

**PENGEMBANGAN MULTIMEDIA BERBASIS KONTEKSTUAL
MATERI PERKALIAN DAN PEMBAGIAN UNTUK MENINGKATKAN
PEMAHAMAN KONSEPTUAL SISWA KELAS III DI SD NEGERI 1
TISTA**

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ABSTRAK

Penelitian ini bertujuan (1) mendeskripsikan rancang bangun multimedia berbasis kontekstual materi perkalian dan pembagian, (2) mengetahui kelayakan multimedia berbasis kontekstual materi perkalian dan pembagian, dan (3) mengetahui efektivitas multimedia berbasis kontekstual materi perkalian dan pembagian untuk meningkatkan pemahaman konseptual siswa kelas III SD Negeri 1 Tista. Penelitian pengembangan ini menggunakan model pengembangan ADDIE. Subjek penelitian ini adalah siswa kelas III sekolah dasar dengan jumlah 22 siswa. Metode pengumpulan data yang digunakan adalah metode wawancara, observasi, angket, dan tes. Analisis data yang digunakan adalah analisis deskriptif kuantitatif, deskriptif kualitatif, dan analisis statistik inferensial. Hasil penelitian ini berupa (1) rancang bangun multimedia berbasis kontekstual materi perkalian dan pembagian berupa media digital yang digambarkan melalui *flowchart* dan *storyboard* dengan menggunakan model ADDIE, (2) Validitas multimedia berbasis kontekstual menunjukkan hasil dari uji ahli isi mata pelajaran sebesar 95,45% (sangat baik), uji ahli desain instruksional sebesar 92,5% (sangat baik), uji ahli media pembelajaran sebesar 92,04% (sangat baik), uji coba perorangan sebesar 95,1% (sangat baik), dan uji coba kelompok kecil sebesar 94,2% (sangat baik), dengan demikian dapat dinyatakan valid, (3) Efektivitas multimedia berbasis kontekstual berdasarkan hasil uji-t *sample dependent* diperoleh bahwa nilai t_{hitung} sebesar 36,3778. Kemudian t_{hitung} dibandingkan dengan t_{tabel} dengan taraf signifikansi 5% dengan $db = n - 1 = 22 - 1 = 21$ sebesar 1,7207. Hasil tersebut menunjukkan bahwa $t_{hitung} > t_{tabel}$ ($36,3778 > 1,7207$), sehingga H_0 ditolak dan H_1 diterima. Maka dapat disimpulkan bahwa multimedia berbasis kontekstual materi perkalian dan pembagian efektif digunakan dalam kegiatan pembelajaran pada siswa kelas III SD Negeri 1 Tista.

Kata Kunci: Pengembangan, Multimedia, Kontekstual, Perkalian dan Pembagian, Pemahaman Konseptual

***THE DEVELOPMENT OF CONTEXTUAL-BASED MULTIMEDIA ON
MULTIPLICATION AND DIVISION TO IMPROVE THE CONCEPTUAL
UNDERSTANDING OF THIRD-GRADE STUDENTS AT SD NEGERI 1***

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ABSTRACT

This research aims to (1) describe the design of contextual-based multimedia on multiplication and division material, (2) determine the feasibility of the contextual-based multimedia on multiplication and division material, and (3) determine the effectiveness of the contextual-based multimedia on multiplication and division material in improving the conceptual understanding of third-grade students at SD Negeri 1 Tista. This development research utilizes the ADDIE development model. The subjects of this research were 22 third-grade elementary school students. The data collection methods used were interviews, observation, questionnaires, and tests. The data were analyzed using quantitative descriptive, qualitative descriptive, and inferential statistical analysis techniques. The results of this study are: (1) The design of the contextual-based multimedia on multiplication and division is a form of digital media, illustrated through a flowchart and storyboard using the ADDIE model. (2) The validity of the contextual-based multimedia showed results from the subject matter expert test of 95.45% (very good), the instructional design expert test of 92.5% (very good), the learning media expert test of 92.04% (very good), the individual trial of 95.1% (very good), and the small group trial of 94.2% (very good); thus, it can be declared valid. (3) The effectiveness of the contextual-based multimedia, based on the dependent sample t-test results, obtained a tcalculated value of 36.3778. This was then compared with the ttable value at a 5% significance level with $df = n-1 = 22 - 1 = 21$, which was 1.7207. The result shows that $t_{calculated} > t_{table}$ ($36.3778 > 1.7207$), meaning H_0 was rejected and H_1 was accepted. Therefore, it can be concluded that the contextual-based multimedia on multiplication and division is effective for use in the learning activities of third-grade students at SD Negeri 1 Tista.

Keywords: Development, Multimedia, Contextual, Multiplication and Division, Conceptual Understanding