

ABSTRAK

PENGEMBANGAN E-LKPD INTERAKTIF DENGAN BERBANTUAN WIZER.ME UNTUK MENUMBUHKAN SIKAP *GREEN* *ENTREPRENEURSHIP* SISWA PADA MATA PELAJARAN IPS

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Penelitian ini dilatarbelakangi oleh rendahnya penggunaan media pembelajaran interaktif, khususnya LKPD yang mampu menanamkan nilai karakter seperti sikap *green entrepreneurship* atau kewirausahaan hijau dalam pembelajaran IPS. Hal ini tercermin dari masih rendahnya sikap kewirausahaan hijau siswa, yang menunjukkan bahwa pembelajaran IPS belum berjalan secara efektif. LKPD konvensional yang digunakan guru cenderung belum mendorong kesadaran lingkungan dan keterlibatan aktif siswa secara optimal.

Tujuan penelitian ini adalah untuk menghasilkan E-LKPD interaktif dengan berbantuan Wizer.me untuk menumbuhkan sikap *green entrepreneurship* siswa pada mata pelajaran IPS kelas VII. Dalam pendidikan, sikap ini diukur melalui indikator: kesadaran lingkungan, inisiatif wirausaha hijau, kreativitas dan inovatif, tanggung jawab sosial, serta ketekunan dan komitmen.

Penelitian ini menggunakan pendekatan *Research and Development* (R&D) dengan model ADDIE, yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Data dikumpulkan melalui validasi ahli, uji coba, dan implementasi, serta dianalisis menggunakan statistik inferensial dan deskriptif dengan bantuan SPSS.

Hasil penelitian ini menunjukkan media sangat layak digunakan, baik dari aspek isi, tampilan, maupun keterpakaian. Penggunaannya terbukti meningkatkan sikap *green entrepreneurship* siswa secara signifikan dan merata pada semua indikator yang diukur. E-LKPD interaktif yang dikembangkan efektif membentuk sikap kewirausahaan berwawasan lingkungan secara kontekstual dan bermakna, serta berpotensi menjadi media pembelajaran digital yang adaptif terhadap kebutuhan abad ke-21.

Kata Kunci: *E-LKPD Interaktif, Green Entrepreneurship, IPS, Wizer.me*

ABSTARCT

DEVELOPMENT OF INTERACTIVE E-WORKSHEET ASSISTED BY WIZER.ME TO FOSTER STUDENTS' GREEN ENTREPRENEURSHIP ATTITUDE IN SOCIAL STUDIES SUBJECT

By

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This research was driven by the limited use of interactive learning media, particularly student worksheets, that effectively instill character values such as green entrepreneurship in Social Studies education. The low level of students' green entrepreneurship attitudes indicates that IPS learning has not yet functioned optimally. The conventional student worksheets used by teachers tend to lack emphasis on environmental awareness and do not sufficiently promote active student engagement. The aim of this study is to develop an interactive electronic student worksheet assisted by Wizer.me to foster green entrepreneurship attitudes among Grade 7 students in Social Studies. These attitudes are measured through five key indicators: environmental awareness, green business initiative, creativity and innovation, social responsibility, and perseverance and commitment. This study employed a Research and Development (R&D) approach using the ADDIE model, which includes the stages of analysis, design, development, implementation, and evaluation. Data were collected through expert validation, small scale trials, and implementation, and analyzed using both descriptive and inferential statistics with the support of SPSS. The results indicate that the developed media is highly feasible in terms of content quality, visual presentation, and usability. Its implementation significantly enhanced students' green entrepreneurship attitudes across all measured indicators. The interactive electronic student worksheets proved to be effective in cultivating contextual and meaningful environmentally conscious entrepreneurial attitudes, and shows strong potential as a digital learning tool responsive to 21st-century educational demands.

Keywords: *Interactive E-Worksheet, Green Entrepreneurship, Social Studies, Wizer.me*