

ABSTRAK

Penelitian ini dilatarbelakangi oleh rendahnya maharah istima' mahasiswa dalam memahami bahasa Arab yang didengar. Penelitian ini bertujuan untuk mengetahui efektivitas media Instagram @arabicwithdaben dalam meningkatkan maharah istima' mahasiswa Pendidikan Bahasa Arab semester 3 STIT Madani Yogyakarta Tahun Ajaran 2025/2026. Penelitian ini menggunakan pendekatan kuantitatif dengan metode pre-eksperimental desain one-group pretest-posttest. Populasi dalam penelitian ini adalah mahasiswa Pendidikan Bahasa Arab semester 3 STIT Madani Yogyakarta yang berjumlah 15 mahasiswa. Teknik pengumpulan data menggunakan tes, observasi, dan dokumentasi. Data dianalisis menggunakan uji normalitas, uji paired sample t-test, dan uji N-Gain dengan bantuan program SPSS. Hasil penelitian menunjukkan bahwa terdapat peningkatan maharah istima' mahasiswa setelah menggunakan media Instagram @arabicwithdaben. Hal ini dibuktikan dengan meningkatnya nilai rata-rata pretest sebesar 35,20 menjadi 80,40 pada posttest. Hasil uji paired sample t-test menunjukkan nilai signifikansi (Sig. 2-tailed) sebesar $0,000 < 0,05$, sehingga terdapat perbedaan yang signifikan antara hasil pretest dan posttest. Selain itu, hasil analisis N-Gain Score memperoleh nilai rata-rata sebesar 0,9113 yang termasuk kategori tinggi, sedangkan persentase N-Gain sebesar 77,46% termasuk kategori efektif. Dengan demikian, media Instagram @arabicwithdaben efektif dalam meningkatkan maharah istima' mahasiswa Pendidikan Bahasa Arab semester 3 STIT Madani Yogyakarta Tahun Ajaran 2025/2026.

Kata Kunci: Instagram, @arabicwithdaben, maharah istima', pembelajaran bahasa Arab, media pembelajaran.

ABSTRACT

This research was motivated by the low listening skill (maharah istima') of students in understanding spoken Arabic. The purpose of this study was to determine the effectiveness of Instagram media @arabicwithdaben in improving the listening skill of third-semester students of the Arabic Education Study Program at STIT Madani Yogyakarta in the academic year 2025/2026. This study employed a quantitative approach using a pre-experimental method with a one-group pretest-posttest design. The population consisted of 15 third-semester students of the Arabic Education Study Program at STIT Madani Yogyakarta. Data were collected through tests, observation, and documentation. The data were analyzed using normality tests, paired sample t-test, and N-Gain analysis with the assistance of SPSS software. The results showed that students' listening skills improved after using Instagram media @arabicwithdaben. This was evidenced by the increase in the mean score from 35.20 in the pretest to 80.40 in the posttest. The paired sample t-test result indicated a significance value (Sig. 2-tailed) of $0.000 < 0.05$, showing a significant difference between the pretest and posttest results. Furthermore, the N-Gain analysis yielded an average score of 0.9113, which falls into the high category, while the N-Gain percentage of 77.46% was categorized as effective. Therefore, Instagram media @arabicwithdaben was proven to be effective in improving the listening skill of third-semester Arabic Education students at STIT Madani Yogyakarta in the academic year 2025/2026.

Keywords: Instagram, @arabicwithdaben, listening skill, Arabic language learning, learning media.