

**PENGEMBANGAN MEDIA PEMBELAJARAN INTERAKTIF BERBASIS MODEL
PEMBELAJARAN *PROJECT BASED LEARNING* PADA MATERI
PENGEMASAN DAN PENYIMPANAN PAKAIAN MATA PELAJARAN
HOUSEKEEPING DAN *LAUNDRY* DI SMK NEGERI 1 SINGARAJA**

Oleh

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ABSTRAK

Penelitian ini memiliki tujuan untuk menghasilkan dan mengetahui respon guru dan peserta didik terhadap pengembangan media pembelajaran interaktif berbasis *Project Based Learning* pada pembelajaran *Laundry* dan *Housekeeping*, khususnya materi Pengemasan dan Penyimpanan Pakaian di *Laundry Hotel* untuk kelas XI di SMK Negeri 1 Singaraja. R&D (Research & Development) digunakan, dengan model ADDIE (Analyze, Design, Development, Implementation, Evaluation). Studi ini akan dilakukan pada kelas XI SMK Negeri 1 Singaraja, yang memiliki satu kelas dengan sekitar 35 siswa dan seorang guru yang mengajar *Laundry* dan *Housekeeping*. Angket uji coba individu, kelompok kecil, lapangan, dan angket uji coba respons guru dan siswa akan digunakan untuk mengumpulkan data dalam penelitian ini. Hasil perhitungan menunjukkan bahwa ahli isi, desain, dan media pembelajaran masing-masing menerima skor rata-rata sebesar 1,00, yang berarti bahwa mereka termasuk dalam kategori validitas sangat tinggi. Hasil uji efektivitas yang melibatkan pretest dan posttest menunjukkan hasil perhitungan N-Gain sebesar 0,73, yang menunjukkan bahwa itu termasuk dalam interpretasi tinggi. Hasil perhitungan respons siswa dan guru rata-rata 75,77 dan 45, masing-masing menunjukkan bahwa mereka termasuk dalam kriteria sangat praktis. Sehingga, penelitian ini dapat disimpulkan bahwa pengembangan media pembelajaran interaktif berbasis *Project Based Learning* pada mata pelajaran *Laundry* dan *Housekeeping* menunjukkan kriteria kualitas produk yaitu sangat valid, sangat praktis dan efektif.

Kata kunci: Media Pembelajaran Interaktif, *Project Based Learning*, *Laundry* dan *Housekeeping*

**DEVELOPMENT OF INTERACTIVE LEARNING MEDIA BASED ON THE
PROJECT BASED LEARNING MODEL FOR PACKAGING AND STORAGE OF
CLOTHING MATERIAL IN THE HOUSEKEEPING AND LAUNDRY SUBJECT AT
SMK NEGERI 1 SINGARAJA**

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ABSTRACT

This study aims to produce and determine the responses of teachers and students to the development of interactive learning media based on Project Based Learning in Laundry and Housekeeping, specifically the material on Packaging and Storage of Clothes in Hotel Laundry for grade XI at SMK Negeri 1 Singaraja. R&D (Research & Development) was used, with the ADDIE model (Analyze, Design, Development, Implementation, Evaluation). The study will be conducted in the 11th grade at SMK Negeri 1 Singaraja, which has one class with approximately 35 students and one teacher teaching Laundry and Housekeeping. Individual, small group, field, and teacher and student response questionnaires will be used to collect data in this study. The results of the calculations show that content, design, and learning media experts each received an average score of 1.00, which means that they fall into the category of very high validity. The results of the effectiveness test involving pretest and posttest show a N-Gain calculation result of 0.73, which indicates that it falls into the high interpretation category. The average student and teacher response scores of 75.77 and 45, respectively, indicate that they fall under the highly practical criteria. Therefore, this study can be concluded that the development of interactive learning media based on Project-Based Learning in the subjects of Laundry and Housekeeping meets the product quality criteria of being highly valid, highly practical, and effective.

Keywords: Interactive Learning Media, Project Based Learning, Laundry and Housekeeping