

# **Development of Edutainment-Based Electronic Teaching Materials (BAE) to Improve the Numeracy Competence of Primary School Teacher Education Students**

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## **ABSTRACT**

his research aims to measure the effectiveness of Edutainment-based Electronic Teaching Materials (BAE) in improving the numeracy competence of students in the Primary School Teacher Education Study Program (PGSD). The method used is the ADDIE development model which consists of five stages, namely Analysis, Design, Development, Implementation and Evaluation. The research subjects were PGSD students at Yogyakarta State University who were involved in implementing edutainment-based BAE products. The research results show that the use of Edutainment-based BAE is effective in improving PGSD students' numeracy competency. These results indicate that this approach has the potential to be a valuable tool in supporting numeracy learning at the Primary School Teacher Education level. These findings have important implications for the world of education, especially in the development of more interactive and interesting learning methods. The use of edutainment technology in BAE can help PGSD students more easily understand numeracy concepts and improve their skills in teaching this material in the future. Thus, this research makes a positive contribution to efforts to improve the quality of teacher education at the elementary school level.

*Kata Kunci: Electronic Teaching Materials, Edutainment, Numeracy Competence, Primary School Teacher Education*