

ABSTRAK

Ratna komala, NIM 4181141036 (2018), Pengembangan Media Pembelajaran Berbasis *Flipbook* Pada Materi Bioteknologi Makanan dan Minuman, Farmasi dan Stem Cell di Masa Pandemi Jurusan Biologi Universitas Negeri Medan.

Penelitian ini bertujuan untuk mengetahui kelayakan dan keefektifan buku *flipbook* materi bioteknologi bagi mahasiswa jurusan biologi angkatan 2019 berdasarkan penilaian ahli media, ahli materi dan tanggapan mahasiswa. Penelitian ini mengadopsi model penelitian pengembangan ADDIE yang terdiri dari lima tahap penelitian, yaitu analisis, desain, pengembangan, implementasi dan evaluasi. Kelebihan model ADDIE yaitu mudah dipelajari dan sederhana serta sistematis, model ini yang kita ketahui bahwa memiliki 5 komponene yang saling berkaitan dan sistematis yang artinya model ini harus digunakan secara sistematis dan tidak bisa diacak urutannya dalam penerapannya. Karenanya model ini bersifat sederhana dan terstruktur secara sistematis maka lebih mudah difahami. Sampel yang digunakan pada penelitian ini yaitu dosen Universitas Negeri Medan yaitu ahli materi yaitu berjumlah 1 orang, ahli media yaitu berjumlah 1 orang, dan mahasiswa program studi pendidikan biologi angkatan 2019 di Jurusan Biologi Universitas Negeri Medan. Pemilihan sampel mahasiswa menggunakan teknik *purposive sampling*. Sampel mahasiswa yang dipilih ialah 2 kelas yaitu PSPB 19 E, dan PSPB 19 E, pada kelompok kecil yaitu 5 orang di PSPB 19 D dan 5 orang di PSPB E 19. Dan kelompok besar yaitu PSPB D dan PSPB E yaitu 56 orang, yang sedang menjalankan mata kuliah bioteknologi. Hasil penelitian menunjukkan bahwa penilaian kelayakan media pembelajaran berupa buku *flipbook* berdasarkan ahli materi dan ahli media meliputi: Ahli materi dengan kriteria “Sangat layak” (77,6%), ahli media dengan kriteria “Sangat Layak” (85%), Penilaian siswa terhadap buku *flipbook* memperoleh penilaian dengan kategori “Sangat layak” (87,63%).

Kata Kunci : Pengembangan, Buku *flipbook*, Bioteknologi

ABSTRACT

Ratna Komala, NIM 4181141036 (2018), Development of Flipbook-Based Learning Media on Food and Beverage Biotechnology, Pharmacy and Stem Cell Materials in the Pandemic Period Biology Department, State University of Medan.

This study aims to determine the feasibility and effectiveness of the biotechnology material flipbook for students majoring in biology class 2019 based on the assessment of media experts, material experts, and student responses. This research adopts the ADDIE development research model which consists of five stages of research, namely analysis, design, development, implementation, and evaluation. The advantages of the ADDIE model are that it is easy to learn and simple and systematic, this model that we know has 5 components that are interrelated and systematic, which means that this model must be used systematically and cannot be randomized in its application. Therefore this model is simple and structured systematically so it is easier to understand. The samples used in this study were Medan State University lecturers, namely material experts, namely 1 person, media experts, namely 1 person, and students of the 2019 Biology Education Study Program at the Department of Biology, State University of Medan. Selection of student samples using a purposive sampling technique. The sample of students selected were 2 classes, namely PSPB 19 E, and PSPB 19 E, in the small group, namely 5 people in PSPB 19 D and 5 people in PSPB E 19. And the large group, namely PSPB D and PSPB E, namely 56 people, who were run biotechnology courses. The results showed that the assessment of the feasibility of learning media in the form of flipbooks based on material experts and media experts included: Material experts with the criteria of "Very appropriate" (77.6%), media experts with the criteria of "Very Eligible" (85%), Student assessment of flipbook book received an assessment with the category "Very decent" (87.63%).

Key Words: Development, Flipbook, Biotechnology