

**PENGEMBANGAN KONTEN PEMBELAJARAN INTERAKTIF PADA
MATERI METODE PROSES KREATIF BERSTRATEGI *BLENDED
LEARNING* DI JURUSAN DESAIN KOMUNIKASI VISUAL DI KELAS X
DI SMK NEGERI 1 SUKASADA**

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ABSTRAK

Penelitian ini bertujuan untuk menghasilkan dan mengetahui respon guru serta peserta didik Terhadap Pengembangan Konten Pembelajaran Interaktif Pada Materi Metode Proses Kreatif Berstrategi *Blended Learning* Di Jurusan Desain Komunikasi Visual Di Kelas X Di SMK Negeri 1 Sukasada. Metode yang digunakan dalam penelitian ini adalah *research and development (R&D)* dengan menggunakan model pengembangan *Multimedia Development Life Cycle (MDLC)*. Penelitian ini dilakukan di jurusan desain komunikasi visual untuk kelas XR2 pada 32 peserta didik dan guru pengampu mata pelajaran Dasar- Dasar Kreativitas. Pengumpulan data dalam penelitian ini diperoleh dengan menggunakan lembar validasi ahli, angket uji coba perorangan, angket uji coba kelompok kecil, angket uji coba lapangan dan uji efektivitas. Hasil dari perhitungan uji ahli isi dan media pembelajaran mendapatkan hasil rata-rata perhitungan sebesar 1,00 bila dikonversikan ke table kriteria rata-rata uji ahli pada tabel membuktikan tingkat validitas “Sangat Tinggi”. Pada respon uji perorangan memperoleh persentase sebesar 84%, pada respon uji kelompok kecil memperoleh persentase sebesar 84%, dan pada respon uji lapangan memperoleh persentase sebesar 82%. Dan pada uji efektivitas dengan memberikan *pretest* dan *posttest* memperoleh hasil perhitungan *N-Gain* sebesar 0,75 yaitu masuk kedalam interpretasi tinggi. Sehingga dapat disimpulkan bahwa pengembangan konten pembelajaran interaktif ini menunjukkan kualitas produk yaitu valid, praktis dan efektif.

Kata Kunci : Konten Pembelajaran Interaktif, Mata Pelajaran Dasar-Dasar Kreativitas, Metode Proses Kreatif, SMK Negeri 1 Sukasada, *Blended Learning*

**DEVELOPMENT OF INTERACTIVE LEARNING CONTENT IN THE
MATERIALS OF THE BLENDED LEARNING CREATIVE PROCESS
METHOD IN THE DEPARTMENT OF VISUAL COMMUNICATION
DESIGN IN CLASS X IN SMK NEGERI 1 SUKASADA**

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ABSTRACT

This study aims to generate and determine the responses of teachers and students to the development of interactive learning content on the material of the creative process method with a blended learning strategy in the Department of Visual Communication Design in Class X at SMK Negeri 1 Sukasada. The method used in this research is research and development (R&D) using the Multimedia Development Life Cycle (MDLC) development model. This research was conducted in the department of visual communication design for class XR2 with 32 students and teachers in charge of the Basics of Creativity. Data collection in this study was obtained using expert validation sheets, individual trial questionnaires, small group trial questionnaires, field trial questionnaires and effectiveness tests. The results of the calculation of the content expert test and learning media get an average calculation result of 1.00 when converted to the table of criteria for the average expert test in the table proving the validity level of "Very High". In the individual test response, the percentage is 84%, the small group test response is 84%, and the field test response is 82%. And on the effectiveness test by giving the pretest and posttest, the results of the N-Gain calculation are 0.75, which is entered into a high interpretation. So it can be concluded that the development of interactive learning content shows the quality of the product that is valid, practical and effective.

Keywords: Interactive Learning Content, Creativity Fundamentals Subjects, Creative Process Methods, SMK Negeri 1 Sukasada, Blended Learning