

**MEDIA ANALYSIS OF GREAT BOOK LEARNING ON
LITERATIVE UNDERSTANDING OF STUDENTS IN
ELEMENTARY SCHOOL**

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ABSTRACT

This analytical study aims to determine the big book media literacy to improve students' reading comprehension in elementary schools by using the big book media. Based on the description of the results of the research analysis using big book media learning can improve reading comprehension skills in elementary school students. This can be proven from the increase in the average value and the increase in students' reading ability. By using Big Book learning media can improve reading comprehension skills in students. this can be proven from the increase in the average value of the increase in students' reading ability. By implementing learning that utilizes the big book learning media, students become more active and enthusiastic in participating in learning. Students are also more daring to ask questions, the teacher has also succeeded in creating effective and fun learning, so that an increase in reading comprehension of students experiences an increase in the maximum use of big book media so that their ability to read understanding can increase.

Keywords: big book; learning Media; reading comprehension.