

ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN TEKS POSTER BERBASIS PENDEKATAN GENRE DENGAN APLIKASI CANVA UNTUK PESERTA DIDIK SMP KELAS VIII

Oleh

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Permasalahan pada penelitian ini, kurangnya media pembelajaran yang inovatif, kreatif, dan kolaboratif yang mampu menarik minat dan kreativitas peserta didik khususnya dalam pembelajaran Teks Poster untuk peserta didik SMP kelas VIII. Adapun tujuan penelitian, untuk Mengembangkan Media Pembelajaran Teks Poster Berbasis Pendekatan Genre dengan Aplikasi Canva khususnya pada Peserta Didik SMP kelas VIII.

Metode yang digunakan pada penelitian ini menggunakan model ADDIE, yaitu Analisis (*Analysis*), Desain (*Design*), Pengembangan (*Development*), Implementasi (*Implementation*), dan Evaluasi (*Evaluation*). Proses pengembangan dimulai dari analisis kebutuhan peserta didik, perancangan prototipe menggunakan aplikasi Canva, implementasi media di kelas VIII SMP, uji kelayakan, dan uji efektivitas media pembelajaran.

Hasil penelitian menunjukkan bahwa (1) berhasil dikembangkan media pembelajaran teks poster berbasis pendekatan Genre dengan aplikasi Canva, (2) uji kelayakan media pembelajaran oleh ahli media mendapatkan skor 86,6%, dan ahli materi mendapatkan skor 88,7% yang dinyatakan sangat layak, (3) uji efektivitas media pembelajaran dinyatakan efektif dihitung menggunakan rumus *N-Gain* berdasarkan uji efektivitas di SMP Negeri 1 Bandar Lampung dengan peningkatan sebesar 0,78, SMP Global Madani Bandar Lampung dengan peningkatan 0,77, dan SMP Global Surya Bandar Lampung dengan peningkatan 0,74, yang secara keseluruhan tinggi dan efektif.

Kata Kunci: permasalahan, tujuan penelitian, metode penelitian, media pembelajaran, uji kelayakan, uji efektivitas.

ABSTRACT

DEVELOPMENT OF POSTER TEXT LEARNING MEDIA BASED ON A GENRE APPROACH WITH THE CANVA APPLICATION FOR CLASS VIII MIDDLE SCHOOL STUDENTS

By

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The problem in this research is the lack of innovative, creative and collaborative learning media that is able to attract students' interest and creativity, especially in poster text learning for class VIII middle school students. The research objective is to develop poster text learning media based on a genre approach using the Canva application, especially for class VIII junior high school students.

The method used in this research uses the ADDIE model, namely Analysis, Design, Development, Implementation and Evaluation. The development process starts from analyzing student needs, designing prototypes using the Canva application, implementing media in class VIII SMP, to feasibility testing and testing the effectiveness of learning media.

The results of the research show that (1) the poster text learning media based on the Genre approach was successfully developed using the Canva application, (2) the feasibility test of learning media by media experts got a score of 86.6%, and material experts got a score of 88.7% which was declared very feasible, (3) the effectiveness test of learning media is declared effective, calculated using the N-Gain formula based on the effectiveness test at SMP Negeri 1 Bandar Lampung with an increase of 0.78, SMP Global Madani Bandar Lampung with an increase of 0.77, and SMP Global Surya Bandar Lampung with an increase 0.74, which is overall high and effective.

Keywords: *problem, research objectives, research methods, learning media, feasibility test, effectiveness test.*