

ABSTRAK

Penelitian ini bertujuan mengetahui upaya yang dilakukan Balai Pengembangan Media Radio Pendidikan (BPMRP) Yogyakarta dalam membuat, pengembangan, dan mengkaji model media komunikasi pendidikan khususnya radio/audio bagi tunanetra dan bagaimana manajemen produksi selama proses pengembangan media radio/audio bagi tunanetra. Jenis penelitian yang dilakukan adalah penelitian kualitatif studi deskriptif dengan mengambil tempat Balai Pengembangan Media Radio Pendidikan (BPMRP) Yogyakarta. Metode yang digunakan adalah metode kualitatif. Jenis penelitian ini bersifat deskriptif dimana pengumpulan data dilakukan dengan wawancara mendalam, pengamatan (observasi partisipan), dan dokumentasi. Analisis data dilakukan dengan menggambarkan keadaan sasaran penelitian secara apa adanya sejauh mana yang penulis peroleh dari wawancara (interview), observasi, dan dokumentasi. Adapun caranya setelah data terkumpul kemudian disusun sesuai kerangka pembahasan yang telah ada. Hasil penelitian ini menjelaskan BPMRP membuat buku sekolah audio (BSA)/*Audiobook*. *Audiobook* merupakan buku yang di suarakan dan buku yang di audiokan sebanyak 30 buku pelajaran dari SD, SMP dan SMA Manajemen produksi selama proses pengembangan BSA/*Audiobook* BPMRP menggunakan metode model desain pembelajaran ADDIE yang dikembangkan oleh Reiser dan Mollenda. ADDIE merupakan singkatan dari *Analysis, Design, Development or Production, Implementation or Delivery and Evaluations*.

kata kunci: media audio, pendidikan, tunanetra, *audiobook* dan ADDIE

ABSTRACT

This research aims to aware of the efforts made Balai Pengembangan Media Radio Pendidikan (BPMRP) Yogyakarta in making, development, and examines the model of communication media education radio/audio specifically for blind and how do production management during the process of developing media radio/audio for the visually impaired. The type of research conducted qualitative research is a descriptive study to take place Balai Pengembangan Media Radio Pendidikan (BPMRP) in Yogyakarta. The method used is qualitative method. This research is descriptive. Data collection is done by conducting in-depth interviews, observation (participant observation), and documentation. Analysis data performed by describing the state of the research targets as it is the extent to which the authors obtained from the interview (interview), observation, and documentation. As for how after the data collected and compiled within the framework of the existing discussion. Results of this research is to create, develop, and assess models of communication media in education, especially for the visually impaired audio media BPMRP make school books audio (BSA) or Audiobook. Audiobook is a book that is voiced and audio book as many as 30 textbooks of elementary, middle and high school. In production management during the development process BSA / Audiobook BPMRP using ADDIE model of instructional design developed by Reiser and Mollenda. ADDIE is an acronym for Analysis, Design, Development or Production, Implementation or Delivery and Evaluations. .

Key word: audio media, education, visually impaired, audiobook and ADDIE