

ABSTRAK

Suarsini, Ni Wayan Deri (2020), Pengembangan Media Pembelajaran Geografi Berbasis Media Sosial Instagram Untuk Peningkatan Motivasi dan Hasil Belajar Siswa Di SMA N 5 Denpasar. Tesis, Pendidikan IPS, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Tujuan penelitian (1) menjelaskan karakteristik pengembangan media pembelajaran geografi berbasis media sosial *Instagram*, (2) menganalisis pengembangan media pembelajaran geografi berbasis media sosial *Instagram*, (3) mengetahui efektivitas pengembangan media pembelajaran geografi berbasis media sosial *Instagram*. Lokasi penelitian di SMA N 5 Denpasar. Model pengembangan yang digunakan adalah model 4-D. Penelitian ini menggunakan dua teknik analisis data yaitu deskriptif kualitatif untuk karakteristik dan proses pengembangan media pembelajaran media sosial *Instagram*, serta deskriptif kuantitatif untuk efektivitas pengembangan media pembelajaran media sosial *Instagram*. Hasil penelitian menunjukkan (1) Media sosial *Instagram* sebagai media pembelajaran dapat memudahkan siswa untuk mengerti materi ajar, karena penyampaian menampilkan foto dan video serta penjelasan materi pembelajaran. (2) Proses pengembangan media sosial *Instagram* terdiri dari tiga tahap yaitu tahap pendefinisian, perancangan, pengembangan yang menghasilkan media pembelajaran yang dapat meningkatkan motivasi dan hasil belajar siswa. (3) Media pembelajaran berbasis media sosial *Instagram* yang dikembangkan efektif meningkatkan motivasi dan hasil belajar siswa.

Kata Kunci: Media Pembelajaran, Media Sosial Instagram, motivasi, hasil belajar

ABSTRACT

Suarsini, Ni Wayan Deri (2020), *The Development Of Geography Learning Media Based On Instagram Social Media To Increase Motivation And Student Learning Outcome At SMA N 5 Denpasar*. Thesis, Social Studies Education, Post-Graduate Program, Ganesha University of Education.

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The research aimed (1) to describe the characteristic of the development of geography learning media based on instagram social media (2) to analyze the development of geography learning media based on instagram social media (3) to find out the effectiveness of development of geography learning media based on instagram social media. The location of this research is at SMA N 5 Denpasar. The development model used in this research is 4D. This research used two data analysis techniques i.e. qualitative descriptive for the characteristic and development process of instagram social media learning media and quantitative descriptive for the effectiveness of development of instagram social media learnig media .The result of this research shows that (1) Instagram social media as learning media can facilitate the students to understand learning materials because the presentation of learning material displays photos,videos and its explanation (2)The development process of instagram social media consist of three steps i.e. define, design and development creates learning media which can increase motivation and student learning outcome (3)The development of learning media based on instagram social media is effective to increase the motivation and student learning outcome.

Keywords : learning Media, instagram social media, motivation , learning outcome