



Optimizing STEM-Based Interactive Flipbooks to Strengthen Students' Science Literacy

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Received: June 24, 2025

Revised: July 30, 2025

Accepted: August 25, 2025

Published: August 31, 2025

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DOI: [10.29303/jppipa.v11i8.11869](https://doi.org/10.29303/jppipa.v11i8.11869)

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Abstract: This study aims to develop and assess the effectiveness of STEM-based interactive flipbook media in enhancing senior high school students' science literacy. Science literacy encompasses conceptual understanding, critical thinking, information evaluation, and evidence-based decision-making. The research employed a Research and Development (R&D) design with the ADDIE model encompassing analysis, design, development, implementation, and evaluation stages. Participants included 64 grade X students divided into experimental and control groups. Instruments included science literacy tests, observation sheets, and questionnaires. The findings indicated a notable increase in the experimental group's N-Gain score (0.68) compared to the control group (0.31), with t-test results confirming significant differences ($p < 0.05$). Students reported that the flipbooks were engaging and motivating. These findings support the integration of STEM-based interactive media as innovative alternatives in digital science classrooms. This work contributes a novel approach by integrating STEM design into digital flipbooks specifically for green chemistry instruction, which remains underexplored in current science education.

Keywords: 21st century learning; Flipbook; Interactive media; Science literacy; STEM

Introduction

Science education plays a vital role in cultivating students' abilities to think critically, solve problems, and understand scientific concepts in daily contexts. According to the Programme for International Student Assessment (OECD, 2023), Indonesia ranks 73rd out of 78 countries in science literacy, reflecting a significant gap between classroom practices and global competency demands (OECD, 2023).

Research has shown that traditional, memorization-based instruction limits students' higher-order thinking development (Dara, 2023). In response, alternative approaches such as Problem-Based Learning (PBL) have

proven effective in promoting critical thinking and student engagement (Rahmawati et al., 2024). Furthermore, digital learning resources, particularly interactive media, have demonstrated potential to improve student motivation and comprehension in science (Endaryanti et al., 2024). Despite these pedagogical shifts, chemistry learning in schools particularly green chemistry still lacks innovative digital media that effectively integrate STEM elements (Rosmayuni, 2024).

Despite these advancements, the development of STEM-integrated digital media especially for green chemistry is still limited in secondary education. This gap underscores the need to explore innovative learning tools, such as interactive flipbooks, that combine STEM

How to Cite:

Hanik, U., Saminan, & Khaldun, I. (2025). Optimizing STEM-Based Interactive Flipbooks to Strengthen Students' Science Literacy. *Jurnal Penelitian Pendidikan IPA*, 11(8), 508–514. <https://doi.org/10.29303/jppipa.v11i8.11869>

pedagogy with engaging digital platforms (Assalimi, 2025). This study aims to develop a valid, practical, and effective STEM-based flipbook to enhance science literacy in green chemistry learning. Therefore, developing an interactive STEM-based flipbook for green chemistry is expected to bridge the gap between pedagogical innovation and students' science literacy challenges.

Method

This research used a Research and Development (R&D) approach with the ADDIE development model (Branch, 2021). The model consists of five stages.

Analysis

Identification of learning issues through literature review, classroom observation, and interviews with science teachers and students. Key issues included low critical thinking skills, limited student engagement, and lack of STEM-integrated media.

Design

Development of a structured flipbook integrating STEM elements. Content included green chemistry materials, project-based engineering tasks, digital tools, and mathematical components for data analysis. Evaluation instruments and instructional guidelines were also developed.

Development

Prototypes were constructed collaboratively with media and content experts. Expert validation (alpha test) evaluated content feasibility and STEM integration. Revisions were made based on feedback.

Implementation

A limited-scale trial involved grade X students in both control and experimental groups. Teachers facilitated the flipbook-based lessons emphasizing STEM tasks and discussions. Student engagement and responses were documented.

