

ABSTRAK

Nur Aini, Annisa Safa. 2026. Pengaruh Model *Directed Reading Thinking Activity* (DRTA) Dengan Media Kartu Iklan Terhadap Keterampilan Membaca Pemahaman Teks Persuasif Pada Siswa Fase C. Skripsi. Program Studi Pendidikan Guru Sekolah Dasar, FKIP, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Kusuma Widyaningrum, M.Pd., (II) Dr. Nur Samsiyah, S.Pd.SD.,M.Pd.

Penelitian ini bertujuan untuk mengetahui pengaruh penerapan model *Directed Reading Thinking Activity* (DRTA) berbantuan media kartu iklan terhadap keterampilan membaca pemahaman teks persuasif pada siswa fase C. Penelitian ini menggunakan pendekatan kuantitatif dengan *metode pre-eksperimen* dan desain *One Group Pretest–Posttest Design*. Penelitian dilaksanakan di SDN Sugihwaras 1 Kabupaten Magetan pada tahun ajaran 2025/2026 dengan subjek penelitian sebanyak 15 siswa kelas V yang dipilih menggunakan teknik *convenience sampling*. Pengumpulan data dilakukan menggunakan tes berupa *pretest* dan *posttest*. Instrumen penelitian telah memenuhi uji validitas dan reliabilitas. Data dianalisis menggunakan uji normalitas dan uji hipotesis dengan *paired sample t-test* pada taraf signifikansi 5%. Hasil penelitian menunjukkan bahwa penerapan model DRTA berbantuan media kartu iklan berpengaruh terhadap keterampilan membaca pemahaman teks persuasif siswa fase C. Hal ini ditunjukkan dengan peningkatan nilai rata-rata *pretest* sebesar 70,00 menjadi 80,66 pada *posttest*. Hasil uji hipotesis memperoleh nilai signifikansi $0,03 < 0,05$, sehingga H_0 ditolak dan H_a diterima. Dengan demikian, model DRTA berbantuan media kartu iklan efektif meningkatkan keterampilan membaca pemahaman teks persuasif pada siswa fase C.

Kata kunci: *Directed Reading Thinking Activity* (DRTA), media kartu iklan, membaca pemahaman, teks persuasif, siswa fase C.

Nur Aini, Annisa Safa. 2026. *The Effect of the Directed Reading Thinking Activity (DRTA) Model Assisted by Advertisement Card Media on Persuasive Text Reading Comprehension Skills of Phase C Students*. Undergraduate Thesis. Elementary School Teacher Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisors: (I) Dr. Heny Kusuma Widyaningrum, M.Pd., (II) Dr. Nur Samsiyah, S.Pd.SD., M.Pd.

This study aimed to determine the effect of implementing the Directed Reading Thinking Activity (DRTA) model assisted by advertisement card media on the persuasive text reading comprehension skills of Phase C students. This study employed a quantitative approach using a pre-experimental method with a One-Group Pretest–Posttest Design. The research was conducted at SDN Sugihwaras 1, Magetan Regency, during the 2025/2026 academic year. The participants consisted of 15 fifth-grade students selected through a convenience sampling technique. Data were collected using pretest and posttest instruments. The research instruments had met the validity and reliability requirements. The data were analyzed using a normality test and a paired-samples t-test at a significance level of 5%. The findings revealed that the implementation of the DRTA model assisted by advertisement card media significantly affected the persuasive text reading comprehension skills of Phase C students. This was indicated by an increase in the mean score from 70.00 on the pretest to 80.66 on the posttest. The hypothesis testing yielded a significance value of 0.03 (< 0.05), indicating that the null hypothesis (H_0) was rejected and the alternative hypothesis (H_a) was accepted. Therefore, the DRTA model assisted by advertisement card media was effective in improving the persuasive text reading comprehension skills of Phase C students.

Keywords: *Directed Reading Thinking Activity (DRTA), advertisement card media, reading comprehension skills, persuasive text, Phase C students.*