ABSTRACT

RATNA IZA SAPUTRI (2023), Development of *Flipbook* using Canva to Increase Students' Interest in Reading Literacy at SDN 1 Ketangga, Proposal, Primary School Teacher Education Study Program (PGSD), Faculty of Education (FIP), Hamzanwadi University.

This research was conducted with the aim of finding out the design of a *flipbook* using Canva as a support to increase the reading literacy of students at SDN 1 Ketangga, as well as to examnine the effectiveness of a *flipbook* using Canva as a support for the reading literacy of students at SDN 1 Ketangga using the *Borg and Gall* design which consists of 10 steps simplified into 7 steps; (1) conducting needs analysis, (2) planning, (3) initial product development, (4) limited testing, (5) revision of product trial results, (6) main product testing, (7) final product revision. This research was conducted on class IV students with a total of 15 students. This research and development instrument uses validation sheets and student response questionnaires. The results of the material expert validation test with a total score of 26 are in the range $X > 25.2$ in the "very good" category. The results of the media design expert validation trial with a total score of 50 were in the range $44.16 < 50 \leq 54.48$ in the "good" category. The results of the student response questionnaire regarding the validity and practicality of using the *flipbook* developed obtained an average score of 60.3 so it is in the range $X > 27.4$ in the "very good" category. Thus, it can be assumed that this *flipbook* using Canva is valid and practical to use as teaching material in the learning process at school.

Keywords: Development of *Flipbook*, Canva, Literacy, Elementary School.