

**PENGEMBANGAN LITERASI BACA TULIS  
MELALUI PEMBELAJARAN MENULIS TEKS EKSPOSISI  
HORTATORI BERBASIS GAYA BELAJAR NATURALIS AUDITORI  
DI SEKOLAH DASAR**

**TESIS**

diajukan untuk memenuhi salah satu syarat memperoleh  
gelar Magister Pendidikan Guru Sekolah Dasar



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Sebuah tesis diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Magister Pendidikan Guru Sekolah Dasar pada UPI Kampus Tasikmalaya

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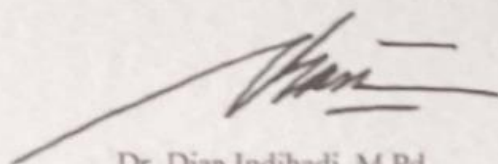
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BERBASIS GAYA BELAJAR NATURALIS AUDITORI  
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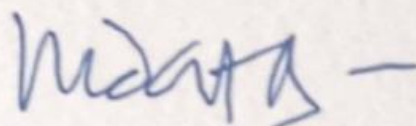
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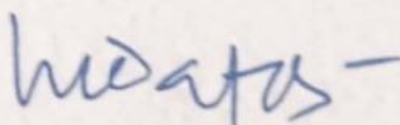
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## ABSTRAK

Penelitian ini didasarkan pada pentingnya pengembangan literasi baca tulis di sekolah dasar, terutama dalam konteks perubahan paradigma literasi yang membutuhkan intervensi nyata untuk meningkatkan kemampuan literasi peserta didik. Di sekolah dasar, pendekatan pembelajaran yang mempertimbangkan perbedaan gaya belajar peserta didik serta karakteristik teks yang diajarkan sangat diperlukan untuk mencapai hasil yang optimal. Salah satu genre teks yang penting dalam pengembangan kemampuan literasi adalah teks eksposisi hortatori. Dalam konteks ini, penelitian ini bertujuan untuk mengembangkan model pembelajaran menulis teks eksposisi hortatori yang berbasis gaya belajar naturalis auditori, dengan menggunakan pendekatan pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Pada tahap analisis, penelitian ini mengidentifikasi kebutuhan dan tujuan pembelajaran yang spesifik. Tahap desain mencakup perencanaan rinci terkait penyusunan materi ajar dan penilaian yang akan digunakan. Pengembangan mencakup pembuatan materi ajar dan instrumen penilaian, sementara implementasi melibatkan uji coba materi dalam situasi pembelajaran nyata di kelas. Tahap evaluasi dilakukan untuk menilai efektivitas materi ajar dan strategi pengajaran yang digunakan. Hasil penelitian menunjukkan bahwa model pembelajaran yang dikembangkan efektif dalam meningkatkan kemampuan literasi baca tulis peserta didik, khususnya dalam menulis teks eksposisi hortatori. Prototipe model pembelajaran ini dirancang dengan mempertimbangkan komponen-komponen seperti tujuan pembelajaran, bahan ajar, sumber belajar, media, prosedur pembelajaran, dan evaluasi hasil belajar. Uji coba prototipe menunjukkan bahwa peserta didik mengalami peningkatan signifikan dalam pemahaman dan kemampuan menulis teks eksposisi hortatori. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan metode pembelajaran yang lebih interaktif dan sesuai dengan kebutuhan peserta didik, serta dapat diterapkan secara luas untuk meningkatkan kualitas pembelajaran literasi di sekolah dasar.

**Kata Kunci:** Literasi Baca Tulis, Teks Eksposisi Hortatori, Gaya Belajar Naturalis Auditori, Sekolah Dasar, model ADDIE.

## **ABSTRACT**

*This study is based on the importance of developing literacy skills in elementary schools, especially in the context of a paradigm shift in literacy that requires concrete interventions to enhance students' literacy abilities. In elementary schools, an instructional approach that considers students' learning style differences and the characteristics of the texts being taught is essential for achieving optimal results. One crucial text genre in developing literacy skills is the hortatory exposition text. In this context, this study aims to develop a learning model for writing hortatory exposition texts based on the naturalist-auditory learning style, using the ADDIE (Analysis, Design, Development, Implementation, Evaluation) development approach. During the analysis phase, this study identifies specific learning needs and objectives. The design phase includes detailed planning regarding the preparation of teaching materials and assessment tools. Development involves creating instructional materials and assessment instruments, while implementation includes testing the materials in real classroom learning situations. The evaluation phase is conducted to assess the effectiveness of the instructional materials and teaching strategies used. The study results show that the developed learning model is effective in improving students' literacy skills, particularly in writing hortatory exposition texts. The prototype of this learning model is designed with consideration of components such as learning objectives, teaching materials, learning resources, media, teaching procedures, and learning outcomes evaluation. The prototype trial showed that students experienced significant improvements in understanding and writing hortatory exposition texts. This study is expected to contribute to the development of more interactive and student-centered learning methods, which can be widely implemented to enhance literacy education quality in elementary schools.*

**Keywords:** *Literacy, Hortatory Exposition Text, Naturalist-Auditory Learning Style, Elementary School, ADDIE Model.*

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