

## ABSTRAK

### **PENGEMBANGAN PROGRAM SIARAN RADIO GEMA EDUKASI BERBASIS MODEL PEMBELAJARAN AUDITORY INTELLECTUALLY REPETITION MATERI NEWS ITEM SISWA KELAS XII SMAN DI BANDAR LAMPUNG**

Oleh

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Penelitian ini bertujuan menganalisis potensi dan kondisi; mengembangkan; menganalisis karakteristik produk, efektivitas, efisiensi, dan kemenarikan program siaran Radio Gema Edukasi berbasis model pembelajaran *Auditory Intellectually Repetition* materi *News Item* siswa kelas XII SMAN di Bandar Lampung.

Penelitian ini melalui tahapan penelitian dan pengembangan menurut Borg & Gall. Penelitian dilakukan terhadap 32 orang siswa SMAN 2 Bandar Lampung yang mewakili 17 SMAN di Bandar Lampung. Uji coba menggunakan instrumen tes dan angket *Google Form*. Penilaian dari ahli desain, ahli media, dan ahli materi untuk memperoleh data berupa kualitas media pembelajaran. Uji validitas butir soal tes menggunakan rumus *Pearson Product Moment*. Uji reliabilitas menggunakan rumus Kuder Richardson 21. Uji normalitas data menggunakan rumus *Chi Kuadrat*. Uji hipotesis menggunakan statistik non parametrik *Wilcoxon Signed Rank Test*. Hasil uji hipotesis menunjukkan bahwa ada perbedaan hasil belajar siswa auditif setelah belajar menggunakan program siaran Radio Gema Edukasi berbasis model pembelajaran *Auditory Intellectually Repetition*. Penelitian menyimpulkan hasil penghitungan gain ternormalisasi menunjukkan efektivitas yang tinggi berarti program siaran Radio Gema Edukasi sangat efektif untuk meningkatkan hasil belajar siswa auditif pada SMAN di Bandar Lampung, pembelajaran menggunakan program siaran Radio Gema Edukasi lebih efisien dibandingkan tanpa menggunakan media ini, serta hasil uji kemenarikan menunjukkan hasil yang sangat tinggi berarti produk sangat menarik.

Kata kunci : Program siaran radio, *Auditory Intellectually Repetition*, *News Item*, sumber belajar, hasil belajar.

## **ABSTRACT**

### **DEVELOPMENT OF RADIO GEMA EDUKASI BROADCAST PROGRAM ON NEWS ITEM BASED ON THE AUDITORY INTELLECTUALLY REPETITION LEARNING MODEL OF CLASS XII SMAN IN BANDAR LAMPUNG**

**By**

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This research aims to analyze the potential and conditions; develop; analyze product characteristics, effectiveness, efficiency and attractiveness of Radio Gema Edukasi broadcast program based on the Auditory Intellectually Repetition learning model on News Item as a learning resource to improve student learning outcomes of class XII SMAN in Bandar Lampung.

This research was conducted with the research and development stages according to Borg & Gall. The research was conducted on 32 students of SMAN 2 Bandar Lampung representing 17 SMAN in Bandar Lampung. The evaluation is using test apparatus and the Google Form questionnaire. Design experts, media experts, and material experts assessment are carried out to obtain the quality of learning media data. Validity test is conducted by using the Pearson Product Moment formula. Reliability is evaluated by using the Kuder Richardson 21 formula. Data normality test is using the Chi Square formula. Hypothesis test is using non-parametric statistics Wilcoxon Signed Rank Test. Hypothesis test shows that there is a difference in effectiveness of learning outcomes of auditive students after being exposed by Radio Gema Edukasi broadcast program based on Auditory Intellectually Repetition learning model. Research concludes N-Gain calculation result shows high effectiveness that means the Radio Gema Edukasi broadcast program is effective in improving the learning outcomes of auditive students at SMAN in Bandar Lampung, learning by using Radio Gema Edukasi broadcast program is more efficient than learning without using this media, and the attractiveness test shows a very high value which means the product is very attractive.

**Keywords:** radio broadcast program, Auditory Intellectually Repetition, News Item, learning resources, learning outcomes.