

ABSTRACT

Dea Erianti. Registration Number 2223121006. Developing Learning Media Using Articulate Storyline 360 for Writing Analytical Exposition Text at Grade XI SMAS Gajah Mada Medan. A Thesis. English and Literature Department. Faculty of Languages and Arts. Universitas Negeri Medan. 2026.

This study aimed to identify the students' needs in learning to write analytical exposition texts and to develop interactive learning media using Articulate Storyline 360 for eleventh-grade students at SMAS Gajah Mada Medan. This study employed the Research and Development (R&D) method adapted from Gall et al. (2003), consisting of six stages: gathering information and data, analyzing the data, developing the media, validating the product, revising the product, and finalizing the product. The participants were one English teacher and 43 eleventh-grade students. Data were collected through a needs analysis questionnaire and expert validation rubrics and analyzed using percentage calculations and descriptive statistics. The needs analysis revealed that students experienced difficulties in understanding the language features and writing analytical exposition texts through conventional learning media. The students also expressed a strong need for interactive learning media incorporating clear explanations, model texts, multimedia elements, and step-by-step writing activities. Based on these findings, an interactive learning medium was developed using Articulate Storyline 360. The developed product integrated text, images, videos, animations, interactive quizzes, and immediate feedback to support students' writing skills. The results of expert validation showed a mean score of **4.13**, which was categorized as **Good**, indicating that the learning media was feasible for use in teaching writing analytical exposition texts. Therefore, the developed media are expected to provide a more engaging, interactive, and student-centered learning experience while supporting students in improving their writing skills.

Keywords: *Articulate Storyline 360, interactive learning media, analytical exposition text, needs analysis.*