

**Pengembangan Multimedia Interaktif *Flash Player* Dalam IPS Muatan  
Materi Keberagaman Budaya Dan Suku Bangsa Kelas IV SD Negeri 19**

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**ABSTRAK**

Penelitian pengembangan ini bertujuan untuk (1) mendeskripsikan proses rancang bangun dari produk multimedia interaktif *flash player* pada muatan pembelajaran IPS. (2) mendeskripsikan kualitas hasil validitas pengembangan multimedia interaktif *flash player* pada muatan pembelajaran IPS menurut para ahli dan uji coba produk, yang meliputi uji ahli isi muatan pembelajaran, uji ahli desain pembelajaran, uji ahli media pembelajaran, coba perseorangan dan uji kelompok kecil. Penelitian ini merupakan penelitian pengembangan dengan menggunakan model pengembangan ADDIE (*Analysis, Design, Development, Implementation and Evaluation*). Metode yang digunakan pada penelitian ini menggunakan metode observasi, wawancara, dan kuesioner. Analisis yang digunakan adalah teknik analisis deskriptif kualitatif dan analisis deskriptif kuantitatif. Hasil penelitian (1) Rancang bangun multimedia interaktif *flash player* pada muatan pembelajaran IPS dengan menggunakan model ADDIE yang meliputi: (a) Tahap analisis (*Analysis*), (b) Tahap perancangan (*Design*), (c) Tahap pengembangan (*Development*), (d) Tahap implementasi (*Implementataion*), dan (e) Tahap evaluasi (*Evaluation*). (2) Multimedia interaktif *flash player* pada muatan pembelajaran IPS dikatakan valid dengan: (a) hasil review ahli isi muatan pembelajaran menunjukkan multimedia interaktif *flash player* sangat baik dengan persentase (97,50%), (b) hasil review ahli desain pembelajaran menunjukkan multimedia interaktif *flash player* sangat baik dengan persentase (92,31%), (c) hasil review ahli media pembelajaran menunjukkan multimedia interaktif *flash player* sangat baik dengan persentase (92,64%), (d) hasil uji perorangan menunjukkan multimedia interaktif *flash player* sangat baik dengan persentase (94,20%), (e) hasil uji kelompok kecil menunjukkan multimedia interaktif *flash player* sangat baik dengan persentase (96,6%). Dengan demikian dapat disimpulkan bahwa produk multimedia interaktif *flash player* layak untuk digunakan siswa kelas IV.

Kata kunci : Multimedia Interaktif *Flash Player*, IPS, ADDIE

## ABSTRACT

*This development research aims to (1) describe the design process of the interactive multimedia flash player product for social studies learning content. (2) describe the quality of the results of the validity of the development of interactive multimedia flash player on social studies learning content according to experts and product trials, which include learning content expert tests, learning design expert tests, learning media expert tests, individual trials and small group tests. This research is a development research using the ADDIE development model (Analysis, Design, Development, Implementation and Evaluation). The method used in this study used the method of observation, interviews, and questionnaires. The analysis used is a qualitative descriptive analysis technique and a quantitative descriptive analysis. The results of the study (1) Design interactive multimedia flash player on social studies learning content using the ADDIE model which includes: (a) Analysis phase (Analysis), (b) Design phase (Design), (c) Development phase (Development), (d) Implementation phase (Implementation), and (e) Evaluation phase (Evaluation). (2) The interactive multimedia flash player on the social studies learning content is said to be valid with: (a) the results of the expert review of the learning content show that the interactive multimedia flash player is very good with a percentage (97.50%), (b) the results of the learning design expert review show that multimedia the interactive flash player is very good with a percentage (92.31%), (c) the results of the learning media expert review show that the interactive multimedia flash player is very good with the percentage (92.64%), (d) the individual test results show the interactive multimedia flash player is very good with a good percentage (94.20%), (e) the small group test results show the interactive multimedia flash player is very good with a percentage (96.6%). Thus, it can be concluded that the interactive multimedia flash player product is suitable for use by fourth grade students.*

*Keywords : Interactive Multimedia Flash Player, IPS, ADDIE*