

ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN BERBANTUAN AUTOPLAY MEDIA STUDIO 8 PADA MATERI DASAR DESAIN KOMUNIKASI VISUAL UNTUK SISWA KELAS X DI SMK

Oleh

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Penelitian ini menghasilkan produk media pembelajaran berbantuan *Autoplay Media Studio 8* pada materi Dasar Desain Komunikasi Visual. Dibuat sebagai alat bantu dalam proses pembelajaran untuk memenuhi kebutuhan siswa. Tujuan dari penelitian ini yaitu untuk mengembangkan media pembelajaran serta mengetahui kevalidan dan kepraktisan dari media pembelajaran yang dibuat. Penelitian ini menggunakan metode *Research and Design* (R&D) dengan model ADDIE yang terdiri atas *Analyze* (Analisis), *Design* (Perancangan), *Development* (Pengembangan), *Implementation* (Implementasi), dan *Evaluation* (Evaluasi). Penelitian ini diselenggarakan di SMK Negeri 8 Bandarlampung pada siswa kelas X jurusan Desain Komunikasi Visual (DKV). Teknik analisis data meliputi uji kevalidan dan uji kepraktisan produk yang diperoleh dari angket ahli media, angket ahli materi, angket respons siswa, serta angket persepsi guru. Hasil penelitian berupa media pembelajaran berbantuan *autoplay media studio 8* menunjukkan bahwa nilai kevalidan produk termasuk dalam kategori sangat valid. Hasil uji kepraktisan yang diperoleh termasuk dalam kategori sangat praktis. Sehingga dapat disimpulkan bahwa media pembelajaran interaktif berbantuan *Autoplay Media Studio 8* layak digunakan dalam pembelajaran materi Dasar-Dasar Desain Komunikasi pada siswa kelas X di SMK.

Kata Kunci: Autoplay Media Studio 8, Dasar Desain Komunikasi Visual, Media Pembelajaran

ABSTRACT

DEVELOPMENT OF LEARNING MEDIA ASSISTED BY AUTOPLAY MEDIA STUDIO 8 ON BASIC VISUAL COMMUNICATION DESIGN MATERIAL FOR CLASS X STUDENTS AT VOCATIONAL HIGH SCHOOL

By

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This research produced a media learning product assisted by Autoplay Media Studio 8 on the subject of Fundamentals of Visual Communication Design. It was created as a tool to assist in the learning process to meet the needs of students. The purpose of this research is to develop learning media and to assess the validity and practicality of the created learning media. This study employs the Research and Design (R&D) method, utilizing the ADDIE model, which consists of Analyze, Design, Development, Implementation, and Evaluation. This research was conducted at SMK Negeri 8 Bandarlampung with 10th-grade students in the Visual Communication Design (DKV) program. Data analysis techniques included validity testing and practicality testing of the product obtained from media expert questionnaires, material expert questionnaires, student response questionnaires, and teacher perception questionnaires. The research results, presented in the form of learning media assisted by Autoplay Media Studio 8, indicate that the validity score of the product is categorized as very valid. The practicality test results obtained are categorized as very practical. Thus, it can be concluded that the interactive learning media assisted by Autoplay Media Studio 8 is suitable for use in teaching the Fundamentals of Communication Design to 10th-grade students in vocational schools.

Keywords: Autoplay Media Studio 8, Basic Visual Communication Design, Interactive Learning Media