

ABSTRAK

**PENGEMBANGAN FILM MUSIKAL TEMBANG MACAPAT: GAMBUEH
SEBAGAI MEDIA PENDIDIKAN KARAKTER UNTUK PESERTA DIDIK
SEKOLAH DASAR KELAS IV**

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Pendidikan pada era modern ini cenderung hanya mengejar prestasi akademik dan mengesampingkan hal karakter. Hal ini dibuktikan bahwa karakter anak semakin lama semakin menurun. Penelitian ini bertujuan untuk meningkatkan karakter anak melalui pengembangan media film pendidikan yang berisi salah satu tembang macapat yaitu tembang gambueh. Penelitian ini berjenis *Research and Development* (R&D) dengan prosedur pengembangan ADDIE.

Penelitian ini menggunakan subjek penelitian SDN Ketep, Sawangan, Magelang. Prosedur pengembangan ADDIE terdiri dari *Analyze*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Pengumpulan data dilakukan dengan wawancara, Kuesioner dan pengisian lembar kerja. Produk yang sudah berhasil dikembangkan berupa film pendidikan. Berdasarkan hasil uji validasi di SDN Ketep film musikal *Gambueh* tergolong layak dan sangat layak sebagai media pembelajaran. Rata-rata skor dari Ahli media: 3,77 (sangat layak), Ahli materi: 2,86 (layak), Guru kelas IV: 3,50 (sangat layak). Film dinilai memiliki kualitas audio-visual yang baik, alur cerita yang menarik, serta integrasi narasi, gambar, dan musik yang efektif dalam menyampaikan nilai-nilai karakter dan isi tembang. Peserta lebih bisa menyerap nilai dari film pendidikan tembang gambueh yang sudah dikembangkan. Hasil Lembar Kerja Siswa menunjukkan pemahaman yang baik terhadap isi dan nilai-nilai tembang Gambueh, dengan nilai tertinggi 92, terendah 75, dan rata-rata 81,5. Capaian ini mengindikasikan bahwa film musikal Gambueh efektif sebagai media pembelajaran pendidikan karakter.

Kata kunci: Film pendidikan; Tembang macapat: Gambueh; Pendidikan karakter.

ABSTRACT

***DEVELOPMENT OF A MUSICAL FILM BASED ON TEMBANG
MACAPAT: GAMBUEH AS A CHARACTER EDUCATION MEDIA FOR
FOURTH GRADE ELEMENTARY SCHOOL STUDENTS***

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Education in the modern era tends to focus solely on academic achievement while neglecting character development. This is evident from the gradual decline in children's character values. This study aims to enhance students' character through the development of an educational film that incorporates one of the tembang macapat, namely Gambueh. This research uses the Research and Development (R&D) method with the ADDIE development model, which consists of Analyze, Design, Development, Implementation, and Evaluation stages.

The research was conducted at SD N Ketep, Sawangan, Magelang. Data collection was carried out through interviews, questionnaires, and student worksheet completion. The developed product is an educational film. Based on validation results at SD N Ketep, the Gambueh musical film is considered suitable and highly appropriate as a learning medium. The average scores from validators were as follows: media expert: 3.77 (very appropriate), content expert: 2.86 (appropriate), and fourth-grade teacher: 3.50 (very appropriate). The film was evaluated as having good audiovisual quality, an engaging storyline, and effective integration of narration, visuals, and music in delivering character values and the content of the tembang. Students were better able to absorb the moral messages conveyed in the Gambueh educational film. The results from the Student Worksheet indicate a strong understanding of the Gambueh content and values, with the highest score being 92, the lowest 75, and an average score of 81.5. These findings suggest that the Gambueh musical film is effective as a character education learning medium.

Keywords: Educational film; Tembang Macapat: Gambueh; Character education.