ABSTRACT

Choirun Nisa Rahmawati. *DEVELOPMENT OF "YOUR ENGLISH BUDDY" GAME AS AN ENGLISH VOCABULARY LEARNING MEDIA FOR ELEMENTARY STUDENT. Thesis. Pacitan: STKIP PGRI Pacitan, 2024.*

This study was conducted to address the need for more engaging and effective methods of teaching English vocabulary to elementary school students. Traditional vocabulary learning techniques often lack the interactive elements that can capture students' interest and improve retention. Therefore, this research aims to develop "Your English Buddy," an interactive multimedia application designed to enhance vocabulary mastery among students at SD Negeri 1 Gunungsari.

The research employs the Research and Development (R&D) methodology, specifically utilizing the ADDIE model (Analysis, Design, Development, Implementation, Evaluation), combined with qualitative methods. Initially, an analysis of existing vocabulary learning methods was conducted to identify the gaps and needs. During the design phase, interactive multimedia content, including text, images, and animations, was created to cover key vocabulary topics. The development phase involved creating this content and implementing it with feedback from subject matter experts and media experts. Qualitative data was gathered through interviews and observations to assess the application's feasibility.

The findings indicate that "Your English Buddy" is highly feasible as a learning tool. Material feasibility was rated at 95% by subject matter experts, while media feasibility received a perfect score of 100% from media experts. This demonstrates that the application can substantially enhance English vocabulary skills among elementary students.

Keywords: *Game Development, Interactive Learning Media, English Vocabulary, Elementary Student, ADDIE Model, Your English Buddy, Research and Development (R&D)*