

**PENGEMBANGAN MEDIA PEMBELAJARAN INTERAKTIF BERBASIS
BLENDED LEARNING PADA MATA PELAJARAN PENGELOLAAN BISNIS
RITEL KELAS XI BDPM DI SMK NEGERI 1 SINGARAJA**

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ABSTRAK

Tujuan dari penelitian ini adalah untuk membuat media pembelajaran interaktif berbasis *blended learning* tema manajemen ritel untuk kelas XI, dan untuk mengetahui respon guru dan siswa terhadap pengembangan media pembelajaran interaktif berbasis *blended learning*. Manajemen ritel subjek. Penelitian ini menggunakan model pengembangan ADDIE (analisis, desain, pengembangan, implementasi, evaluasi). Penelitian dilaksanakan di Kelas XI Program Keahlian Bisnis Online dan Pemasaran di SMK Negeri 1 Singaraja dengan jumlah siswa 30 orang dan 1 orang guru pengajar manajemen bisnis ritel. Metodologi pengumpulan data dalam penelitian ini menggunakan alat validasi berupa angket tes individu, uji coba kelompok kecil, uji coba kelompok besar/lapangan, dan angket respon guru dan siswa. Keefektifan media pembelajaran interaktif divalidasi melalui Uji Validasi Ahli Konten dan Uji Validasi Ahli Media dan Desain, mencapai skor rata-rata 1,00 dan termasuk dalam kriteria efikasi tinggi. Untuk menguji keefektifan penggunaan media pembelajaran interaktif dihitung menggunakan rumus N-Gain dan mendapat nilai 0,76 termasuk dalam kriteria validitas. Hasil rata-rata respon guru dan siswa terhadap kesesuaian praktis media pembelajaran interaktif adalah 45 dan 66,63 yang merupakan salah satu kriteria sangat praktis. Kesimpulan dari penelitian ini adalah media pembelajaran interaktif berbasis *mixed learning* pada mata pelajaran komersial dapat digunakan untuk memenuhi kriteria kualitas produk yaitu kevalidan (sangat valid), efektifitas (efektif) dan kepraktisan (sangat praktis).

Kata Kunci: Pengelolaan Bisnis Ritel, *Blended Learning*, Media Pembelajaran Interaktif, Bisnis Daring dan Pemasaran, ADDIE.

**THE DEVELOPMENT OF INTERACTIVE LEARNING MEDIA BASED ON
BLENDED LEARNING MODEL IN RETAIL BUSINESS MANAGEMENT AT
NINTH GRADE BDPM CLASS SMK NEGERI 1 SINGARAJA**

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ABSTRACT

This study aims to develop an interactive learning media based on a blended learning model for ninth-grade students in Retail Business Management. This study also seeks to explore teachers' and students' responses toward the development of this media. The method used is ADDIE (Analysis, Design, Development, Implementation, and Evaluation). The study involved 30 students of ninth-grade Online Business and Marketing and a teacher who teaches Retail Business Management subject. Data from the study were collected using several instruments, including individual questionnaires, small group testing, large group testing, also teacher's and students' questionnaire. The validity of the media evaluated by an expert of content, media, and design. The validity test gained 1.00 points as the average value and considered as very valid criteria. On the other side, to test the effectiveness of using this media through the N-Gain formula and obtains 0.76 points. It indicates that the developed media is effective. The average data results from teachers' and students' responses to gain the practical aspect of developed learning media got the criteria of really practical with the points of 45 and 66.63. Therefore, it concluded that the interactive learning media based on blended learning in Retail Business Management subject reached the quality criteria of the product, such as validity (very valid), effectiveness (effective), and practically (very practical).

Keywords: Retail Business Management, Blended Learning, Interactive Learning Media, Online Business and Marketing, ADDIE.