

ABSTRAK

PENGEMBANGAN MEDIA KARTU “*FEMISKULIN*” UNTUK MENINGKATKAN KESETARAAN GENDER PADA PESERTA DIDIK SEKOLAH MENENGAH PERTAMA

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Penelitian dan pengembangan media kartu “Femiskulin” bertujuan untuk, 1) mengembangkan kartu “Femiskulin” sebagai media bimbingan dan konseling untuk meningkatkan pemahaman kesetaraan gender pada siswa SMP; 2) mengetahui kelayakan media kartu “Femiskulin” berdasarkan validator ahli media dan validator ahli materi; 3) mengetahui kelayakan media kartu “Femiskulin” berdasarkan uji pengguna; dan 4) mengetahui efektivitas media kartu “Femiskulin” untuk meningkatkan kesetaraan gender pada siswa SMP.

Pengembangan media kartu Femiskulin menggunakan metode *Research and Development (R&D)* dengan model 4D (*Define, Design, Development and Disseminate*) yang dikemukakan oleh Thiagarajan. Lokasi penelitian dilakukan di SMP N 15 Yogyakarta, dengan subjek penelitian sebanyak 2 guru BK dan 86 peserta didik. Data diperoleh melalui tahap validasi yang dilakukan oleh ahli materi, ahli media, uji coba oleh guru bimbingan dan konseling, serta *pre-test* dan *post-test* kepada siswa menggunakan skala pemahaman kesetaraan gender. Data uji validitas yang terkumpul dianalisis menggunakan statistik deskriptif dan uji efektivitas menggunakan model *one group design pretest post-test* dengan menggunakan uji T.

Penelitian ini menghasilkan : 1) media kartu “Femiskulin” untuk meningkatkan kesetaraan gender yang berisi 40 lembar kartu dengan 5 kategori kartu; 2) media kartu “Femiskulin” dinilai “sangat layak” oleh validator ahli materi dan ahli media; 3) media kartu “Femiskulin” dinilai “sangat layak” oleh guru bimbingan dan konseling selaku pengguna media kartu; 4) kartu “Femiskulin” dinilai efektif dalam meningkatkan pemahaman kesetaraan gender bagi peserta didik SMP yang dilakukan melalui uji-T dengan skor rata-rata dalam *pre-test* adalah 126,27 dan skor rata-rata dalam *post-test* adalah 142,17 dengan kenaikan skor sebesar 15.907. Kartu Femiskulin dinyatakan layak dan efektif dalam meningkatkan kesetaraan gender pada peserta didik SMP.

Kata Kunci : Kartu, kesetaraan gender, *research and development (R&D)*

ABSTRACT

DEVELOPMENT OF THE “FEMISKULIN” CARD MEDIA TO IMPROVE GENDER EQUALITY AMONG JUNIOR HIGH SCHOOL STUDENTS

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The research and development of the “Femiskulin” card media aims to, 1) develop the “Femiskulin” card as a guidance and counseling media to improve junior high school students’ understanding of gender equality; 2) determine the feasibility of the “Femiskulin” card media based on validation by media experts and material experts; 3) determine the feasibility of the “Femiskulin” card media based on user trials; and 4) determine the effectiveness of the “Femiskulin” card media in improving gender equality among junior high school students.

The development of the Femiskulin card media employed the Research and Development (R&D) method using the 4D model (Define, Design, Development and Disseminate) proposed by Thiagarajan. The research was conducted at SMP N 15 Yogyakarta, with 2 school counselors and 86 students as the research subjects. The data were obtained through validation stages conducted by material experts and media experts, user trials by guidance and counseling teachers, as well as pre-test and post-test administered to students using a gender equality understanding scale. The collected validity data were analyzed using descriptive statistics and the effectiveness test employed a one group design pretest-posttest using the t-test.

This study resulted in: 1) the “Femiskulin” card media to improve gender equality understanding consisting of 40 cards divided into 5 categories; 2) the “Femiskulin” card media was rated “very feasible” by material expert validators and media expert validators; 3) the “Femiskulin” card media was rated “very feasible” by guidance and counseling teachers as the users of the media; and 4) the “Femiskulin” card was proven effective in improving junior high school students’ understanding of gender equality, as indicated by the t-test results with an average pre-test score of 126.27 and an average post-test score of 142.17, showing an increase of 15.907. The Femiskulin card is declared feasible and effective in improving gender equality among junior high school students.

Keywords : *Card, gender equality, research and development*