

**PENGEMBANGAN MEDIA PEMBELAJARAN INTERAKTIF GOOGLE SITE
BERORIENTASI PROJECT BASED LEARNING MATA PELAJARAN
EKONOMI MATERI PRODUKSI DAN KONSUMSI DI SMAN 1 MENGWI**

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ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan rancangan dan validitas media pembelajaran interaktif berbasis *google site* berorientasi *project based learning* (PBL) pada materi produksi dan konsumsi. Masalah utama dalam penelitian ini adalah rendahnya hasil belajar dan motivasi siswa kelas XC3 SMAN 1 Mengwi yang disebabkan oleh penggunaan media pembelajaran yang kurang inovatif. Penelitian ini merupakan penelitian pengembangan (*Research and Development*) dengan menggunakan model ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Instrumen pengumpulan data meliputi kuesioner validasi untuk ahli isi, ahli media, dan ahli desain pembelajaran, serta uji coba produk kepada siswa. Hasil penelitian menunjukkan bahwa media pembelajaran yang dikembangkan memperoleh predikat "Sangat Layak" dengan persentase validasi dari ahli isi sebesar 100%, ahli media sebesar 100% , dan ahli desain pembelajaran sebesar 100%. Uji coba kelompok besar pada siswa menunjukkan persentase sebesar 96,61% dengan kualifikasi "Sangat Baik". Media pembelajaran interaktif berbasis *google site* ini sangat layak dan efektif digunakan untuk meningkatkan kualitas pembelajaran ekonomi.

Kata Kunci: *Google Site; Project Based Learning; Media Pembelajaran Interaktif; Ekonomi.*

***DEVELOPMENT OF INTERACTIVE LEARNING MEDIA ON GOOGLE SITE,
ORIENTED IN PROJECT-BASED LEARNING FOR ECONOMICS, PRODUCTION
AND CONSUMPTION, AT SMAN 1 MENGWI***

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ABSTRACT

This study aims to describe the design and validity of interactive learning media based on Google Sites, oriented toward project-based learning (PBL) for production and consumption. The main problem in this study is the low learning outcomes and motivation of class XC3 students at SMAN 1 Mengwi, caused by the use of less innovative learning media. This research is a research and development (R&D) study using the ADDIE (Analysis, Design, Development, Implementation, Evaluation) model. Data collection instruments included validation questionnaires for content experts, media experts, and instructional design experts, as well as a product trial with students. The results showed that the developed learning media received a "Very Feasible" rating, with validation percentages from content experts of 100%, media experts of 100%, and instructional design experts of 100%. A large-group trial with students showed a "Very Good" rating of 96.61%. This interactive learning media based on Google Sites is highly feasible and effective for improving the quality of economics learning.

Keywords: Google Sites; Project-Based Learning; Interactive Learning Media; Economics.

