Akbar Deva Febriansyah. 2026. *Pengembangan Media Pembelajaran Bahasa Indonesia Menggunakan Dongeng Digital untuk Meningkatkan Minat Baca Siswa Kelas III SD/MI*. Skripsi. Program Studi Pendidikan Guru Sekolah Dasar, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing: Dr. Endang Sri Maruti, S.Pd., M.Pd. dan Sesaria Prima Yudhaningtyas, M.Pd.

Penelitian ini dilatarbelakangi oleh rendahnya minat baca siswa kelas III SDN Sragi, Kecamatan Sukorejo, Kabupaten Ponorogo. Penggunaan bahan ajar yang kurang bervariasi dan didominasi teks hitam putih menyebabkan siswa kurang tertarik dalam kegiatan membaca. Oleh karena itu, diperlukan media pembelajaran yang menarik, praktis, dan sesuai dengan karakteristik siswa sekolah dasar. Penelitian ini bertujuan untuk mengembangkan media pembelajaran Bahasa Indonesia berupa buku dongeng digital, mengetahui kelayakan dan respons pengguna terhadap media yang dikembangkan, serta mengetahui efektivitasnya dalam meningkatkan minat baca siswa kelas III SD/MI. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model pengembangan ADDIE yang meliputi lima tahap, yaitu analisis (*analysis*), desain (*design*), pengembangan (*development*), implementasi (*implementation*), dan evaluasi (*evaluation*). Validasi produk dilakukan oleh ahli materi, ahli media, dan ahli bahasa. Uji coba produk dilaksanakan pada kelompok kecil yang terdiri atas 10 siswa dan kelompok besar yang terdiri atas 15 siswa. Hasil penelitian menunjukkan bahwa media dongeng digital memperoleh persentase validasi ahli materi sebesar 88%, ahli media sebesar 88%, dan ahli bahasa sebesar 86%. Penilaian pendidik memperoleh persentase sebesar 91%, sedangkan respons siswa pada uji coba kelompok kecil dan kelompok besar masing-masing mencapai 93% dengan kategori “sangat menarik”. Hasil pengukuran minat baca menunjukkan peningkatan dari 62% dengan kategori “sedang” sebelum menggunakan media menjadi 94% dengan kategori “tinggi” setelah menggunakan media dongeng digital. Dengan demikian, media pembelajaran dongeng digital dinilai sangat menarik dan efektif untuk meningkatkan minat baca siswa kelas III SD/MI.

Kata kunci: dongeng digital, media pembelajaran, minat baca, siswa kelas III SD/MI.

Akbar Deva Febriansyah . 2026. *The Development of Indonesian Language Learning Media Using Digital Fairy Tales to Improve the Reading Interest of Third-Grade Elementary School Students.* Undergraduate Thesis. Elementary School Teacher Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Supervisors: Dr. Endang Sri Maruti, S.Pd., M.Pd. and Sesaria Prima Yudhaningtyas, M.Pd.

This research was motivated by the low reading interest of third-grade students at SDN Sragi, Sukorejo District, Ponorogo Regency. The use of less varied learning materials, which were predominantly presented in black and white, made students less interested in reading activities. Therefore, an engaging, practical, and appropriate learning medium was needed to meet the characteristics of elementary school students. This study aimed to develop Indonesian language learning media in the form of digital fairy-tale books, determine the feasibility of the developed media and users' responses to it, and examine its effectiveness in improving the reading interest of third-grade elementary school students. This study employed the Research and Development (R&D) method using the ADDIE development model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The product was validated by material, media, and language experts. Product trials were conducted in a small group consisting of 10 students and a large group consisting of 15 students. The results showed that the digital fairy-tale media received validation scores of 88% from the material expert, 88% from the media expert, and 86% from the language expert. The teacher's assessment reached 91%, while students' responses in both the small-group and large-group trials reached 93%, categorized as "very interesting." The reading-interest assessment results increased from 62%, categorized as "moderate," before using the media to 94%, categorized as "high," after using the digital fairy-tale media. Therefore, the digital fairy-tale learning media was considered highly engaging and effective in improving the reading interest of third-grade elementary school students.

Keywords: digital fairy tales, learning media, reading interest, third-grade elementary school students.