

**PENGEMBANGAN *FLASHCARD* INTERAKTIF DIGITAL DAN
IMPLIKASINYA TERHADAP MOTIVASI BELAJAR GEOGRAFI SISWA
DI SMA LAB UNDIKSHA**

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ABSTRAK

Penelitian ini bertujuan untuk mengembangkan media pembelajaran *Flashcard* Interaktif Digital pada materi atmosfer dalam pembelajaran Geografi serta menguji efektivitasnya dalam meningkatkan motivasi belajar siswa di SMAS Lab Undiksha. Penelitian ini menggunakan metode Research and Development (R&D) dengan model pengembangan ADDIE yang meliputi tahap analysis, design, development, implementation, dan evaluation. Subjek penelitian terdiri dari 20 siswa kelas X. Teknik pengumpulan data dilakukan melalui observasi, wawancara, angket, serta tes pre-test dan post-test. Data dianalisis menggunakan analisis deskriptif kualitatif dan kuantitatif. Hasil penelitian menunjukkan bahwa media pembelajaran *Flashcard* Interaktif Digital memiliki tingkat kelayakan yang sangat tinggi berdasarkan hasil validasi para ahli. Penilaian dari ahli rancang bangun memperoleh nilai 92,5, ahli desain pembelajaran 96, ahli media pembelajaran 93, dan ahli materi pembelajaran 91, yang seluruhnya berada pada kategori sangat relevan sehingga media dinyatakan layak digunakan dalam pembelajaran. Uji efektivitas media dilakukan melalui perbandingan hasil pre-test dan post-test menggunakan perhitungan N-Gain. Nilai rata-rata pre-test siswa adalah 71,25 dan meningkat menjadi 89,75 pada post-test. Hasil perhitungan menunjukkan nilai N-Gain sebesar 0,64 yang termasuk dalam kategori cukup efektif. Selain itu, penerapan media *Flashcard* Interaktif Digital memberikan dampak positif terhadap motivasi belajar siswa. Penggunaan media yang interaktif serta dipadukan dengan teknik permainan kelompok mampu menciptakan suasana pembelajaran yang lebih menarik, aktif, dan menyenangkan sehingga meningkatkan keterlibatan serta antusiasme siswa dalam memahami materi. Dengan demikian, media *Flashcard* Interaktif Digital dapat digunakan sebagai alternatif media pembelajaran yang efektif untuk meningkatkan motivasi belajar siswa dalam pembelajaran Geografi.

Kata Kunci: *Flashcard* Interaktif Digital, Media Pembelajaran, Motivasi Belajar, Geografi.

**DEVELOPMENT OF DIGITAL INTERACTIVE FLASHCARDS AND ITS
IMPLICATIONS ON STUDENTS' GEOGRAPHY LEARNING
MOTIVATION AT SMA LAB UNDIKSHA**

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ABSTRACT

This study aims to develop a Digital Interactive Flashcard learning media on the atmosphere material in Geography learning and test its effectiveness in increasing student learning motivation at SMAS Lab Undiksha. This study uses the Research and Development (R&D) method with the ADDIE development model which includes the stages of analysis, design, development, implementation, and evaluation. The research subjects consisted of 20 grade X students. Data collection techniques were carried out through observation, interviews, questionnaires, and pre-test and post-test. Data were analyzed using qualitative and quantitative descriptive analysis. The results of the study showed that the Digital Interactive Flashcard learning media had a very high level of feasibility based on the results of expert validation. The assessment from the design expert obtained a score of 92.5, the learning design expert 96, the learning media expert 93, and the learning material expert 91, all of which were in the very relevant category so that the media was declared suitable for use in learning. The media effectiveness test was carried out by comparing the results of the pre-test and post-test using the N-Gain calculation. The average student pre-test score was 71.25 and increased to 89.75 in the post-test. The calculation results show an N-Gain value of 0.64, which is categorized as quite effective. Furthermore, the implementation of Digital Interactive Flashcard media has a positive impact on student learning motivation. The use of interactive media combined with group game techniques can create a more interesting, active, and enjoyable learning atmosphere, thereby increasing student engagement and enthusiasm in understanding the material. Thus, Digital Interactive Flashcard media can be used as an effective alternative learning media to increase student learning motivation in Geography learning.

Keywords: Digital Interactive Flashcards, Learning Media, Learning Motivation, Geography.