

ABSTRAK

Permatasari, Agmi Sinta Nanda. 2023. Pengembangan Buku Ajar Pragmatik Edukasional Terintegrasi dengan Multimodalitas untuk Mahasiswa Program Magister Pendidikan Bahasa Indonesia. *Tesis*. Yogyakarta: MPBSI, FKIP, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk menghasilkan produk berupa buku ajar pragmatik edukasional terintegrasi dengan multimodalitas. Penelitian ini berjenis *Research and Development*. Produk dikembangkan berpedoman pada prosedur pengembangan Borg and Gall dengan penyederhanaan delapan langkah yang meliputi pengumpulan data informasi, pengembangan produk awal, uji validasi desain produk, pengembangan produk, validasi produk, revisi produk, ujicoba produk terbatas, revisi final. Teknik pengumpulan data dilakukan dengan penyebaran kuesioner, analisis dokumen dan validasi desain dan produk. Data dianalisis secara kualitatif dan kuantitatif.

Hasil penelitian menunjukkan bahwa *pertama*, terdapat beberapa kebutuhan yang menjadi dasar dalam kebutuhan pengembangan buku ajar. Kebutuhan pengembangan buku ajar meliputi 1) mahasiswa perlu diperkenalkan terlebih dahulu mengenai dengan konsep pragmatik edukasional terintegrasi multimodalitas; 2) untuk membantu mahasiswa mempelajari konsep pragmatik edukasional, dibutuhkan buku ajar pragmatik edukasional terintegrasi dengan multimodalitas yang mudah dipahami. *Kedua*, dalam pengembangan produk terdapat beberapa hal, yaitu 1) kelayakan desain, memperoleh skor 3,69 dengan kategori “*Baik*”. 2) Kekhasan buku ajar pragmatik edukasional setelah mengintegrasikan multimodalitas adalah materi dikembangkan untuk mencakup berbagai bentuk komunikasi dengan menggunakan proses pembelajaran pedagogi reflektif, termasuk elemen non-verbal. 3) Kelayakan produk buku ajar mendapatkan skor rata-rata sebesar 4,27 dari skor maksimal 5,00 dengan kategori “*Sangat Baik*”; 4) Hasil uji coba terbatas berupa penilaian mendapatkan skor 4,41 dengan kategori “*Sangat Baik*”. Akumulasi nilai seluruh aspek dari validasi dosen ahli dan mahasiswa peserta uji coba memperoleh skor rata-rata sebesar 4,34 dari skor maksimal 5,00 dengan kategori “*Sangat Baik*”. 5) Revisi final berkaitan dengan sampul, penulisan, warna dan penataan. Dengan demikian, buku ajar ini layak digunakan untuk mendalami pemahaman mengenai multimodalitas dalam pragmatik edukasional.

Kata kunci: buku ajar, pragmatik edukasional, multimodalitas

ABSTRACT

Permatasari, Agmi Sinta Nanda. 2023. Development of an Integrated Educational Pragmatics Textbook with Multimodality for Indonesian Language Education Master Program Students. Thesis. Yogyakarta: MPBSI, FKIP, Sanata Dharma University.

This research aims to produce a product in the form of an integrated educational pragmatics textbook with multimodality. This research was of Research and Development type. The product was developed based on the Borg and Gall development procedure with a simplification of eight steps which include information data collection, initial product development, product design validation test, product development, product validation, product revision, limited product trial, final revision. Data collection techniques were carried out by distributing questionnaires, analyzing documents and validating designs and products. Data were analyzed qualitatively and quantitatively

The results showed that first, there are several needs that form the basis for the need for textbook development. The needs of textbook development include 1) students need to be introduced in advance to the concept of multimodality integrated educational pragmatics; 2) to help students learn the concept of educational pragmatics, an integrated educational pragmatics textbook with multimodality is needed which is easy to understand. Second, in product development there are several things, namely 1) the feasibility of design, obtaining a score of 3.69 with the category "Good". 2) The distinctiveness of educational pragmatics textbooks after integrating multimodality is that the material is developed to cover various forms of communication using a reflective pedagogy learning process, including non-verbal elements. 3) The feasibility of the textbook product received an average score of 4.27 from a maximum score of 5.00 with the category "Very Good"; 4) The results of the limited trial in the form of an assessment received a score of 4.41 with the category "Very Good". The accumulated value of all aspects of expert lecturer validation and student trial participants obtained an average score of 4.34 out of a maximum score of 5.00 in the "Very Good" category. 5) The final revision relates to the cover, writing, color and arrangement. Thus, this textbook is suitable to be used to explore the understanding of multimodality in educational pragmatics.

Keywords: *textbook, educational pragmatics, multimodality*