

## **ABSTRAK**

### **PENGEMBANGAN MEDIA KOMIK DENGAN TEMA *BULLYING* DALAM LAYANAN INFORMASI BAGI MAHASISWA**

**Oleh**

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Masalah dalam penelitian ini yaitu kurangnya media komik dikalangan mahasiswa terutama pada topik *bullying*. Tujuan penelitian ini untuk mengembangkan media komik dengan tema *bullying* dalam layanan informasi bagi mahasiswa. Penelitian ini menggunakan metode *Research and Development* model 4D yaitu *Define*, *Design*, *Develop*, dan *Desseminate*. Subjek penelitian yaitu 6 mahasiswa sebagai subjek uji coba untuk kelas kecil dan 30 mahasiswa sebagai subjek penelitian untuk kelas besar. Pengumpulan data menggunakan kuisioner yaitu kuisioner kelayakan ahli media, kuisioner ahli bahasa, kuisioner ahli materi, kuisioner keterbacaan visual, kuisioner *pre-test* dan *post-test*. Analisis data yaitu statistik deskriptif. Hasil uji kelayakan media komik oleh ahli media diperoleh 66,6%, ahli materi memperoleh 100%, ahli bahasa memperoleh 80% dan uji coba mahasiswa kelas kecil mendapat persentase kelayakan 89,%16. Hasil *pre-test* memperoleh nilai rata-rata sebesar 6,4 sedangkan hasil *post-test* memperoleh nilai rata-rata sebesar 9,26. Persentase peningkatan hasil *pre-test* dan *post-test* yaitu sebesar 44,84%. Dengan demikian, media komik ini memenuhi kriteria “layak” sehingga dapat digunakan sebagai media layanan informasi.

**Kata kunci:** *bullying*, layanan informasi, media komik.

## ***ABSTRACT***

### ***DEVELOPMENT OF COMIC MEDIA WITH THE THEME OF BULLYING IN INFORMATION SERVICES FOR COLLEGE STUDENT***

***By***

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*The problem in this study is the lack of comic media well-being among students, especially on the topic of bullying. The purpose of this study was to develop comic media with the theme of bullying in information services for students. This study uses the 4D Research and Development model method, namely Define, Design, Develop, and Desseminate. The research subjects were 6 students as test subjects for small classes and 30 students as research subjects for large classes. Data collection used a questionnaire, namely the adequacy questionnaire for media experts, linguist questionnaires, material expert questionnaires, visual readability questionnaires, pre-test and post-test questionnaires. Data analysis namely descriptive statistics. The results of the feasibility test for comic media by media experts obtained 66.6%, material experts obtained 100%, linguists obtained 80% and trials for small class students received an eligibility percentage of 89.16%. The pre-test results obtained an average value of 6.4 while the post-test results obtained an average value of 9.26. The percentage increase in pre-test and post-test results is 44.84%. Thus, this comic media meets the criteria of "appropriate" so that it can be used as an information service medium.*

***Keywords:*** *bullying, comic media, information services.*