

PENGEMBANGAN MEDIA INTERAKTIF BERSTRATEGI *BLENDED LEARNING* PADA MATA PELAJARAN PRODUKSI FILM DI SMK N 3 SINGARAJA

Oleh
I Gede Hary Sadhujana, NIM 1815051104
Program Studi Pendidikan Teknik Informatika
Jurusan Teknik Informatika
Fakultas Teknik dan Kejuruan
Universitas Pendidikan Ganesha
Singaraja
Email : harysadhujana@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media interaktif berstrategi Blended Learning dalam pembelajaran produksi film di SMK N 3 Singaraja. Penelitian ini menggunakan pendekatan pengembangan media yang melibatkan beberapa tahap, seperti analisis kebutuhan, desain, pengembangan, implementasi, dan evaluasi. Metode penelitian yang digunakan adalah penelitian pengembangan atau Research and Development (R&D). Subjek penelitian ini adalah siswa kelas XI DKV 2 di SMK N 3 Singaraja. Data dikumpulkan melalui observasi, wawancara, dan angket. Selain itu, uji coba lapangan dilakukan untuk mengukur efektivitas media interaktif yang dikembangkan. Hasil penelitian menunjukkan bahwa media interaktif berstrategi Blended Learning dapat meningkatkan pemahaman siswa dalam mata pelajaran produksi film. Siswa lebih aktif dan antusias dalam proses pembelajaran, serta mampu mengembangkan keterampilan praktis mereka. Evaluasi dari guru dan siswa menunjukkan respons positif terhadap penggunaan media interaktif ini yang dibuktikan melalui hasil uji coba kelompok kecil dan uji coba lapangan. Pada hasil uji coba kelompok kecil menghasilkan 81% serta uji coba lapangan menghasilkan 81.63%. Pada hasil respon peserta didik diperoleh nilai 61,2 yang tergolong pada kategori “Sangat Positif”, dan pada hasil respon guru diperoleh nilai 42 yang tergolong pada kategori “Sangat Positif”.

Kata Kunci : Media Interaktif, *Blended Learning*, Produksi Film, Research and Development (R&D).

**"DEVELOPMENT OF INTERACTIVE MEDIA STRATEGIZE ON
BLENDED LEARNING IN THE SUBJECT OF FILM PRODUCTION AT
SMK N 3 SINGARAJA"**

By

I Gede Hary Sadhujana, NIM 1815051104
Informatics Engineering Education Study Program
Informatics Engineering
Technical and Vocational Faculty
Ganesha University of Education
Singaraja

Email : harysadhujana@gmail.com

ABSTRACT

This research aims to develop Blended Learning-strategize interactive media for teaching film production at SMK N 3 Singaraja. The study employs a media development approach, involving several stages such as needs analysis, design, development, implementation, and evaluation. The research method used is Research and Development (R&D). The research subjects are Grade XI DKV 2 students at SMK N 3 Singaraja. Data were collected through observation, interviews, and questionnaires. Additionally, field trials were conducted to measure the effectiveness of the developed interactive media. The research results indicate that Blended Learning-strategize interactive media can enhance students' understanding of the subject of film production. Students are more active and enthusiastic in the learning process and are able to develop their practical skills. Evaluation from both teachers and students shows a positive response to the use of this interactive media, as evidenced by the results of small group testing and field trials. Small group testing resulted in 81%, while field trials produced 81.63% success rates. The results of the student responses obtained a score of 61.2 which is classified as "Very Positive", and the results of the teacher responses obtained a score of 42 which is classified as "Very Positive" category.

Keywords: *Interactive Media, Blended Learning, Film Production, Research and Development (R&D)*