

## **PENGEMBANGAN MEDIA KOMIK TEMA KOMUNIKASI KELUARGADALAM LAYANAN INFORMASI**

**Oleh**

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Masalah dalam penelitian ini yaitu kurangnya inovasi penggunaan media layanan informasi di kalangan mahasiswa. Penelitian ini bertujuan untuk mengembangkan media komik tema komunikasi keluarga dalam layanan informasi sehingga menambah pemahaman mahasiswa mengenai komunikasi keluarga. Penelitian ini merupakan jenis penelitian pengembangan (*research and development*) yang mengacu pada model 4D (*Define-Design-Develop-Disseminate*). Media yang dikembangkan diuji kelayakannya dengan validasi oleh ahli media, ahli materi, dan ahli bahasa. Subjek penelitian berjumlah 30 mahasiswa dan 6 mahasiswa untuk uji keterbacaan komik. Teknik pengumpulan data menggunakan instrumen berupa kuesioner kelayakan media komik, kuesioner keterbacaan visual, kuesioner *pre test* dan kuesioner *post test*. Teknik analisis data yaitu statistik deskriptif. Hasil uji kelayakan ahli diperoleh nilai sebesar 75% dari ahli media, 90% dari ahli materi, dan 85% dari ahli bahasa. Hasil uji keterbacaan komik diperoleh nilai sebesar 87% dan penelitian ke 30 Mahasiswa diperoleh persentase kenaikan *pre test* dan *post test* sebesar 61,48%. Berdasarkan hasil tersebut, media komik komunikasi keluarga layak digunakan dalam layanan informasi dan efektif memberikan perubahan pemahaman mahasiswa mengenai komunikasi keluarga.

Kata kunci: layanan informasi, media komik, komunikasi keluarga, bimbingan dan konseling

## **ABSTRACT**

### **DEVELOPMENT OF COMIC MEDIA WITH THE THEME OF FAMILY COMMUNICATION IN INFORMATION SERVICE**

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*The problem in this study is the lack of innovation in the use of information service media among college students. This study aims to develop comic media with the theme of family communication in information services so as to increase students' understanding of family communication. This research is a type of research and development which refers to the 4D model (Define-Design-Develop- Disseminate). The developed media is tested for feasibility by validation by media experts, material experts, and linguists. The research subjects were 30 college students and 6 college students for the comic readability test. Data collection techniques used instruments in the form of comic media feasibility questionnaires, visual readability questionnaires, pre-test questionnaires and post-test questionnaires. The data analysis technique is descriptive statistics. The expert due diligence results obtained a score of 75% from media experts, 90% from material experts, and 85% from linguists. The results of the comic readability test obtained a value of 87% and the 30th study of college students obtained an increase in the proportion of pre-test and post-test of 61.48%. Based on these results, family communication comic media is appropriate for use in information services and is effective in providing college students with an understanding of family communication.*

*Keywords: information service, comic media, family communication, guidance and counseling*