

ABSTRAK

PENGEMBANGAN MODUL DIGITAL MENULIS TEKS PIDATO PERSUASIF BERBASIS MODEL *PROJECT BASED LEARNING* BAGI PESERTA DIDIK SMP KELAS VIII

Oleh

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Penelitian ini bertujuan mengembangkan modul digital menulis teks pidato persuasif berbasis model *project based learning* untuk peserta didik kelas VIII SMP. Penelitian ini menghasilkan modul digital menulis teks pidato persuasif berbasis *project based learning*, mendeskripsikan kelayakan modul digital, serta menguji keefektifan modul digital menulis teks pidato persuasif berbasis *project based learning* bagi peserta didik kelas VIII SMP.

Metode penelitian yang digunakan adalah model ADDIE yang terdiri atas tahapan analisis, desain, pengembangan, implementasi, dan evaluasi. Penelitian ini dilaksanakan di SMP Negeri 26 Bandar Lampung, SMP Global Madani Bandar Lampung, dan SMP Negeri 1 Bandar Lampung. Sumber data penelitian berupa modul digital menulis teks pidato persuasif berbasis *project based learning*. Data penelitian berupa hasil penilaian ahli materi, ahli pembelajaran, praktisi, serta hasil uji coba produk dan efektivitas kepada peserta didik. Teknik pengumpulan data dilakukan melalui observasi, angket, dan tes.

Hasil penelitian menunjukkan bahwa (1) modul digital menulis teks pidato persuasif berbasis *project based learning* berhasil dikembangkan; (2) modul digital yang dikembangkan dinyatakan sangat layak dengan persentase penilaian ahli materi sebesar 96,52%, ahli pembelajaran 96,19%, dan praktisi 94,0%; (3) modul digital yang dikembangkan dinyatakan efektif berdasarkan perbandingan hasil *pretest*, *posttest*, dan *N-gain*, dengan skor 0,77 di SMP Negeri 26 Bandar Lampung, 0,81 di SMP Global Madani, dan 0,79 di SMP Negeri 1 Bandar Lampung.

Kata kunci: modul digital, teks pidato persuasif, pembelajaran berbasis proyek

ABSTRACT

DEVELOPMENT OF DIGITAL MODULE FOR WRITING PERSUASIVE SPEECH TEXT PROJECT BASED LEARNING MODEL FOR JUNIOR HIGH SCHOOL STUDENTS IN GRADE VIII

By

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This research aims to develop a digital module for writing persuasive speech text based on the project based learning model for eighth-grade junior high school students. This study produced a digital module for writing persuasive speech text based on Project- Based Learning, described the feasibility of the digital teaching materials, and tested the effectiveness of the digital teaching materials for writing persuasive speech text based on Project-Based Learning for eighth-grade junior high school students.

The research method was used the ADDIE model, which consists of the stage of analysis, design, development, implementation, and evaluation. This research was conducted at SMP Negeri 26 Bandar Lampung, SMP Global Madani Bandar Lampung, and SMP Negeri 1 Bandar Lampung. The research data source was a digital module for writing persuasive speech text based on project based learning. The research data consisted of assessments by subject matter expert, learning experts, practitioners, and product trials and effectiveness tests an students. Data collection techniques were conducted through observation, questionnaires, and test.

The results of the study indicate that (1) a digital module for writing persuasive speech texts based on project based learning was successfully developed; (2) the developed digital module was declared very feasible with a percentage of this assessment from material experts was 96.52%, learning experts 96.19%, and practitioners 94.0%; (3) the developed digital module was declared effective based on a comparison of pretest, post- test, and N-gain results which resulted score of 0.77 at SMP Negeri 26 Bandar Lampung, 0.81 at SMP Global Madani, and 0.79 at SMP Negeri 1 Bandar Lampung.

Keywords: digital module, persuasive speech text, project-based learning