

**PENGEMBANGAN KONTEN PEMBELAJARAN INTERAKTIF  
BERBASIS *EXPERIENTIAL LEARNING* PADA MATA PELAJARAN  
DESAIN PUBLIKASI**

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**ABSTRAK**

Pengembangan konten pembelajaran interaktif mata pelajaran Desain Publikasi sangat diperlukan untuk menarik minat siswa dalam belajar Tujuan dari penelitian ini untuk mengembangkan, mengimplementasikan dan mendeskripsikan respons guru dan peserta didik terhadap pengembangan konten pembelajaran interaktif berbasis *Experiential Learning* pada mata pelajaran Desain Publikasi di SMK Negeri 1 Sukasada. Jenis penelitian yang digunakan yaitu penelitian dan pengembangan ( R&D) yang menggunakan model ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Subjek penelitian ini adalah peserta didik kelas XI Desain Komunikasi Visual dan satu guru pengajar mata pelajaran Desain Publikasi. Dalam penelitian ini, pengambilan data dilakukan dengan menggunakan lembar validasi ahli, angket uji coba perorangan, kelompok kecil, lapangan, angket uji respons guru dan peserta didik. Hasil penelitian menunjukkan bahwa: 1) Pengembangan dan implementasi konten pembelajaran interaktif berbasis *experiential learning* pada mata pelajaran Desain Publikasi berhasil diterapkan berdasarkan hasil uji validasi dari ahli isi, ahli desain dan media pembelajaran dengan nilai rata-rata sebesar 1,00 dengan kriteria Sangat Valid, 2) Hasil uji efektivitas konten pembelajaran interaktif dengan pemberian *pre-test* dan *post-test* memperoleh nilai *N-Gain* sebesar 0,75 dengan interpretasi efektif, 3) Hasil dari perhitungan respons guru mendapatkan skor rata-rata sebesar 43 dan skor rata-rata peserta didik sebesar 64.31, kedua perhitungan tersebut termasuk dalam kategori Sangat Praktis.

**Kata kunci:** Konten Interaktif, Desain Publikasi, *Experiential Learning*, ADDIE.

**DEVELOPMENT OF INTERACTIVE LEARNING CONTENT BASED ON  
EXPERIENTIAL LEARNING IN PUBLICATION DESIGN LESSONS**

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**ABSTRACT**

*The development of interactive learning content for the subject of Publication Design is very necessary to attract students in learning. Publication Design is a lesson related to the design of creativity in the visual field. The purpose of this study is to develop, implement and describe the responses of teachers and students to the development of interactive learning content based on Experiential Learning in the subject of Publication Design at SMK Negeri 1 Sukasada. The type of research used is the type of research and development (R&D) that uses the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). The subjects of this study were students of class XI Visual Communication Design and one teacher of Publication Design subjects at SMK Negeri 1 Sukasada. In this study, data collection was carried out using expert validation, individual test questionnaires, small groups, the field, teacher and student response test questionnaires. The results showed that: 1) The development and implementation of interactive learning content based on learning experiences in the subject of Publication Design was successfully implemented based on the results of validation tests from content experts, design experts and learning media with an average score of 1.00 with Very Valid Criteria, 2 ) The results of the test of the effectiveness of interactive learning content by presenting the pre-test and post-test obtained an N-Gain value of 0.75 with an effective interpretation, 3) The results of the calculation of the teacher's response got an average score of 43 and the average score of students of 64.31, both calculations are included in the Very Practical category.*

**Keywords:** *Interactive Content, Publication Design, Experiential Learning, ADDIE.*