

Arum Setyowati. 2026. Pengembangan Media Digital ZEP Quiz Dalam Pembelajaran Literasi Membaca dan Keterlibatan Belajar Siswa Sekolah Dasar Kelas V SD Negeri Bulukerto 2 Kecamatan Magetan Kabupaten Magetan Tahun Pelajaran 2025/2026, Tesis. Madiun. Program Studi Magister Pendidikan Bahasa dan Sastra Indonesia, Sekolah Pascasarjana, Universitas PGRI Madiun. Pembimbing (I) Dr. Panji Kuncoro Hadi, S.S., M.Pd., (II) Dr. Sigit Ricahyono, S.S., M.Pd.

Kata Kunci : Media digital, *ZEP Quiz*, literasi membaca, keterlibatan belajar, gamifikasi

ABSTRAK

Kemampuan literasi membaca dan keterlibatan belajar siswa sekolah dasar masih menjadi tantangan dalam proses pembelajaran Bahasa Indonesia. Rendahnya kemampuan memahami isi bacaan serta kurang optimalnya keterlibatan siswa menunjukkan perlunya inovasi media pembelajaran yang mampu menciptakan suasana belajar yang lebih interaktif dan menarik. Penelitian ini bertujuan untuk menghasilkan media digital **ZEP Quiz** yang valid, praktis, dan efektif dalam meningkatkan kemampuan literasi membaca serta keterlibatan belajar siswaw kelas V SD Negeri Bulukerto 2 Kecamatan Magetan Kabupaten Magetan Tahun Ajaran 2025/2026.

Penelitian ini merupakan penelitian pengembangan (*Research and Development*) menggunakan model 4D (*Define, Design, Development, dan Disseminate*), dengan subjek uji coba 10 siswa kelas V SD Negeri Bulukerto 2 Kecamatan Magetan Kabupaten Magetan Tahun Ajaran 2025/2026. Data dikumpulkan melalui lembar validasi ahli media dan ahli materi, angket respon guru dan peserta didik, observasi aktivitas pembelajaran, wawancara, serta tes (*pretest* dan *posttest*), yang dianalisis secara deskriptif kuantitatif dan diperkuat dengan uji *Paired Samples T-Test* serta perhitungan *N-Gain*. Hasil penelitian menunjukkan media digital *ZEP Quiz* valid, dengan skor rata-rata validasi ahli media sebesar 84% (kategori baik) dan validasi ahli materi sebesar 82,78% (kategori baik). Media dinyatakan praktis, dengan hasil observasi aktivitas guru sebesar 80,95% (kategori baik) dan aktivitas siswa sebesar 92,78% (kategori sangat baik), sehingga rata-rata kepraktisan mencapai 86,87% (kategori sangat baik). Media juga terbukti efektif dalam pembelajaran literasi membaca siswa, ditunjukkan oleh peningkatan nilai rata-rata dari 49,50 (*pretest*) menjadi 79,20 (*posttest*), hasil uji *Paired Samples T-Test* yang signifikan ($t = -4,32$; $p = 0,002$), *N-Gain* rata-rata sebesar 0,542 (kategori sedang), serta ketuntasan hasil belajar klasikal sebesar 80%. Penggunaan media ini juga meningkatkan keterlibatan belajar siswapada aspek perilaku, emosional, dan kognitif. Berdasarkan hasil tersebut, disimpulkan bahwa media digital *ZEP Quiz* layak digunakan sebagai media pembelajaran Bahasa Indonesia untuk pembelajaran literasi membaca dan keterlibatan belajar siswa kelas V sekolah dasar di SDN Bulukerto 2 Kecamatan Magetan Kabupaten Magetan.

ABSTRACT

Arum Setyowati. 2026. The Development of ZEP Quiz Digital Media in Reading Literacy Learning and Learning Engagement of Fifth-Grade Students at SD Negeri Bulukerto 2, Magetan District, Magetan Regency, Academic Year 2025/2026. Thesis. Madiun. Master's Program in Indonesian Language and Literature Education, Postgraduate School, Universitas PGRI Madiun. Advisors (I) Dr. Panji Kuncoro Hadi, S.S., M.Pd., (II) Dr. Sigit Ricahyono, S.S., M.Pd.

Keywords: Digital media, ZEP Quiz, reading literacy, learning engagement, gamification

Reading literacy skills and learning engagement among elementary school students remain a challenge in Indonesian language learning. The low ability to comprehend reading content and the suboptimal engagement of students indicate the need for innovative learning media capable of creating a more interactive and appealing learning atmosphere. This study aims to produce a valid, practical, and effective ZEP Quiz digital medium for improving reading literacy skills and learning engagement of fifth-grade students at SD Negeri Bulukerto 2, Magetan District, Magetan Regency, in the 2025/2026 academic year.

This study is a Research and Development (R&D) study using the 4D model (Define, Design, Development, and Disseminate), with a trial subject group of 10 fifth-grade students at SD Negeri Bulukerto 2, Magetan District, Magetan Regency, in the 2025/2026 academic year. Data were collected through media-expert and material-expert validation sheets, teacher and student response questionnaires, observation of learning activities, interviews, and tests (pretest and posttest), which were analyzed using descriptive quantitative analysis and further strengthened by a Paired Samples T-Test and N-Gain calculation. The results showed that the ZEP Quiz digital medium was valid, with an average media-expert validation score of 84% (good category) and a material-expert validation score of 82.78% (good category). The medium was declared practical, with observed teacher activity of 80.95% (good category) and student activity of 92.78% (very good category), so that the average practicality reached 86.87% (very good category). The medium also proved effective in students' reading literacy learning, as shown by an increase in the average score from 49.50 (pretest) to 79.20 (posttest), a significant Paired Samples T-Test result ($t = -4.32$; $p = 0.002$), an average N-Gain of 0.542 (moderate category), and a classical learning completeness of 80%. The use of this medium also improved students' learning engagement in the behavioral, emotional, and cognitive aspects. Based on these results, it is concluded that the ZEP Quiz digital medium is feasible for use as an Indonesian language learning medium for reading literacy learning and learning engagement of fifth-grade elementary school students at SDN Bulukerto 2, Magetan District, Magetan Regency.