

ABSTRAK

Fadlilah, Anisa Lailatul. 2026. Pengembangan Media Pembelajaran Eduklan Berbasis Wix Website Melalui Model Project Based Learning untuk Keterampilan Menulis Teks Iklan pada Siswa SD Kelas V. 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 mengembangkan media pembelajaran Eduklan berbasis Wix Website yang layak digunakan untuk meningkatkan keterampilan menulis teks iklan siswa kelas V sekolah dasar. Penelitian ini menggunakan pendekatan Research and Development (R&D) dengan model pengembangan ADDIE yang meliputi tahap Analysis, Design, Development, Implementation, dan Evaluation. Penelitian dilaksanakan di SDN Sugihwaras 1 Kabupaten Magetan dengan subjek penelitian guru kelas V, siswa kelas V, serta validator yang terdiri atas ahli materi, ahli media, dan ahli bahasa. Data dikumpulkan melalui observasi, wawancara, angket, tes, dan dokumentasi, kemudian dianalisis menggunakan teknik analisis deskriptif kuantitatif dan deskriptif kualitatif. Hasil penelitian menunjukkan bahwa media pembelajaran Eduklan berbasis Wix Website berhasil dikembangkan sesuai tahapan model ADDIE dan memperoleh kategori sangat layak berdasarkan hasil validasi ahli serta kategori sangat baik berdasarkan respons guru dan siswa. Dengan demikian, media pembelajaran Eduklan berbasis Wix Website layak digunakan sebagai alternatif media pembelajaran untuk mendukung keterampilan menulis teks iklan siswa kelas V sekolah dasar.

Kata kunci : media pembelajaran, Eduklan, Wix Website, keterampilan menulis, teks iklan, ADDIE

ABSTRACT

Fadlilah, Anisa Lailatul. 2026. Pengembangan Media Pembelajaran Eduklan Berbasis Wix Website Melalui Model Project Based Learning untuk Keterampilan Menulis Teks Iklan pada Siswa SD Kelas V. Skripsi. Program Studi Pendidikan Guru Sekolah Dasar, FKIP, Universitas PGRI Madiun. Advisor (I) Dr. Heny Kusuma Widyaningrum, M.Pd., (II) Dr. Nur Samsiyah, S.Pd.SD., M.Pd.

This study aims to develop an Eduklan learning medium based on a Wix website that is suitable for improving the advertising text writing skills of fifth-grade elementary school students. This study uses a Research and Development (R&D) approach with the ADDIE development model, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. The study was conducted at SDN Sugihwaras 1 in Magetan Regency, with the research subjects consisting of fifth-grade teachers, fifth-grade students, and validators comprising subject matter experts, media experts, and language experts. Data were collected through observation, interviews, questionnaires, tests, and documentation, and were then analyzed using quantitative and qualitative descriptive analysis techniques. The results of the study indicate that the Wix Website-based Eduklan instructional media was successfully developed in accordance with the stages of the ADDIE model and was rated “highly suitable” based on expert validation results, as well as “very good” based on teacher and student feedback. Thus, the Wix Website-based Eduklan instructional media is suitable for use as an alternative instructional tool to support fifth-grade elementary school students’ skills in writing advertising texts.

Keywords: instructional media, Eduklan, Wix Website, writing skills, advertising texts, ADDIE