

**PENGEMBANGAN MULTIMEDIA INTERAKTIF
BERPENDEKATAN *CHALLENGE-BASED LEARNING* UNTUK
MENINGKATKAN KETERAMPILAN SOSIAL SISWA SD NEGERI
3 KAMPUNG ANYAR**

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ABSTRAK

Kurangnya kecakapan sosial di kalangan siswa tingkat dasar membawa efek lanjutan pada menurunnya kapasitas mereka untuk berkolaborasi, menjalin komunikasi, serta berinteraksi secara membangun di dalam kelas. Tantangan ini semakin kompleks akibat terbatasnya pemanfaatan sarana belajar digital yang memadai, serta masih minimnya metode pengajaran modern yang secara spesifik difokuskan untuk mendongkrak kemampuan sosial anak. Penelitian ini bertujuan untuk mengembangkan, menganalisis validitas, mengevaluasi kepraktisan, dan menguji efektivitas multimedia interaktif berpendekatan *Challenge-Based Learning* (CBL) dalam meningkatkan keterampilan sosial siswa sekolah dasar. Penelitian ini merupakan penelitian pengembangan (*Research and Development*) dengan menggunakan model ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian terdiri atas 1 ahli isi pembelajaran, 1 ahli desain pembelajaran, 1 ahli media pembelajaran, 3 siswa pada uji coba perorangan, 9 siswa pada uji coba kelompok kecil, serta 28 siswa pada uji efektivitas. Metode pengumpulan data menggunakan observasi, wawancara, angket, dan tes dengan instrumen berupa lembar validasi ahli, angket respons siswa, dan lembar observasi keterampilan sosial. Analisis data dilakukan secara deskriptif kuantitatif, deskriptif kualitatif, dan inferensial menggunakan uji *paired sample t-test*. Hasil penelitian menunjukkan bahwa multimedia interaktif berpendekatan CBL memiliki validitas dan kepraktisan dengan kualifikasi sangat baik serta efektif meningkatkan keterampilan sosial siswa secara signifikan. Dengan demikian, multimedia interaktif berpendekatan CBL dapat digunakan sebagai media pembelajaran inovatif untuk mendukung pengembangan keterampilan sosial siswa sekolah dasar.

Kata kunci: *Challenge-Based Learning*, Keterampilan Sosial, Multimedia Interaktif, P5, Sekolah Dasar

**DEVELOPMENT OF INTERACTIVE MULTIMEDIA BASED ON
THE CHALLENGE-BASED LEARNING APPROACH TO IMPROVE
THE SOCIAL SKILLS OF STUDENTS AT SD NEGERI 3 KAMPUNG
ANYAR**

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ABSTRACT

Low social skills among elementary school students have affected their ability to collaborate, communicate, and interact positively during the learning process. This issue is further intensified by the limited use of interactive learning media and innovative learning approaches that support the optimal development of students' social skills. This study aimed to develop, analyze the validity, evaluate the practicality, and examine the effectiveness of interactive multimedia based on the Challenge-Based Learning (CBL) approach in improving elementary school students' social skills. This study employed a Research and Development (R&D) method using the ADDIE model, which consists of analysis, design, development, implementation, and evaluation stages. The research subjects included 1 content expert, 1 instructional design expert, 1 media expert, 3 students in individual trials, 9 students in small group trials, and 28 students in the effectiveness test. Data were collected through observation, interviews, questionnaires, and tests using expert validation sheets, student response questionnaires, and social skills observation sheets as the research instruments. The data were analyzed using descriptive quantitative, descriptive qualitative, and inferential statistical techniques through a paired sample t-test. The results showed that the interactive multimedia based on the CBL approach had very good validity and practicality qualifications and was effective in significantly improving students' social skills. Therefore, the developed multimedia can be used as an innovative learning medium to support the development of elementary school students' social skills.

Keywords: *Challenge-Based Learning, Elementary School, Interactive Multimedia, P5, Social Skills*