

## ABSTRAK

Roshan Faisal Aufa. 2026. *Pengembangan Media Pembelajaran Digital Wix Berbasis Model Pembelajaran CIRC Dalam Kemampuan Membaca Pemahaman Teks Fabel Pada Siswa Fase C*. Program Studi Pendidikan Guru Sekolah Dasar, FKIP, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Heny Kusuma Widyaningrum, M.Pd. (II) Apri Kartikasari H.S., M.Pd.

Penelitian ini bertujuan menghasilkan media pembelajaran digital berbasis *platform* Wix yang terintergrasi dengan model pembelajaran *Cooperative Intergrated Reading and Composition* (CIRC) untuk mendukung kemampuan membaca pemahaman teks fabel siswa sekolah dasar. Penelitian ini dilatarbelakangi oleh rendahnya kemampuan membaca pemahaman siswa serta terbatasnya penggunaan media pembelajaran digital yang interaktif dan sesuai dengan karakteristik peserta didik. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model pengembangan ADDIE yang meliputi tahap *analysis, design, development, implementation, dan evaluation*. Subjek penelitian ini terdiri atas 14 siswa kelas V SDN Jogodayuh Kabupaten Madiun. Data dikumpulkan melalui observasi, wawancara, angket validasi ahli materi, angket validasi media, angket respons guru, dan angket respons siswa. Teknik analisis data menggunakan analisis deskriptif kuantitatif dan kualitatif. Hasil penelitian menunjukkan bahwa media berhasil dikembangkan sesuai dengan tahapan model ADDIE dengan melakukan analisis kebutuhan, perancangan media, validasi ahli, revisi produk, implementasi, dan evaluasi. Hasil validasi memperoleh skor 96% dari ahli materi dan 80% dari ahli media dengan kategori sangat layak. Respons guru memperoleh persentase 94% dan respons siswa sebesar 95% dengan kategori sangat baik. Hasil tersebut menunjukkan bahwa media digital *platform* Wix mampu membantu guru menyajikan pembelajaran yang lebih interaktif, menarik, dan berpusat pada siswa serta kemudahan siswa memahami isi teks fabel melalui kegiatan membaca, berdiskusi, dan mengerjakan kuis sesuai sintaks model CIRC. Dengan demikian, media yang dikembangkan dinyatakan sangat layak dan praktis digunakan sebagai alternatif media pembelajaran Bahasa Indonesia pada materi membaca pemahaman teks fabel di sekolah dasar.

Kata Kunci : *Platform* Wix, Model CIRC, Membaca Pemahaman.

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This study aimed to develop a digital learning media based on the Wix platform integrated with the *Cooperative Integrated Reading and Composition* (CIRC) learning model to support elementary school students' reading comprehension of fable texts. The study was motivated by students' low reading comprehension skills and the limited use of interactive digital learning media that meet students' learning characteristics. 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 research subjects were 14 fifth-grade students of SDN Jogodayuh, Madiun Regency. Data were collected through observations, interviews, material expert validation questionnaires, media expert validation questionnaires, teacher response questionnaires, and student response questionnaires. The data were analyzed using descriptive quantitative and qualitative analysis techniques. The results showed that the learning media was successfully developed following the stages of the ADDIE model, including needs analysis, media design, expert validation, product revision, implementation, and evaluation. The validation results indicated a score of 96% from the material expert and 80% from the media expert, both categorized as highly feasible. Teacher responses reached 94%, while student responses reached 95%, both categorized as very good. These findings indicate that the Wix-based digital learning media helps teachers deliver more interactive, engaging, and student-centered learning while facilitating students' comprehension of fable texts through reading, group discussions, and quizzes based on the CIRC learning syntax. Therefore, the developed media is considered highly feasible and practical as an alternative learning media for Indonesian language instruction, particularly in teaching reading comprehension of fable texts in elementary schools.

Keywords : Wix Platform, CIRC learning model, reading comprehension.