

ABSTRAK

Wulandari, Tika. 2025. “Pengembangan Media Pembelajaran Berbasis *Genially* pada Materi Teks Anekdote Peserta Didik Kelas X SMA Negeri 1 Baturraden.” Skripsi. Purwokerto: Fakultas Ilmu Budaya, Universitas Jenderal Soedirman.

Penelitian ini bertujuan untuk mengembangkan produk media pembelajaran yang sesuai dengan kebutuhan peserta didik kelas X. Berdasarkan hasil observasi dan wawancara, ditemukan adanya kebutuhan mendesak terhadap penggunaan media pembelajaran, khususnya pada materi teks anekdot. Media pembelajaran berbasis *Genially* dipandang sebagai alternatif solusi atas permasalahan pembelajaran yang terjadi. Penelitian ini menggunakan metode *Research and Development (R&D)* dengan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Sumber data penelitian meliputi pendidik, peserta didik kelas X, serta para ahli yang mencakup ahli materi, bahasa, dan media. Data penelitian berupa hasil analisis kebutuhan, hasil uji validasi ahli, dan hasil respons peserta didik. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan angket. Teknik analisis data menggunakan metode campuran (*mix method*) dengan pendekatan kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa: (1) analisis kebutuhan mengindikasikan perlunya pengembangan media pembelajaran berbasis *Genially*; (2) pengembangan media pembelajaran berbasis *Genially* dengan memanfaatkan aplikasi *Canva* dan platform *Genially* dinyatakan valid dengan rata-rata nilai kumulatif sebesar 0,88 pada aspek materi, 0,93 pada aspek bahasa, dan 0,95 pada aspek media; serta (3) respons peserta didik terhadap media pembelajaran menunjukkan kategori sangat baik. Berdasarkan hasil tersebut, dapat disimpulkan bahwa media pembelajaran berbasis *Genially* layak diterapkan dalam pembelajaran materi teks anekdot pada peserta didik kelas X. Urgensi penelitian ini terletak pada pengembangan media pembelajaran interaktif guna mendukung pembelajaran yang selaras dengan tuntutan kurikulum merdeka serta memenuhi kebutuhan peserta didik akan media digital yang menarik dan mudah diakses.

Kata Kunci: *genially*, media pembelajaran, teks anekdot.

ABSTRACT

Wulandari, Tika. 2025. *“Development of Genially-Based Learning Media on Anecdotal Text Material for Grade X Students at Baturraden 1 Public High School.” Thesis. Purwokerto: Faculty of Humanities, Jenderal Soedirman University.*

This study aims to develop learning media products that are tailored to the needs of tenth-grade students. Based on the results of observations and interviews, there is an urgent need for the use of learning media, especially for anecdotal text material. Genially-based learning media is seen as an alternative solution to learning problems. This study uses the Research and Development (R&D) method with the ADDIE model, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. The research data sources include educators, tenth-grade students, and experts covering subject matter, language, and media. The research data consisted of the results of needs analysis, expert validation tests, and student responses. Data collection techniques were carried out through observation, interviews, and questionnaires. Data analysis techniques used a mixed method with a qualitative and quantitative approach. The results of the study showed that: (1) needs analysis indicated the need to develop Genially-based learning media; (2) the development of Genially-based learning media using the Canva application and Genially platform was declared valid with a cumulative average score of 0.88 for the material aspect, 0.93 for the language aspect, and 0.95 for the media aspect; and (3) student responses to the learning media were in the excellent category. Based on these results, it can be concluded that Genially-based learning media is suitable for teaching anecdotal texts to tenth-grade students. The urgency of this research lies in the development of interactive learning media to support learning that is in line with the demands of the independent curriculum and meets the needs of students for attractive and easily accessible digital media.

Keywords: *genially, learning media, anecdotal text.*