

**THE DEVELOPMENT OF THE INTERACTIVIE LEARNING MEDIA OF UNIFROMLY ACCELERATED MOTION (GLBB) IN CLASS X BASED-GENERIC SCIENCE SKILLS USING FLASH ANIMATION OF SENIOR HIGH SCHOOL IN WEST LAMPUNG REGENCY**

**ABSTRACT**

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This study aimed to (1) analyze and discover the potential and conditions of interactive learning media of GLBB in class X which has been used by high school students in West Lampung Regency, (2) produce interactive learning media that according to the GLBB material generic science-based animation flash using Macromedia Flash, (3) analyze the effectiveness of interactive learning media, (4) analyze the efficiency of interactive learning media of GLBB in class X generic science-based animation flash using Macromedia Flash, and (5) analyze the attractiveness of interactive learning media of GLBB material generic science-based animation flash using Macromedia Flash.

This research used research and development approach of Borg and Gall.. The study was conducted SMAN I Liwa, SMAN 2 Liwa, SMAN 1 Sumberjaya, and SMA N I Way Tenong. Collected data used tests and questionnaires. Data were analyzed quantitatively and qualitatively.

The conclusions of the study were: (1) interactive multimedia could be developed for learning materials that are difficult for students of class X in West Lampung, that was difficult uniformly accelerated motion (GLBB) material, (2) produced interactive multimedia products validated by media, material, and design experts, (3) interactive multimedia products that was produced was effective, with an average value of student achievement that uses interactive multimedia that is  $8.21 >$  average student achievement that not to uses interactive multimedia is  $5.65$ , (4) the use of interactive multimedia was efficient with a value of  $2.57 > 1$ , and (5) the attractiveness in interactive multimedia in a very interesting category, with an average score attraction is  $4,13$ .

**Key Words:** Learning Media, interactive multimedia, generic science skills