeri di Kecamatan Pakualaman. Pengambilan sampel pada penelitian ini menggunakan teknik *cluster random sampling*. Instrumen penelitian ini adalah studi dokumen, kuesioner dan wawancara. Data yang diperoleh dianalisis secara deskriptif.

Hasil penelitian ini menunjukkan bahwa tingkat literasi media siswa kelas V di Kecamatan Pakualaman secara keseluruhan berada pada kategori sedang 32 siswa (51%), tingkat literasi media dirinci dalam indikator literasi media yakni: 1) indikator pencarian di internet (*internet searching*) termasuk dalam kategori tinggi yaitu 44 siswa (70%), 2) kemampuan pandu arah *hypertextual* (*hypertextual navigation*) termasuk dalam kategori tinggi 42 siswa (67%), 3) kemampuan evaluasi konten informasi (*content evaluation*) termasuk dalam kategori sedang 36 siswa 57%, 4) kemampuan penyusunan pengetahuan (*knowledge assembly*) termasuk dalam kategori tinggi 38 siswa (60%).

Kata Kunci: literasi, media, literasi media, tingkat kemampuan literasi media.

ABSTRACT

MEDIA LITERACY SURVEY OF V CLASS STUDENTS OF PUBLIC ELEMENTARY SCHOOLS IN PAKUALAMAN DISTRICT

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The background of this research is that the level of media literacy ability of fifth grade students in public elementary schools in Pakualaman District is unknown. This study aims to determine the level of media literacy skills of fifth grade public elementary school students in Pakualaman District.

This study uses a survey method. The population of this study amounted to 75 students. The sample in this study amounted to 63 students of class V SD Negeri in Pakualaman District. Sampling in this study using cluster random sampling technique. The research instruments were document studies, questionnaires and interviews. The data obtained were analyzed descriptively.

The results of this study indicate that the media literacy level of fifth grade students in Pakualaman District as a whole is in the medium category of 32 students (51%), the level of media literacy is detailed in media literacy indicators namely: 1) internet searching indicators are included in the category 44 students (70%), 2) the ability to guide hypertextual directions (hypertextual navigation) is included in the high category 42 students (67%), 3) the ability to evaluate information content (content evaluation) is included in the medium category 36 students 57%, 4) ability to construct knowledge (knowledge assembly) is included in the high category of 38 students (60%).

Keywords: literacy, media, media literacy, media literacy level.