

ABSTRAK

Lutfy Dwi Septyayoga. 2026. *Efektivitas Pemanfaatan Artificial Intelligence (AI) Berbantuan ChatGPT dalam Menulis Teks Iklan Kelas 5 SDN Tapen 2*. Tesis. Madiun : Program Studi Magister Pendidikan Bahasa dan Sastra Indonesia, Sekolah Pascasarjana, Universitas PGRI Madiun. Pembimbing (I) Dr. Elva Nuraina, M.Si., (II) Dr. Dwi Rohman Soleh, S.S., M.Pd.

Kata Kunci : Artificial Intelligence, ChatGPT, Efektivitas Pembelajaran, Teks Iklan, Keterampilan Menulis, Sekolah Dasar.

Penelitian ini bertujuan mendeskripsikan efektivitas pemanfaatan Artificial Intelligence (AI) berbantuan ChatGPT dalam menulis teks iklan kelas V SDN Tapen 2, mencakup proses penerapannya, respons dan persepsi siswa, serta faktor pendukung dan penghambatnya. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik observasi, wawancara terhadap guru dan empat siswa, serta dokumentasi, yang dianalisis melalui model interaktif Miles dan Huberman dan diuji keabsahannya dengan triangulasi sumber dan metode. Hasil penelitian menunjukkan bahwa proses pembelajaran berlangsung terbimbing melalui tiga tahap kegiatan, dengan ChatGPT diposisikan sebagai alat bantu berpikir, bukan pengganti proses kreatif siswa. Respons siswa dan guru positif, ditandai meningkatnya pemahaman, motivasi, dan kepercayaan diri, meskipun ditemukan kendala teknis ringan. Faktor pendukung utama meliputi sarana sekolah, bimbingan guru, dan antusiasme siswa, sedangkan faktor penghambat bersifat teknis dan dapat diatasi. Triangulasi lima indikator efektivitas menghasilkan rata-rata skor 88% (sangat efektif), dengan indikator proses mencapai 90% dan indikator produk 85%. Penelitian menyimpulkan bahwa pemanfaatan ChatGPT efektif dalam pembelajaran menulis teks iklan, namun bersifat terkondisikan, yaitu optimal apabila tetap didampingi bimbingan guru secara aktif.

ABSTRACT

Lutfy Dwi Septyayoga. 2026. *The Effectiveness of Utilizing Artificial Intelligence (AI) Assisted by ChatGPT in Writing Advertisement Texts for Fifth-Grade Students of SDN Tapen 2*. Thesis. Madiun : Magister Study Program in Indonesian Language and Literature Education, Graduate Program, Universitas PGRI Madiun. Advisor Dr. Elva Nuraina, M.Si., Co-Advisor Dr. Dwi Rohman Soleh, S.S., M.Pd.

Kata Kunci : *Artificial Intelligence, ChatGPT, Learning Effectiveness, Advertisement Texts, Writing Skills, Elementary School.*

This study aims to describe the effectiveness of utilizing Artificial Intelligence (AI) assisted by ChatGPT in writing advertisement texts for fifth-grade students at SDN Tapen 2. Specifically, it examines the implementation process, students' responses and perceptions, as well as the supporting and inhibiting factors influencing its use. This study employed a descriptive qualitative approach using observation, interviews with one teacher and four students, and documentation as data collection techniques. The data were analyzed using the interactive model developed by Miles and Huberman and were validated through source and method triangulation. The findings reveal that the learning process was conducted through three guided stages, with ChatGPT serving as a cognitive support tool rather than a substitute for students' creative writing process. Both the teacher and the students responded positively, as reflected in increased understanding, learning motivation, and self-confidence, although several minor technical issues were encountered. The primary supporting factors included adequate school facilities, teacher guidance, and students' enthusiasm, while the inhibiting factors were mainly technical and could be effectively addressed. The triangulation of the five effectiveness indicators produced an average score of 88%, which falls into the highly effective category, with the process indicator reaching 90% and the product indicator 85%. The study concludes that the utilization of ChatGPT is effective in teaching students to write advertisement texts. However, its effectiveness is conditional, achieving optimal results only when accompanied by active teacher guidance.