

**PENGEMBANGAN MULTIMEDIA INTERAKTIF CERIA PADA MUATAN
MATERI KELANA KELAS V DI SDN 5 PEDUNGAN**

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ABSTRAK

Penelitian ini dikembangkan berdasarkan hasil analisis kebutuhan media pembelajaran di Sekolah Dasar. Oleh sebab itu penelitian ini bertujuan untuk (1) mendeskripsikan proses rancang bangun dari produk multimedia interaktif ceria dengan muatan materi kenampakan alam serta keragaman flora dan fauna Indonesia, (2) mengetahui hasil validasi multimedia interaktif ceria menurut hasil review para ahli, uji coba. Model pengembangan yang digunakan sebagai acuan dalam penelitian ini adalah ADDIE (*Analyze, Design, Development, Implementation, and Evaluation*). Dalam penelitian ini menggunakan metode pengumpulan data berupa angket/kuesioner. Adapun teknik analisis data yang digunakan pada penelitian ini adalah analisis kuantitatif. Hasil analisis data diperoleh sebagai berikut (a) hasil penilaian dari ahli isi materi pelajaran memperoleh hasil persentase 92,50 dengan kategori sangat baik, (b) hasil penilaian dari ahli desain instruksional memperoleh hasil persentase 92,31 dengan kategori sangat baik, (c) hasil penilaian dari ahli media pembelajaran memperoleh hasil persentase 92,64 dengan kategori sangat baik. (d) hasil penilaian produk dari uji perorangan memperoleh 94,20 dengan kategori sangat baik. Berdasarkan hasil validasi dari para ahli serta uji perorangan, maka dapat diputuskan bahwa multimedia interaktif ceria untuk muatan materi kenampakan alam serta keragaman flora dan fauna Indonesia layak digunakan dalam proses pembelajaran di kelas 5 SDN 5 Pedungan.

Kata kunci : multimedia interaktif ceria, IPS, ADDIE

ABSTRACT

This research was developed based on the results of an analysis of the needs of learning media in elementary schools, because the lack of varied learning media and limited learning resources. Therefore, this research aims to (1) describe the design process of a cheerful interactive multimedia product with a content of natural appearance and the diversity of Indonesian flora and fauna, (2) determine the results of cheerful interactive multimedia validation according to the results of expert reviews, trials. The development model used as a reference in this research is ADDIE (Analyze, Design, Development, Implementation, and Evaluation). This research using data collection methods in the form of a questionnaire. The data analysis techniques used in this research are qualitative analysis and quantitative analysis. The results of data analysis were obtained as follows: (a) the results of the assessment of the subject matter content experts obtained a percentage of 92.50 with a very good category, (b) the results of the assessment of the instructional design experts obtained a percentage of 92.31 in the very good category, (c) the results of the assessment of the instructional media experts obtained a percentage result of 92.64 in the very good category. (d) the results of the product assessment from individual tests obtained 94.20 in the very good category. Based on the results of validation from experts as well as individual tests, it can be decided that interactive multimedia cheerful for material content of natural appearance and diversity of Indonesian flora and fauna is suitable for use in the learning process in grade 5 elementary school. For the supporting tools and materials needed in the application of this media, it is necessary to have CDs, computers / laptops and cellphones.

Keywords: *cheerful interactive multimedia, Social Sciences, ADDIE*