ABSTRAK

Widya Ningsih Gea, NIM 4193351016 (2023). Pengembangan Multimedia Interaktif Berbasis *Articulate Storyline 3* Materi Sistem Organisasi Kehidupan dalam Meningkatkan Hasil Belajar Kognitif Siswa di SMP Negeri 7 Medan.

Penelitian pengembangan ini bertujuan untuk mengetahui: (1) Tingkat kelayakan multimedia interaktif berbasis *Articulate Storyline 3* menurut ahli media, (2) Tingkat kelayakan multimedia interaktif berbasis *Articulate Storyline 3* menurut ahli materi, (3) Tingkat kelayakan produk multimedia interaktif berbasis *Articulate Storyline 3* menurut ahli pembelajaran, (4) Tingkat kelayakan produk multimedia interaktif berbasis *Articulate Storyline 3* menurut guru, (5) Tingkat kelayakan produk multimedia interaktif berbasis *Articulate Storyline 3* menurut siswa dan (6) Tingkat efektivitas hasil belajar setelah menggunakan produk multimedia interaktif berbasis *Articulate Storyline 3* pada materi sistem organisasi kehidupan. Populasi dalam penelitian ini adalah seluruh siswa kelas VII-3 SMP Negeri 7 Medan. Penelitian pengembangan ini menggunakan model pengembangan *Four-D* (4D) yaitu definisi, perancangan, pengembangan dan penyebaran. Teknik analisis data yang digunakan (1) uji kelayakan media, (2) uji validitas, (3) uji reliabilitas, (4) uji tingkat kesukaran, (5) uji daya beda dan (6) uji N-Gain. Hasil penelitian diperoleh : (1) Tingkat kelayakan produk oleh ahli media diperoleh nilai persentase sebesar 96,67% dengan kriteria sangat layak, (2) Tingkat kelayakan produk oleh ahli materi diperoleh nilai persentase sebesar 76,04% dengan kriteria layak, (3) Tingkat kelayakan produk oleh ahli pembelajaran diperoleh nilai persentase sebesar 96,67% dengan kriteria sangat layak, (4) Tingkat kelayakan produk menurut respon guru diperoleh nilai sebesar 98,81% dengan kriteria penilaian sangat layak, (5) Tingkat kelayakan produk menurut siswa diperoleh nilai sebesar 86% dengan kriteria sangat layak dan (6) Tingkat efektivitas setelah menggunakan multimedia interaktif berbasis *Articulate Storyline 3* pada materi sistem organisasi kehidupan diperoleh nilai sebesar 0,71 dengan kriteria tinggi. Hal ini menunjukkan adanya peningkatan hasil belajar kognitif siswa kelas VII-3 di SMP Negeri 7 Medan dan di simpulkan bahwa produk multimedia interaktif berbasis *Articulate Storyline 3* pada materi sistem organisasi kehidupan sangat layak, efektif dan efisien digunakan dalam proses pembelajaran sebagai media pembelajaran yang inovatif.

Kata kunci: Multimedia Interaktif, *Articulate Storyline 3,* Model Pengembangan 4D,Sistem Organisasi Kehidupan dan Efektivitas hasil belajar siswa.

ABSTRACT

Widya Ningsih Gea, NIM 4193351016 (2023). Development of Interactive Multimedia Based on Articulate Storyline 3 Material on Life Organization Systems in Improving Student's Cognitive Learning Outcomes at SMP Negeri 7 Medan.

This development study aims to determine: (1) The feasibility level of interactive multimedia based on Articulate Storyline 3 according to media experts, (2) The feasibility level of interactive multimedia based on Articulate Storyline 3 according to material experts, (3) The feasibility level of interactive multimedia products based on Articulate Storyline 3 according to learning experts, (4) The level of feasibility of interactive multimedia products based on Articulate Storyline 3 according to the teacher, (5) The level of feasibility of interactive multimedia products based on Articulate Storyline 3 according to students and (6) The level of effectiveness of learning outcomes after using interactive multimedia products based on Articulate Storyline 3 on life organization systems material. The population in this study were all students of class VII-3 at SMP Negeri 7 Medan. This development research uses the Four-D (4D) development model, namely define, design, development and dissemination. Data analysis techniques used (1) media feasibility test, (2) validity test, (3) reliability test, (4) difficulty level test, (5) differential power test and (6) N-Gain test. The research results obtained: (1) The product feasibility level by media experts obtained a percentage value of 96.67% with very feasible criteria, (2) The product feasibility level by material experts obtained a percentage value of 76.04% with feasible criteria, (3) The product feasibility level by learning experts obtained a percentage value of 96.67% with very feasible criteria, (4) The product feasibility level according to the teacher's response obtained a value of 98.81% with very feasible assessment criteria, (5) The product feasibility level according to students was obtained a value of 86% with very feasible criteria and (6) The level of effectiveness after using interactive multimedia based on Articulate Storyline 3 on life organizational systems material obtained a value of 0.71 with high criteria. This shows an increase in the cognitive learning outcomes of class VII-3 students at SMP Negeri 7 Medan and it is concluded that interactive multimedia products based on Articulate Storyline 3 on life organizational systems material are very feasible, effective and efficient to use in the learning process as innovative learning media.

Keywords: Interactive Multimedia, Articulate Storyline 3, 4D Development Model, Life Organization System and Effectiveness of student learning outcomes.