

ABSTRACT

Development of UTABULO (Local Cultural Snakes and Ladders) Media on Indonesiaku Rich in Culture Material for Class IV Elementary School Students in Sumenep Regency : 2024. Elvina Purwitasari

Keywords: *Learning Media, UTABULO Media, Local Culture, My Indonesia is Rich in Culture*

This research aims to (1) Develop UTABULO (Local Cultural Snakes and Ladders) learning media on Indonesiaku Rich in Culture material for fourth grade students of elementary school. (2) Knowing the feasibility of the UTABULO (Local Cultural Snakes and Ladders) media development product as a learning medium for the material Indonesiaku Kaya Budaya for fourth grade elementary school students, reviewed by validation experts. (3) Knowing the effectiveness of developing UTABULO (Local Cultural Snakes and Ladders) media as a learning medium for the material Indonesiaku Kaya Budaya for fourth grade elementary school students in terms of teacher and student response questionnaires after using the product.

This research uses the ADDIE (Analysis, Design, Development, Implement and Evaluation) development model with data collection techniques obtained from observations, interviews, expert validation sheets, teacher and student response questionnaires and documentation. In this case, the researchers used test subjects for media products in three elementary schools in Sumenep Regency, namely SDN Karangduak I, SDN Larangan Barma I and the research school at SDN Parsanga IV.

The research results show that (1) Development of UTABULO (Local Cultural Snakes and Ladders) learning media as a learning media. (2) UTABULO media was declared very feasible in the validation assessment of media experts at 83.3% and material experts at 84%. (3) UTABULO (Local Cultural Snakes and Ladders) media is stated to be very effective in its use in terms of teacher response questionnaires of 90% and student response questionnaires of 97.3% which states the media effectiveness category level is "very effectife".