

ABSTRAK

KENDEDES SIMANULLANG. Pengembangan Media Interaktif Berbantuan Aplikasi *Articulate Storyline 3* Pada Mata Pelajaran IPAS Kelas V di UPT SDN 027 Pariksinomba T.A 2024/2025. Skripsi. Medan : Fakultas Ilmu Pendidikan, Universitas Negeri Medan, 2025.

Penelitian ini bertujuan untuk mengembangkan media pembelajaran interaktif berbantuan Articulate Storyline 3 pada mata pelajaran IPAS kelas V di UPT SDN 027 Pariksinomba serta mengetahui kelayakan, kepraktisan, dan keefektifan media yang dikembangkan. Metode penelitian yang digunakan adalah metode penelitian dan pengembangan (*R&D*) dengan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Instrumen pengumpulan data meliputi lembar validasi ahli materi, ahli media, praktisi (guru), angket respon siswa, serta tes hasil belajar (pretest dan posttest). Hasil penelitian menunjukkan bahwa media interaktif yang dikembangkan dinyatakan layak berdasarkan validasi ahli materi dengan skor 82% dan validasi ahli media sebesar 98%, keduanya berada dalam kategori “sangat layak”. Dari aspek kepraktisan, hasil validasi praktisi (guru kelas V) sebesar 95% dan angket respon siswa sebesar 98,3% menunjukkan bahwa media termasuk dalam kategori “sangat praktis” untuk digunakan dalam proses pembelajaran. Sedangkan dari aspek keefektifan, berdasarkan hasil pretest dan posttest siswa diperoleh skor rata-rata N-gain sebesar 0,635 dengan persentase 63,58%, sehingga berada dalam kategori “cukup efektif”. Dengan demikian, media pembelajaran interaktif berbantuan *Articulate Storyline 3* ini layak, sangat praktis, dan cukup efektif untuk digunakan sebagai alternatif media pembelajaran

Kata Kunci: Media Interaktif, *Articulate storyline 3*, IPAS

ABSTRACT

KENDEDES SIMANULLANG. Development of Interactive Media Assisted by the Articulate Storyline 3 Application in the Social Studies Subject of Grade V at UPT SDN 027 Pariksinomba Academic Year 2024/2025. Skripsi. Medan: Faculty of Education, State University of Medan, 2025.

This research aims to develop an interactive learning media assisted by Articulate Storyline 3 for the IPAS subject in grade V at UPT SDN 027 Pariksinomba and to determine the feasibility, practicality, and effectiveness of the developed media. The research method used is Research and Development (R&D) with the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). The data collection instruments include expert validation sheets for content, media, practitioners (teachers), student response questionnaires, and learning achievement tests (pretest and posttest). The research results show that the developed interactive media is deemed feasible based on content expert validation with a score of 82% and media expert validation of 98%, both categorized as “very feasible.” In terms of practicality, the validation result from the practitioner (grade V teacher) is 95%, and the student response questionnaire shows 98.3%, indicating that the media is categorized as “very practical” for use in the learning process. Meanwhile, in terms of effectiveness, based on pretest and posttest results, the average N-gain score of 0.635 with a percentage of 63.58% is classified as “moderately effective.” Thus, the interactive learning media assisted by Articulate Storyline 3 is deemed feasible, very practical, and moderately effective for use as an alternative learning media

Keywords: Interactive Media, Articulate storyline 3, Social Sciences