

ABSTRAK

PENGEMBANGAN BUKU CERITA INTERAKTIF BERBASIS KEARIFAN LOKAL TRADISI NYADRAN UNTUK MEDIA LITERASI SISWA KELAS II SDN 3 GUMULAN

Erlangga Suryatama
Universitas Sanata Dharma
2026

Penelitian ini bertujuan mengembangkan buku cerita interaktif berbasis kearifan lokal Tradisi Nyadran sebagai media literasi bagi siswa kelas II SDN 3 Gumulan, sekaligus mengetahui kualitasnya. Penelitian dilatarbelakangi rendahnya literasi budaya siswa, yang tampak dari minimnya pemahaman bahasa dan pengetahuan mengenai tradisi Nyadran. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model **ADDIE** (*Analyze, Design, Develop, Implement, Evaluate*). Analisis kebutuhan dilakukan melalui observasi non-partisipatif, wawancara, dan kuesioner terhadap toko buku, internet, dan sekolah, sementara data dianalisis secara kualitatif dan kuantitatif. Produk divalidasi oleh 5 ahli (2 dosen ahli bahasa dan 3 guru SD bersertifikasi) dan diujicobakan kepada 6 siswa kelas bawah SD. Hasil validasi ahli menunjukkan kualitas buku berkategori "**Baik**" (skor rerata 2,87) dengan rekomendasi perlu revisi kecil. Hasil observasi implementasi menunjukkan skor rerata 3,47 dan kuesioner siswa 3,56, keduanya berkategori "Sangat Baik", yang menunjukkan siswa memahami isi buku dan senang menggunakannya. Hasil pre-test dan post-test menunjukkan peningkatan pemahaman siswa sebesar 34%. Dengan demikian, buku cerita interaktif ini dinilai layak digunakan sebagai media literasi budaya bagi siswa sekolah dasar.

Kata Kunci: Buku Cerita Interaktif, Tradisi Nyadran, Kearifan Lokal, Pengembangan R&D

ABSTRACT

***DEVELOPMENT OF INTERACTIVE STORYBOOKS BASED ON THE
LOCAL WISDOM OF THE NYADRAN TRADITION FOR LITERACY MEDIA
FOR GRADE II STUDENTS OF SDN 3 GUMULAN***

Erlangga Suryatama

Sanata Dharma University

2026

This study aims to develop an interactive storybook based on the local wisdom of the Nyadran Tradition as a literacy medium for second-grade students at SDN 3 Gumulan, and to determine its quality. The study was motivated by students' low cultural literacy, reflected in limited language understanding and knowledge of the Nyadran tradition. It employed the Research and Development (R&D) method with the ADDIE model. Needs analysis was conducted through non-participatory observation, interviews, and questionnaires across bookstores, the internet, and schools, with data analyzed qualitatively and quantitatively. The product was validated by 5 experts (2 language lecturers and 3 certified elementary teachers) and trialed with 6 lower-grade elementary students. Expert validation showed the book's quality was categorized as "Good" (mean score 2.87), requiring minor revisions. Implementation observation yielded a mean score of 3.47 and the student questionnaire 3.56, both categorized "Very Good," indicating students understood the book's content and enjoyed using it. Pre-test and post-test results showed a 34% increase in student understanding. The interactive storybook is thus considered suitable as a cultural literacy medium for elementary students.

Keywords: *Interactive Story Book, Local Wisdom, Nyadran Tradition, Research and Development (R&D)*