

**PENGEMBANGAN MEDIA PEMBELAJARAN INTERAKTIF BERBASIS  
PENDEKATAN KONTEKSTUAL PADA MATERI PEREKONOMIAN  
MUATAN IPAS PADA KELAS V SD NO 1 SELAT TAHUN AJARAN  
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**ABSTRAK**

Penelitian ini bertujuan untuk mengembangkan media pembelajaran interaktif berbasis pendekatan kontekstual yang disesuaikan dengan kebutuhan siswa. Pelaksanaan penelitian ini bertujuan untuk mengetahui rancang bangun, kelayakan serta efektivitas penggunaan media pembelajaran interaktif berbasis pendekatan kontekstual dalam pembelajaran IPAS perekonomian di daerahku kelas V di SD No. 1 Selat. Model yang digunakan dalam pengembangan media ini adalah model ADDIE (*Analyze, Design, Development, Implementation, Evaluation*). Subjek pada penelitian ini diantaranya ahli rancang bangun, ahli isi, ahli desain pembelajaran, ahli media pembelajaran, ahli isi materi, dan siswa kelas V SD No. Selat. Berdasarkan penelitian yang telah dilakukan, diperoleh hasil berupa media pembelajaran interaktif yang layak dan efektif untuk digunakan dalam pembelajaran. Media pembelajaran interaktif berbasis pendekatan kontekstual yang dikembangkan dinyatakan layak dan efektif diterapkan dalam proses pembelajaran dibuktikan dengan uji kelayakan dari hasil uji ahli rancang bangun 95%, ahli isi 90,6%, ahli desain pembelajaran 92,8%, ahli media pembelajaran 97,9%, uji perorangan 88,5%, uji kelompok kecil 86,8%,. Sementara itu hasil perhitungan uji efektifitas berdasarkan hasil uji-t *univariat* diperoleh  $t_{hitung}$  sebesar 13.945 yang kemudian dibandingkan dengan nilai  $t_{tabel}$  pada taraf signifikansi 5% dengan  $dk = 27$  adalah sebesar 2,05. Hasil menunjukkan bahwa  $t_{hitung} > t_{tabel}$  ( $13.945 > 2,05$ ), sehingga  $H_0$  ditolak dan  $H_a$  diterima. Hal ini berarti rata-rata kompetensi pengetahuan IPAS siswa kelas V SD No. 1 Selat sesudah menggunakan media pembelajaran video pembelajaran interaktif berbasis kontekstual muatan IPAS materi perekonomian lebih dari atau sama dengan KKM. Dengan demikian dapat disimpulkan bahwa media pembelajaran interaktif materi perekonomian diterapkan pada muatan pelajaran IPAS kelas V di SD No. 1 Selat. Keefektivan penggunaan media pembelajaran interaktif juga terlihat dari peningkatan rata-rata kompetensi pengetahuan IPAS siswa yang diukur melalui *pretest* dan *posttest*. Nilai rata-rata *pretest* sebesar 58,9 dan nilai rata-rata *posttest* sebesar 92,6.

**Kata Kunci :** Media Pembelajaran Interaktif, Pendekatan Kontekstual, Materi Perekonomian muatan IPAS

## ABSTRACT

*This research aims to develop interactive learning media based on a contextual approach that is tailored to student needs. The aim of this research was to determine the design, feasibility and effectiveness of using interactive learning media based on a contextual approach in learning science and economics in my area for class V at SD No. 1 Strait. The model used in developing this media is the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). The subjects in this research included design experts, content experts, learning design experts, learning media experts, material content experts, and fifth grade students at SD No. Strait. Based on the research that has been carried out, the results obtained are interactive learning media that is suitable and effective for use in learning. The interactive learning media based on the contextual approach that was developed was declared feasible and effective to apply in the learning process as proven by the feasibility test from the test results of design experts 95%, content experts 90.6%, learning design experts 92.8%, learning media experts 97.9% %, individual test 88.5%, small group test 86.8%,. Meanwhile, the results of the calculation of the effectiveness test based on the results of the univariate t-test obtained a tcount of 13,945 which was then compared with the ttable value at the 5% significance level with dk = 27 which was 2.05. The results show that tcount > ttable (13,945 > 2.05), so H0 is rejected and Ha is accepted. This means that the average science and science knowledge competency of fifth grade students at SD No. 1 Strait after using contextual-based interactive video learning media, the content of science and economics material is more than or equal to KKM. Thus, it can be concluded that interactive learning media for economic material is applied to the content of class V science and science lessons at SD No. 1 Strait. The effectiveness of using interactive learning media can also be seen from the increase in the average science knowledge competency of students as measured through pretest and posttest. The average pretest score was 58.9 and the average posttest score was 92.6.*

**Keywords:** *Interactive Learning Media, Contextual Approach, Economics Material with IPAS content*