ABSTRAK

Azza Nabilatun Ni'mah. *Pengembangan Media Pembelajaran Digital Genially Untuk Meningkatkan Hasil Belajar IPAS Materi Bentang Alam Indonesia Kelas III Sekolah Dasar.* Skripsi Pendidikan Guru Sekolah Dasar. Fakultas Keguruan dan Ilmu Pendidikan. Universitas PGRI Madiun. Pembimbing (I) Dr. Raras Setyo Retno, M.Pd. (II) Naniek Kusumawati, M.Pd.

Penelitian ini dilatarbelakangi oleh pembelajaran IPAS di kelas III sekolah dasar yang masih didominasi metode konvensional dan penggunaan buku teks sehingga peserta didik kurang aktif, mudah bosan, serta hasil belajar pada materi Bentang Alam Indonesia belum optimal. Penelitian ini bertujuan untuk mengembangkan media pembelajaran digital berbasis *genially* yang layak digunakan untuk meningkatkan hasil belajar IPAS materi Bentang Alam Indonesia kelas III sekolah dasar. Penelitian menggunakan metode *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation,* dan *Evaluation.* Subjek penelitian adalah 18 siswa kelas III SDN Jiwan 02 Kabupaten Madiun. Teknik pengumpulan data dilakukan melalui observasi, validasi ahli, dan angket respons pengguna. Instrumen penelitian berupa lembar validasi ahli media, ahli materi, ahli bahasa, serta angket respons guru dan peserta didik. Hasil penelitian menunjukkan bahwa produk yang dikembangkan berupa media pembelajaran digital *genially* memiliki tujuh menu utama, yaitu tujuan pembelajaran, *ice breaking*, video pembelajaran, materi, kuis, evaluasi, dan profil pengembang. Hasil validasi memperoleh skor sebesar 94% dari ahli media, 94% dari ahli materi, dan 98% dari ahli bahasa, dengan rata-rata 95,33% yang termasuk kategori sangat layak untuk digunakan dalam pembelajaran. Media ini mampu menyajikan materi secara interaktif melalui kombinasi teks, gambar, animasi, video, dan permainan edukatif sehingga dapat meningkatkan ketertarikan serta keterlibatan peserta didik dalam proses pembelajaran. Dengan demikian, media pembelajaran digital berbasis *genially* dinyatakan sangat layak sebagai alternatif media pembelajaran IPAS di sekolah dasar.

Kata Kunci : Media Pembelajaran Digital, *Genially*, IPAS, Bentang Alam Indonesia

ABSTRACT

Azza Nabilatun Ni'mah. Development of Genially Digital Learning Media to Improve Learning Outcomes in IPAS on the Topography of Indonesia for Third-Grade Elementary School Students. Thesis in Elementary School Teacher Education. Faculty of Teacher Training and Education. PGRI University of Madiun. Advisors: (I) Dr. Raras Setyo Retno, M.Pd. (II) Naniek Kusumawati, M.Pd.

This study was motivated by the fact that IPAS instruction in grade III elementary school is still dominated by conventional methods and the use of textbooks, resulting in students being less active, easily bored, and suboptimal learning outcomes on the topic of Indonesia's Physical Geography. This study aims to develop a Genially-based digital learning medium suitable for improving learning outcomes in the Indonesian Physical Geography subject for third-grade elementary school students. The study employed the Research and Development (R&D) method using the ADDIE model, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. The research subjects were 18 third-grade students at SDN Jiwan 02 in Madiun Regency. Data collection techniques included observation, expert validation, and user response questionnaires. Research instruments consisted of validation sheets from media experts, subject matter experts, and language experts, as well as response questionnaires for teachers and students. The results showed that the developed product a Genially based digital learning medium features seven main menus: learning objectives, icebreaker, instructional video, content, quiz, evaluation, and profile. The validation results showed scores of 94% from media experts, 94% from content experts, and 98% from language experts, with an average of 95.33%, which falls into the "highly suitable for use in learning" category. This medium is capable of presenting material interactively through a combination of text, images, animations, videos, and educational games, thereby increasing students' interest and engagement in the learning process. Thus, Genially-based digital learning media is deemed highly suitable as an alternative learning medium for IPAS in elementary schools.

***Keywords**: Digital Learning Media, Genially, IPAS, Indonesian Geography*