

**PENGEMBANGAN MEDIA INTERAKTIF MATA PELAJARAN
ADMINISTRASI TRANSAKSI BERSTRATEGI BLENDED LEARNING
DI SMK NEGERI 1 SINGARAJA**

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ABSTRAK

Dalam kegiatan pembelajaran pendidikan ekonomi mata pelajaran administrasi transaksi sumber belajarnya masih menggunakan video dari youtube dan buku paket sehingga menimbulkan hambatan dalam proses pemberian materi. Selain itu alat praktek berupa mesin cashier saat pembelajaran juga masih sedikit yang menyebabkan kendala saat siswa melakukan praktik. Penelitian ini bertujuan untuk menghasilkan dan mengimplementasikan serta mengetahui respon guru dan peserta didik terhadap media interaktif mata pelajaran administrasi transaksi dengan model pembelajaran blended learning di kelas XI BDPM di SMK Negeri 1 Singaraja. Pengembangan ADDIE yang terdiri tahapan analyze, design, development, implementation dan evaluation. Subjek dalam penelitian ini merupakan peserta didik dengan jumlah 30 orang kelas XI BDPM di SMK Negeri 1 Singaraja. Berdasarkan hasil tahapan yang telah dilalui diperoleh produk media interaktif dengan menggunakan teknologi Captivate yang di distribusikan melalui LMS Google Classroom dengan hasil perolehan koefisien nilai rata-rata ahli isi, ahli media dan desain sebesar 1.00 yang berada pada kriteria ‘Sangat Valid’ dengan nilai efektifitas produk mendapat perolehan N-Gain sebesar 0,88 dengan kriteria ‘Efektif’ selain itu hasil rata-rata skor responden peserta didik sebesar 58,5 dan skor responden guru sebesar yang dimana masuk kriteria ‘Positif’.

Kata kunci : Media Interaktif, Blended Learning dan Administrasi Transaksi

**DEVELOPMENT OF INTERACTIVE MEDIA BLENDED LEARNING
STRATEGY BLENDED LEARNING MATERIALS AT SMK Negeri 1
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ABSTRACT

In economics education learning activities, transaction administration subjects, learning resources, still use videos from YouTube and textbooks, causing obstacles in the process of providing material. In addition, there are still a few practical tools in the form of cashier machines during learning which cause problems when students practice. This study aims to produce and implement as well as find out the response of teachers and students to interactive media in transaction administration subjects with the blended learning model in class XI BDPM at SMK Negeri 1 Singaraja. ADDIE development consisting of analyze, design, development, implementation and evaluation stages. The subjects in this study were 30 students in class XI BDPM at SMK Negeri 1 Singaraja. Based on the results of the stages that have been passed, interactive media products are obtained using Captivate technology which are distributed through the Google Classroom LMS with the results of obtaining an average value coefficient of content experts, media experts and design of 1.00 which is in the criteria of 'Very Valid' with a value of product effectiveness obtained an N-Gain of 0.88 with the criteria of "Effective" in addition to that the average result of the student respondent's score was 58.5 and the teacher's respondent's score was equal to which was included in the "Positive" criteria.

Keywords: Interactive Media, Blended Learning and Transaction Administration