

ABSTRAK

Eliasta Agustinus Sebayang: Pengembangan Media Pembelajaran Interaktif Berbasis Multimedia pada Mata Pelajaran Desain Grafis di SMK Negeri 14 Medan. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2026.

Penelitian ini bertujuan untuk mengetahui kelayakan, akseptabilitas, dan efektivitas media pembelajaran interaktif berbasis multimedia pada mata pelajaran Desain Grafis di SMK Negeri 14 Medan. Penelitian ini merupakan penelitian dan pengembangan (*Research and Development*) menggunakan model ADDIE yang meliputi tahap *Analysis, Design, Development, Implementation, dan Evaluation*. Subjek penelitian berjumlah 34 peserta didik kelas XI Rekayasa Perangkat Lunak (RPL) SMK Negeri 14 Medan. Produk yang dikembangkan berupa media pembelajaran interaktif berbasis multimedia APK Android menggunakan *Smart Apps Creator*. Data dikumpulkan melalui observasi, wawancara, angket, dan tes hasil belajar, kemudian dianalisis menggunakan analisis deskriptif kuantitatif dan uji N-Gain. Hasil penelitian menunjukkan bahwa media yang dikembangkan memuat capaian pembelajaran, materi, video pembelajaran, latihan soal, evaluasi, dan fitur navigasi interaktif. Hasil validasi ahli materi memperoleh rata-rata 4,27 dengan kategori Sangat Layak, sedangkan validasi ahli media memperoleh rata-rata 4,12 dengan kategori Layak. Hasil akseptabilitas pengguna memperoleh rata-rata 4,50 dengan kategori Akseptabilitas Sangat Tinggi. Efektivitas media ditunjukkan oleh peningkatan nilai rata-rata pretest dari 52,06 menjadi 82,79 pada posttest dengan nilai N-Gain sebesar 0,64 kategori sedang. Dengan demikian, media pembelajaran interaktif berbasis multimedia yang dikembangkan dinyatakan layak, memiliki tingkat akseptabilitas yang sangat tinggi, dan efektif digunakan untuk meningkatkan hasil belajar peserta didik pada mata pelajaran Desain Grafis.

Kata Kunci: media pembelajaran interaktif, multimedia, Smart Apps Creator, Desain Grafis, ADDIE, akseptabilitas, efektivitas pembelajaran.



ABSTRACT

Eliasta Agustinus Sebayang: Development of Interactive Multimedia-Based Learning Media for the Graphic Design Subject at SMK Negeri 14 Medan. Undergraduate Thesis. Faculty of Engineering, Universitas Negeri Medan. 2026.

This study aimed to determine the feasibility, acceptability, and effectiveness of interactive multimedia-based learning media for the Graphic Design subject at SMK Negeri 14 Medan. This research employed a Research and Development (R&D) approach using the ADDIE model, which consists of Analysis, Design, Development, Implementation, and Evaluation stages. The research subjects were 34 eleventh-grade students of the Software Engineering (RPL) program at SMK Negeri 14 Medan. The product developed was an Android-based interactive multimedia learning application created using Smart Apps Creator. Data were collected through observations, interviews, questionnaires, and learning achievement tests, and were analyzed using quantitative descriptive analysis and the N-Gain test. The results showed that the developed media contained learning outcomes, learning materials, instructional videos, practice exercises, evaluations, and interactive navigation features. The material expert validation obtained an average score of 4.27, categorized as Highly Feasible, while the media expert validation obtained an average score of 4.12, categorized as Feasible. The user acceptability assessment obtained an average score of 4.50, categorized as Very High Acceptability. The effectiveness of the media was indicated by the improvement of students' average pretest score from 52.06 to an average posttest score of 82.79, with an N-Gain score of 0.64, which falls into the moderate category. Therefore, the developed interactive multimedia-based learning media was considered feasible, demonstrated very high acceptability, and was effective in improving students' learning outcomes in the Graphic Design subject.

Keywords: *interactive learning media, multimedia, Smart Apps Creator, Graphic Design, ADDIE, acceptability, learning effectiveness.*

