

ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN INTERAKTIF BERBASIS CANVA UNTUK MENINGKATKAN HASIL BELAJAR MATEMATIKA SISWA SMKN 1 BANDAR LAMPUNG

Oleh

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Penelitian ini bertujuan untuk menganalisis potensi dan kondisi, proses pengembangan, karakteristik, kemenarikan, dan mengetahui efektivitas pengembangan media pembelajaran interaktif berbasis canva. Metode penelitian yang digunakan adalah penelitian pengembangan R & D dengan model penelitian Borg and Gall, dengan sample penelitian berjumlah 110 siswa kelas X AKL SMKN 1 Bandar Lampung. Setelah data dikumpulkan dan dianalisis maka didapatkan hasil penelitian 1) potensi dan kondisi di SMKN 1 Bandar Lampung sangat mendukung untuk dikembangkannya media pembelajaran interaktif berbasis canva 2) proses pengembangan melibatkan uji ahli materi, uji ahli media, uji ahli bahasa, uji skala kecil dan uji skala besar. 3) karakteristik media pembelajaran iteraktif berbasis canva yaitu adanya visual yang menarik, penggunaan elemen interaktif (seperti tombol navigasi dan tautan), integrasi multimedia (gambar, suara, vidio, animasi, dan kuis interaktif) kemudahan akses melalui berbagai perangkat, dan siswa dapat menggunakan secara mandiri 4) kemenarikan media pembelajaran interaktif berbasis canva sebesar 91,5% (sangat menarik), 5) efektifitas pengembangan diketahui terdapat perbedaan hasil belajar sebelum dan sesudah menggunakan media pada X AKL 2 dan X AKL 3 dengan persentase rata –rata kelas X AKL 2 sebesar 60,31% dan kelas X AKL 3 rata-rata 64,5% dengan tingkat efektivitas sedang.

Kata kunci: Media Pembelajaran Interaktif, Canva, Hasil Belajar, Matematika

ABSTRACT

DEVELOPMENT OF CANVA-BASED INTERACTIVE LEARNING MEDIA TO IMPROVE STUDENTS' MATHEMATICS LEARNING OUTCOMES AT SMKN 1 BANDAR LAMPUNG

By

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This study aims to analyze the potential and conditions, development process, characteristics, attractiveness, and determine the effectiveness of developing interactive learning media based on canva. The research method used is R & D development research with the Borg and Gall research model, with a research sample of 110 class X AKL students of SMKN 1 Bandar Lampung. After the data was collected and analyzed, the research results were obtained 1) the potential and conditions at SMKN 1 Bandar Lampung are very supportive for the development of interactive learning media based on canva 2) the development process involves material expert tests, media expert tests, language expert tests, small-scale tests and large-scale tests. 3) the characteristics of interactive learning media based on Canva are the presence of attractive visuals, the use of interactive elements (such as navigation buttons and links), multimedia integration (images, sound, video, animation, and interactive quizzes) easy access through various devices, and students can use it independently 4) the attractiveness of interactive learning media based on Canva is 91.5% (very interesting), 5) the effectiveness of the development is known to have a difference in learning outcomes before and after using the media in X AKL 2 and X AKL 3 with an average percentage of class X AKL 2 of 60.31% and class X AKL 3 an average of 64.5% with a moderate level of effectiveness.

Keyword: Interactive Learning Media, Canva, Learning Outcomes, Mathematics