

ABSTRAK

PENGEMBANGAN MULTIMEDIA INTERAKTIF DENGAN PENDEKATAN SAVI (SOMATIS, AUDITORI, VISUAL, INTELEKTUAL) UNTUK MENINGKATKAN KEMAMPUAN REPRESENTASI MATEMATIS SISWA

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Rendahnya kemampuan representasi matematis siswa diantaranya disebabkan oleh kurang tepatnya penerapan media pembelajaran dalam suatu proses pembelajaran. Tujuan Penelitian ini adalah untuk menghasilkan multimedia interaktif dengan pendekatan SAVI (somatis, auditori, visual, intelektual) yang memenuhi kriteria valid, praktis, dan efektif dalam meningkatkan kemampuan representasi matematis siswa. Jenis penelitian ini adalah penelitian pengembangan (*Research and Development*) dengan model ADDIE (*Analyze, Design, Development, Implementation, and Evaluation*). Subjek dalam penelitian ini yaitu siswa kelas VIII SMP Negeri 3 Jati Agung 2024/2025 pada materi SPLDV, dengan sampel penelitian berjumlah dua kelas, yaitu kelas eksperimen dan kelas kontrol yang dipilih menggunakan teknik *Random Sampling*. Teknik pengumpulan data yang digunakan meliputi wawancara, angket, dan tes. Teknik analisis data melalui uji kevalidan, kepraktisan, dan keefektifan. Hasil penelitian menunjukkan bahwa multimedia interaktif dengan pendekatan SAVI yang dikembangkan memenuhi kriteria kevalidan melalui penilaian dua validator ahli materi dan media. Multimedia ini memperoleh persentase kepraktisan sebesar 85,7% dari siswa dan 81,5% dari guru. Hasil uji-t menunjukkan nilai $\text{sig (2-tailed)} = 0,000442 < 0,05 = \alpha$ yang berarti multimedia interaktif dengan pendekatan SAVI efektif dalam meningkatkan kemampuan representasi matematis siswa.

Kata Kunci: Multimedia, Pendekatan SAVI, Representasi Matematis.

ABSTRACT

DESIGN AND DEVELOPMENT OF INTERACTIVE MULTIMEDIA USING THE SAVI (SOMATIC, AUDITORY, VISUAL, INTELLECTUAL) LEARNING APPROACH TO ENHANCE STUDENTS' MATHEMATICAL REPRESENTATION SKILLS

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The low level of students' mathematical representation ability is partly due to the inappropriate use of instructional media during the learning process. This study aims to develop interactive multimedia based on the SAVI (Somatic, Auditory, Visual, Intellectual) approach that meets the criteria of validity, practicality, and effectiveness in improving students' mathematical representation skills. This research is a type of Research and Development (R&D) using the ADDIE model (Analyze, Design, Development, Implementation, and Evaluation). The subjects of this study were eighth-grade students of SMP Negeri 3 Jati Agung in the 2024/2025 academic year, focusing on the topic of Systems of Linear Equations in Two Variables (SPLDV). The sample consisted of two classes selected through random sampling, namely the experimental class and the control class. Data collection techniques included interviews, questionnaires, and tests. Data were analyzed for validity, practicality, and effectiveness. The results showed that the developed interactive multimedia met the validity criteria based on assessments by two expert validators in content and media. The multimedia achieved a practicality score of 85.7% from students and 81.5% from teachers. The t-test results showed a significance value (2-tailed) of $0.000442 < 0.05$, indicating that the interactive multimedia based on the SAVI approach is effective in enhancing students' mathematical representation ability.

Keywords: Multimedia, SAVI Approach, Mathematical Representation