DEVELOPMENT OF INTERACTIVE MEDIA BASED *ON AUDIOVISUAL ARTICULATE STORYLINE 3* TO IMPROVE THE SPEAKING SKILLS OF GRADE V ELEMENTARY SCHOOL STUDENTS

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ABSTRAK

This study was motivated by the low speaking skills of students in elementary schools, as well as the use of learning media in learning activities that were not optimal. This development research has four objectives, namely: (1) produce a prototype of interactive media based on audiovisual articulate storyline 3, (2) analyze the validity of interactive media content based on audiovisual articulate storyline 3, (3) analyze student responses to interactive media based on audiovisual articulate storyline 3, and (4) analyze the effectiveness of interactive media based on audiovisual articulate storyline 3 on the speaking skills of grade V elementary school students. This development study uses the ADDIE model, which is composed of five stages, namely: (1) analysis, (2) design, (3) development, (4) implementation, and (5) evaluation. This study takes the subject of interactive media based on audiovisual articulate storyline 3, while the object of development research is the validity of media content, material content, user response, and media effectiveness. Data collection methods are interviews, observations, and questionnaires. The instruments used to collect data are observation guidelines, rating scale sheets, interview guidelines, sheets and questionnaires. The results showed that: (1) interactive media based on audiovisual articulate storyline 3 that had been produced obtained a validity index of 0.8937 with high content validity qualifications, (2) material on interactive media content based on audiovisual articulate storyline 3 that had been produced obtained a validity index of 0.95 with high content validity qualifications, (3) the level of achievement of student responses to interactive media Audiovisual Articulate Storyline 3 is 98.73% with very good qualifications, and (4) the significance value (2-tailed) on the t-test correlates with obtaining a score of 0.000 or $p < 0.05$ (significance level 5%), so that interactive media based on audiovisual articulate storyline 3 is effective for improving the speaking skills of grade V elementary school students.

Kata Kunci: *Development, Media, Audiovisual interactive media articulate storyline 3, Speaking skills.*

PENGEMBANGAN MEDIA INTERAKTIF BERBASIS *AUDIOVISUAL ARTICULATE STORYLINE 3* UNTUK MENINGKATKAN KETERAMPILAN BERBICARA SISWA KELAS V SD

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ABSTRAK

Studi ini dilatarbelakangi oleh rendahnya keterampilan berbicara peserta didik di SD, serta pemanfaatan media pembelajaran pada kegiatan pembelajaran yang belum optimal. Penelitian pengembangan ini memiliki empat tujuan, yaitu: (1) menghasilkan *prototype* media interaktif berbasis audiovisual *articulate storyline 3*, (2) menganalisis validitas isi media interaktif berbasis audiovisual *articulate storyline 3*, (3) menganalisis respon siswa terhadap media interaktif berbasis audiovisual *articulate storyline 3*, dan (4) menganalisis efektivitas media interaktif berbasis audiovisual *articulate storyline 3* terhadap keterampilan berbicara siswa kelas V SD. Studi pengembangan ini mempergunakan model ADDIE, yang tersusun atas lima tahapan, yaitu: (1) analisis, (2) perancangan, (3) pengembangan, (4) implementasi, dan (5) evaluasi. Studi ini mengambil subjek media interaktif berbasis audiovisual *articulate storyline 3*, sedangkan objek penelitian pengembangan adalah validitas isi media, isi materi, respon pengguna, dan efektivitas media. Metode pengumpulan data yaitu wawancara, observasi, dan angket/kuisioner. Instrumen yang dipergunakan untuk mengumpulkan data yaitu pedoman observasi, lembar rating scale, pedoman wawancara, lembar dan angket/kuisioner. Hasil penelitian menunjukan bahwa: (1) media interaktif berbasis *audiovisual articulate storyline 3* yang telah dihasilkan memperoleh indeks validitas sebesar 0,8937 dengan kualifikasi validitas isi tinggi, (2) materi pada isi media interaktif berbasis *audiovisual articulate storyline 3* yang telah dihasilkan memperoleh indeks validitas sebesar 0,95 dengan kualifikasi validitas isi tinggi, (3) tingkat pencapaian respon siswa terhadap media interaktif berbasis *audiovisual articulate storyline 3* adalah sebesar 98,73% dengan kualifikasi sangat baik, dan (4) nilai signifikansi (2-*tailed*) pada uji-t berkorelasi memperoleh skor sebesar 0,000 atau $p < 0,05$ (taraf signifikansi 5%), sehingga media interaktif berbasis *audiovisual articulate storyline 3* efektif guna meningkatkan keterampilan berbicara siswa kelas V SD.

Kata Kunci: Pengembangan, Media, Media interaktif *audiovisual articulate storyline 3*, Keterampilan berbicara.