

ABSTRAK

Sri Hawani Syafitri, NIM 4192411011 (2023), Pengembangan Media Pembelajaran Interaktif Menggunakan Aplikasi *Macromedia Flash 8* Untuk Meningkatkan Pemahaman Matematis Siswa Pada Pembelajaran Matematika Kelas VIII SMP.

Penelitian ini dilakukan untuk mengetahui kevalidan, kepraktisan dan keefektifan media pembelajaran interaktif menggunakan *Macromedia Flash 8* pada Pembelajaran Matematika Kelas VIII SMP yang dikembangkan. Penelitian ini termasuk penelitian pengembangan yang disebut juga *Research and Development* (R&D) dengan menggunakan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Teknik pengumpulan data menggunakan lembar angket penilaian ahli materi, ahli media, praktisi pembelajaran dan respon siswa. Media pembelajaran divalidasi oleh 2 dosen jurusan matematika dan 4 guru matematika SMP Negeri 29 Medan. Media yang telah dikembangkan diujicobakan kepada 32 siswa kelas VIII SMP Negeri 29 Medan. Berdasarkan hasil penelitian, media pembelajaran interaktif menggunakan *Macromedia Flash 8* pada Pembelajaran Matematika Kelas VIII SMP mendapatkan rata-rata persentase 96,59% dengan kriteria “sangat valid” dari penilaian ahli materi dan ahli media, mendapatkan rata-rata persentase 91,40% dengan kriteria “sangat praktis” dari penilaian praktisi pembelajaran, dan mendapatkan rata-rata persentase 89,34% dengan kriteria “sangat efektif” dari penilaian siswa. Media pembelajaran juga dikatakan efektif bila ditinjau dari skor N-Gain peningkatan kemampuan pemahaman matematis siswa yakni didapat rata – rata persentase 85,00% dengan kriteria “sangat efektif”, dan ditinjau dari hasil belajar siswa yakni didapatkan persentase ketuntasan sebesar 90,63%. Didasarkan pada hasil penilaian ahli materi, ahli media, praktisi pembelajaran, dan siswa dapat dikatakan bahwa media pembelajaran interaktif menggunakan *Macromedia Flash 8* pada Pembelajaran Matematika Kelas VIII SMP telah teruji valid, praktis dan efektif untuk digunakan dalam pembelajaran.

Kata Kunci : Pengembangan, Media Pembelajaran, *Macromedia Flash 8*.

ABSTRACT

Sri Hawani Syafitri, NIM 4192411011, *Development of Interactive Learning Media Using the Macromedia Flash 8 Application to Improve Students' Mathematical Understanding in Class VIII Mathematics Learning in Middle School.*

This research was conducted to determine the validity, practicality and effectiveness of interactive learning media using Macromedia Flash 8 in Class VIII Middle School Mathematics Learning that was developed. This research includes development research which is also called Research and Development (R&D) using the ADDIE (Analysis, Design, Development, Implementation, Evaluation) development model. The data collection technique uses a questionnaire sheet assessing material experts, media experts, learning practitioners and student responses. The learning media was validated by 2 lecturers majoring in mathematics and 4 mathematics teachers at SMP Negeri 29 Medan. The media that has been developed was tested on 32 class VIII students of SMP Negeri 29 Medan. Based on the research results, interactive learning media using Macromedia Flash 8 in Class VIII Middle School Mathematics Learning obtained an average percentage of 96.59% with the criteria "very valid" from the assessment of material experts and media experts, obtaining an average percentage of 91.40% with the "very practical" criteria from the learning practitioner assessment, and obtained an average percentage of 89.34% with the "very effective" criteria from the student assessment. Learning media is also said to be effective when viewed from the N-Gain score of increasing students' mathematical understanding abilities, namely an average percentage of 85.00% with the criteria "very effective", and in terms of student learning outcomes, a completion percentage of 90.63% is obtained. Based on the results of assessments by material experts, media experts, learning practitioners and students, it can be said that interactive learning media using Macromedia Flash 8 in Class VIII Middle School Mathematics Learning has been proven valid, practical and effective for use in learning.

Keywords: Development, Learning Media, Macromedia Flash 8.

