ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN MULTIMEDIA INTERAKTIFDALAM MATERI NOVEL BERBASIS APLIKASI *POWTOON* UNTUK KELAS XII SMAN 1 PANAI HILIR

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Penelitian ini bertujuan untuk mendeskripsikan proses pengembangan dan kelayakan media pembelajaran multimedia interaktif dalam materi novel berbasis aplikasi *powtoon* untuk kelas XII SMAN 1 PANAI HILIR. Sumber data pada penelitian ini berupa angket. Jenis data yang digunakan adalah data deskripsi kuantitatif sebagai data pokok yang terkumpul melalui instrument dengan *skala likert*. Responden dalam penelitian ini adalah ahli materi, ahli media dan siswa. Metode penelitian menggunakan model pengembangan ADDIE oleh Robert Maribe Branch (2009) yang terdiri dari lima tahapan yang saling berkaitan, yaitu analisis, desain, development/pengembangan, implementasi, dan evaluasi. Validasi juga dilakukan oleh peneliti untuk mengetahui produk peneliti buat dalam membantu proses pembelajaran.Validasi produk yang dilakukan kepada empat validator yang terdiri dari dua ahli materi dan dua ahli media dengan hasil validasi ahli materi I yaitu 76,8% kategori layak, ahli materi II yaitu 77,5% kategori layak, ahli media I yaitu 93,33% kategori sangat layak, dan ahli media II yaitu 97,33% kategori sangat layak. Setelah produk direvisi maka selanjutnya adalah uji coba produk kepada siswa dengan pemberian angket untuk penilaian yang peneliti kembangkan. Media diuji cobakan di kelas XII RPL I dan XII RPL II SMAN I PANAI HILIR. Dalam kegiatan ini diperoleh data berupa hasil angket respon siswa, untuk hasil persentase angket respon siswa yaitu kelas XII RPL I diperoleh 86,15% dan pada kelas XII RPL II diperoleh 85,72%. Data tersebut menunjukkan bahwa media pembelajaran tersebut valid dan layak digunakan di sekolah.

Kata kunci : Media Pembelajaran, Multimedia Interaktif, Materi Novel, Aplikasi Powtoon

ABSTRACT

THE DEVELOPMENT OF INTERACTIVE MULTIMEDIA LEARNING MEDIA IN NOVEL MATERIAL BASED ON THE *POWTOON* APPLICATION FOR CLASS XII SMAN 1 PANAI HILIR

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This study was aimed to describe the development and eligibility process of interactive multimedia learning media in novel material based on *powtoon* application for class XII SMAN 1 PANAI HILIR. The data source in this study was questionnaire. The type of data used was quantitative descriptive data as basic data collected through instruments with a Likert scale. The respondents of this study were material experts, media experts and class XII students. The research method used the ADDIE development model by *Robert Maribe Branch* (2009) that consists of five interrelated stages, namely analysis, design, development, implementation and evaluation. Validation was also conducted by researchers to find out what products researchers make to assist the learning process. The product validation was conducted with four validators, consisting of two material experts and two media experts with validation results for material expert I, namely 76.8% in the appropriate category, material expert II, namely 77.5% in the appropriate category, media expert I, namely 93.33% very feasible category, and media expert II, namely 97.33%, very feasible category. After the product have been revised, the next step was to test the product on students by administering a questionnaire for assessment that the researcher developed. The media was tested in classes XII RPL I and XII RPL II at SMAN I PANAI HILIR. In this activity, data was obtained in the form of student response questionnaire results, for the percentage results of student response questionnaires, namely class XII RPL I obtained 86.15%% and in class XII RPL II obtained 85.72%. This data showed that the learning media was valid and suitable for use in schools.

Keywords: Learning Media, Interactive Multimedia, Novel Material, Powtoon Application

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