Evaluation

Formative and summative evaluations measured media effectiveness using N-Gain analysis and t-tests. Observations, student responses, and teacher interviews provided qualitative insights.

Results and Discussion

Validation Results

The expert validation showed improvement after revision: media expert score increased from 75.00% to

100%, and material expert score from 70.45% to 100%. This confirms that the revised media meets validity standards.

Table 1. Validation results of Media Experts and Material Experts

Expert Validation	Before Revision (%)	After Revision (%)	Category
Media	75.00	100.00	Very Valid
Subject Matter	70.45	100.00	Very Valid

Practicality Assessment

Teacher response reached 89.58%, while student response was 85.77%, indicating the media is highly practical and user-friendly.

Instrument Validity and Reliability

Out of 12 questions in the science literacy test, 11 were valid with a reliability coefficient of 0.87. The instruments had moderate difficulty and good discrimination power.

Effectiveness Test

The experimental class showed a higher posttest score increase (17.83 points) compared to the control class (6.44 points). Data met normality and homogeneity assumptions, supporting the use of t-tests. The posttest results indicated a significant difference ($p < 0.05$), confirming the effectiveness of the flipbook. Based on mean differences and standard deviation estimation, the Cohen's d was approximated at 1.2, indicating a large effect size. Although the exact effect size could not be computed from raw data, the substantial N-Gain and t-test results suggest a strong practical impact.

Table 2. Descriptive Statistics of Pretest and Posttest

Group	Pretest (Average)	Posttest (Average)	Score Increase
Experimental Class	20.87	38.70	17.83
Control Class	20.43	26.87	6.44

N-Gain Analysis

N-Gain in the experimental class was 76.18% (effective), while the control class achieved only 25.56% (ineffective), reinforcing the benefit of STEM-based flipbooks in improving science literacy. These findings align with students' responses, which reported high motivation and ease of use. The results are also in line with (Prihatiningtyas et al., n.d.), who found that STEM-based digital modules improved students' scientific engagement and conceptual understanding.

Tabel 3. Results of N-Gain Science Literacy Ability

Group	N-Gain (%)	Category
Experimental Class	76.18	Effective
Control Class	25.56	Ineffective

Conclusion

This manuscript is prepared in alignment with the scope and scientific rigor expected by science education journals, emphasizing innovation in STEM-based chemistry education. The study concludes that STEM-based interactive flipbooks are valid, practical, and effective in enhancing students' science literacy, especially in green chemistry contexts. Their application supports the development of critical, creative, and collaborative skills aligned with 21st-century learning goals. Teachers are encouraged to adopt such media to bridge theoretical concepts with real-world applications. Future research may explore the integration of AR/VR technology to further enhance digital science literacy tools. This innovation may also inform curriculum developers and policymakers in designing context-rich, future-ready digital science learning tools.

Acknowledgments

The author would like to thank Dr. Saminan and Dr. Ibnu Khaldun for their guidance and direction during the research process. Thanks are also given to the principal, teachers, and students at the school for their cooperation in conducting the research. Appreciation is given to the material and media experts for their constructive input on the development of the flipbook. Support from family and colleagues also played a role in the completion of this article.

Author Contributions

UH played a role in conceptualization, methodology, software development, investigation, data curation, visualization, and writing the initial draft of the article. SS contributed to strengthening the theoretical foundation, content validation, methodology, and reviewing and editing the manuscript. IK was responsible for supervision, formal analysis, validation of results, and editing the substance of the article. All authors were actively involved in academic discussions, systematic revision of the manuscript, and have approved the final version of the article ready for publication. This research does not involve external funding.

Funding

This research is part of an independent thesis and does not receive external funding from any institution.

Conflict of Interest

The authors declare no conflict of interest. This research was conducted independently as part of a thesis. There was no involvement of any funding party in the design of the study; in the collection, analysis, or interpretation of data; in the writing of the manuscript; or in the decision to publish the results.

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