

ABSTRAK

Fadila Khairunisa, NIM 4202111003 (2024), Pengembangan Media Pembelajaran Interaktif Berbantuan *Articulate Storyline 3* Berbasis *Android* Untuk Meningkatkan Kemampuan Pemahaman Konsep Matematis Di SMPN 3 Stabat.

Penelitian ini bertujuan untuk mengetahui kualitas (kevalidan, kepraktisan dan keefektifan) hasil pengembangan media pembelajaran interaktif berbantuan *Articulate Storyline 3* berbasis *android* untuk meningkatkan kemampuan pemahaman konsep matematis peserta didik yang telah dikembangkan. Penelitian ini merupakan penelitian dan pengembangan atau R&D (*Research and Development*) yang menggunakan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Subjek dalam penelitian ini adalah 30 siswa kelas VIII-2 SMPN 3 Stabat. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah wawancara, observasi, angket dan tes kemampuan pemahaman konsep matematis. Berdasarkan hasil validasi media pembelajaran interaktif berbantuan *Articulate Storyline 3* berbasis *android* untuk meningkatkan kemampuan pemahaman konsep matematis yang telah dikembangkan oleh ahli media dan ahli materi diperoleh rata-rata presentase sebesar 93% dan 96,3% yang dikategorikan “sangat valid” atau layak digunakan. Rata-rata presentasi kepraktisan dari respon guru matematika sebesar 94,5% dikategorikan “sangat praktis”. Dan memperoleh rata-rata presentase keefektifan dari respon peserta didik sebesar 94,75% yang dikategorikan “sangat efektif”. Media pembelajaran dikatakan efektif dilihat dari ketuntasan belajar peserta didik secara klasikal mencapai 90%. Presentase Peningkatan proses jawaban peserta didik dilihat dari peningkatan tes kemampuan pemahaman konsep matematis berdasarkan uji nilai N-Gain sebesar 0,77% yang dikategorikan tinggi. Dengan demikian berdasarkan dari hasil validasi ahli media, ahli materi, guru matematika SMP dan respon peserta didik bahwa media pembelajaran interaktif berbantuan *Articulate Storyline 3* berbasis *android* untuk meningkatkan kemampuan pemahaman konsep matematis telah dikembangkan layak dan teruji kevalidan, kepraktisan dan keefektifan untuk digunakan dalam kegiatan pembelajaran meningkatkan kemampuan pemahaman konsep matematis peserta didik.

Kata kunci: Pengembangan, Media Pembelajaran, *Articulate Storyline 3*, *Android*, Kemampuan Pemahaman Konsep Matematis.

ABSTRACT

Fadila Khairunisa, NIM 4202111003 (2024), Development of Android-based Articulate Storyline 3-Assisted Interactive Learning Media to Improve the Ability to Understand Mathematical Concepts at SMPN 3 Stabat.

This study aims to determine the quality (validity, practicality and effectiveness) of the results of the development of android-based Articulate Storyline 3-assisted interactive learning media to improve the ability of students to understand mathematical concepts that have been developed. This research is research and development or R&D (*Research and Development*) that uses the ADDIE (*Analysis, Design, Development, Implementation, Evaluation*) development model. The subjects in this study are 30 students in grades VIII-2 SMPN 3 Stabat. The data collection techniques used in this study are interviews, observations, questionnaires and tests of mathematical concept comprehension ability. Based on the results of the validation of interactive learning media assisted by Articulate Storyline 3 based on android to improve the ability to understand mathematical concepts that have been developed by media experts and subject matter experts, an average percentage of 93% and 96.3% was obtained which was categorized as "very valid" or suitable for use. The average practicality presentation from the mathematics teacher's response of 94.5% was categorized as "very practical". And obtained an average percentage of effectiveness from student responses of 94.75% which was categorized as "very effective". Learning media is said to be effective judging from the completeness of students' learning classically reaching 90%. Percentage Increase in the students' answer process is seen from the increase in the test of mathematical concept comprehension based on the N-Gain score test of 0.77% which is categorized as high. Thus, based on the results of the validation of media experts, material experts, junior high school mathematics teachers and student responses, the android-based interactive learning media Articulate Storyline 3 to improve the ability to understand mathematical concepts has been developed feasible and tested for validity, practicality and effectiveness to be used in learning activities to improve comprehension skills students' mathematical concepts.

Keywords: Development, Learning Media, Articulate Storyline 3, Android, Ability to Understand Mathematical Concepts.