ABSTRAK

Sefti Anggi Piona, NIM 7171142024. Pengembangan Media Pembelajaran Akuntansi Berbasis *Articulate Storyline 3* Pada Materi Jurnal Khusus Untuk Siswa Kelas X SMK Negeri 7 Medan , Program Studi Pendidikan Akuntansi, Fakultas Ekonomi Universitas Negeri Medan 2023.

Permasalahan dalam penelitian ini adalah kurang mengoptimalkan teknologi yang sudah ada dalam pembelajaran jarak jauh sehingga siswa tidak tertarik membaca materi pelajaran akuntansi dari buku cetak yang disediakan oleh sekolah. Penelitian ini bertujuan untuk mengetahui pengembangan media pembelajaran berbasis *Articulate Storyline 3* untuk diterapkan sebagai media pembelajaran Akuntansi materi Jurnal Khusus Pada Perusahaan Jasa di kelas X Akuntasi SMK Negeri 7 Medan dan mengetahui kelayakan produk berupa *Articulate Storyline 3* berdasarkan penilaian ahli materi, ahli media dan pendapat siswa.

Penelitian ini merupakan penelitian pengembangan atau *Research and Development* (R&D) yang diadaptasi dari model pengembangan ADDIE yang terdiri atas 5 tahapan yaitu: 1) Anlisis (analysis), 2) *Design* (Perancangan), *Development* (Pengembangan), Implementasi (implementation), 5) Evaluasi (evaluation). Validasi dilakukan oleh ahli materi, ahli media. Media yang dikembangkan diujicobakan kepada 30 siswa kelas X Akuntansi SMK Negeri 7 Medan. Teknik Pengumpulan data dalam penelitian ini adalah kuesioner. Data yang diperoleh dianalisis menggunakan *Microsoft Excel* 2016 dengan ketentuan rumus konversi jumlah rerata skor.

Hasil penelitian menunjukkan bahwa tingkat kelayakan media Buku Saku Akuntansi Digital berdasarkan penilaian: 1) Ahli materi diperoleh total skor 55,00 termasuk kriteria "Sangat Layak", dan jika dipersentasekan mendapat nilai 91,11%, sehingga termasuk kriteria "Sangat Layak", 2) Ahli media diperoleh total skor 88,00 termasuk kriteria "Sangat Layak" dan jika dipersentasekan mendapat nilai 88%, sehingga termasuk kriteria "Sangat Layak". Respon siswa terhadap media saat dilakukan uji coba mendapat respon "Respon Positif" dengan persentasi ≥ 70%. Dengan demikian Media Pembelajaran Akuntansi Berbasis *Articulate Storyline 3* ini layak digunakan sebagai media pembelajaran akuntansi pada materi Jurnal Khusus.

Kata kunci : Media Pembelajaran, *Articulate Storyline 3*.

ABSTRACT

Sefti Anggi Piona, NIM 7171142024. Development of Articulate Storyline 3-Based Accounting Learning Media in Special Journal Material for Class X Students of SMK Negeri 7 Medan, Accounting Education Study Program, Faculty of Economics, Medan State University 2023.

The problem in this research is not optimizing existing technology in distance learning so that students are not interested in reading accounting subject matter from printed books provided by schools. This study aims to determine the development of learning media based on Articulate Storyline 3 to be applied as learning media for Accounting special journal materials for service companies in class X Accounting at SMK Negeri 7 Medan and to determine the feasibility of products in the form of Articulate Storyline 3 based on the assessment of material experts, media experts and student opinions. .

This research is research development or Research and Development (R&D) adapted from the ADDIE development model which consists of 5 stages, namely: 1) Analysis, 2) Design, Development, Implementation, 5) Evaluation (evaluation). Validation is carried out by material experts, media experts. The developed media was tested on 30 students of class X Accounting at SMK Negeri 7 Medan. The data collection technique in this study was a questionnaire. The data obtained was analyzed using Microsoft Excel 2016 with the provisions of the conversion formula for the average number of scores.

The results showed that the feasibility level of the Digital Accounting Pocket Book media was based on the assessment: 1) Material experts obtained a total score of 55.00 including the criteria of "Very Eligible", and if it was percentaged it scored 91.11%, so it included the criteria of "Very Eligible", 2) Media experts obtained a total score of 88.00 including the criteria of "Very Eligible" and if it is percentaged it gets a value of 88%, so it includes the criteria of "Very Eligible". Students' responses to the media during the try-out received a "Positive Response" response with a percentage of $\geq$ 70%. Thus, Articulate Storyline 3-Based Accounting Learning Media is appropriate to be used as an accounting learning medium in Special Journal material.

Keywords: Learning Media, Articulate Storyline 3.