

## **ABSTRACT**

### **The development of interactive media-based learning culture Education and character On the social studies class v**

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This research aims to produce a *compact* interactive disc based learning culture and character, and know the effectiveness of interactive multimedia based on culture and character through the media on the Social Studies SD class V. This research *research and development of the Borg and Golt* with the steps (1) the potential and problems, (2) data collection, (3) , Product Design (4) validation design, (5) the revision of the design, (6) product test, (7) the revision of the product, (8) usage test (9) the revision of the product, (10) The making of the masses. The population of this research are the students at SDN 1 Sumber Jaya numbered 33 students. Analysis of the data that is used is a different test test ( t). The results of the study showed that the interactive media and learning developed with attention to potential problems, data collection, product design validation design, revised design, test products and the revision of the product. The results of the analysis of the data showed that the learning using interactive media based on the culture and effective characters used in Social Studies lessons.

Key words; characters, culture, social studies, and learning media

## ABSTRAK

# PENGEMBANGAN MEDIA INTERAKTIF PEMBELAJARAN BERBASIS PENDIDIKAN BUDAYA DAN KARAKTER PADA MATA PELAJARAN IPS KELAS V

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Penelitian ini bertujuan untuk menghasilkan *compact disc* interaktif pembelajaran berbasis budaya dan karakter, serta mengetahui efektivitas multimedia interaktif berbasis budaya dan karakter melalui media pada mata pelajaran IPS SD kelas V. Penelitian ini merupakan penelitian *research and development* Borg and Golt dengan langkah-langkah (1) potensi dan masalah, (2) pengumpulan data, (3) desain Produk, (4) validasi desain, (5) revisi desain, (6) uji coba produk, (7) revisi produk, (8) uji coba pemakaian (9) revisi produk, (10) pembuatan masal. Populasi penelitian adalah siswa SDN 1 Sumber Jaya berjumlah 33 siswa. Analisis data yang digunakan adalah uji beda (uji t). Hasil penelitian menunjukkan bahwa media interaktif pembelajaran dikembangkan dengan memperhatikan potensi masalah, pengumpulan data, desain produk, validasi disain, revisi disain, uji coba produk dan revisi produk. Hasil analisis data menunjukkan pembelajaran menggunakan media interaktif berbasis budaya dan karakter efektif dipergunakan pada mata pelajaran IPS.

Kata kunci; karakter, budaya, IPS, dan media pembelajaran