ABSTRAK

MARISA ALMARIND. Pengaruh Penggunaan Modul Digital Interaktif Berbasis Marvelapp Terhadap Kompetensi Teknis Fasilitator Program *Kelapa Muda* Hapsari Di Desa Denai Kuala. Skripsi. Medan: Fakultas Ilmu Pendidikan. Universitas Negeri Medan. 2026.

Penelitian ini bertujuan untuk menganalisis penggunaan modul digital interaktif berbasis MarvelApp, kompetensi teknis fasilitator sebelum dan sesudah penggunaan modul, serta pengaruh penggunaan modul tersebut terhadap kompetensi teknis fasilitator Program *Kelapa Muda* HAPSARI di Desa Denai Kuala. Penelitian ini menggunakan pendekatan kuantitatif dengan desain quasi experiment tipe Time Series Design. Populasi sekaligus sampel dalam penelitian ini adalah seluruh fasilitator Program *Kelapa Muda* HAPSARI di Desa Denai Kuala yang berjumlah 18 orang dengan teknik total sampling. Teknik pengumpulan data dilakukan melalui tes kompetensi teknis fasilitator dan lembar observasi. Kompetensi teknis fasilitator diukur melalui indikator kemampuan menyampaikan materi secara jelas, menggunakan metode pelaksanaan yang tepat, melibatkan peserta dalam kegiatan, melakukan evaluasi kegiatan, serta memanfaatkan teknologi atau media pembelajaran. Analisis data menggunakan statistik deskriptif, uji normalitas Shapiro-Wilk, regresi linear sederhana, dan uji Paired Sample t-Test dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa penggunaan modul digital interaktif berbasis MarvelApp dapat diterapkan dengan baik sebagai media pembelajaran bagi fasilitator. Kompetensi teknis fasilitator mengalami peningkatan setelah penggunaan modul, yang ditunjukkan oleh peningkatan rata-rata persentase kompetensi dari 48,56% pada tahap *pretest* menjadi 60,22% pada tahap *posttest* dengan peningkatan sebesar 11,66%. Hasil uji Paired Sample t-Test menunjukkan nilai mean difference sebesar -3,03, nilai t hitung sebesar -5,068, dan nilai signifikansi < 0,001 (< 0,05). Dengan demikian, H_0 ditolak dan H_a diterima, sehingga dapat disimpulkan bahwa penggunaan modul digital interaktif berbasis MarvelApp berpengaruh signifikan terhadap peningkatan kompetensi teknis fasilitator Program *Kelapa Muda* HAPSARI di Desa Denai Kuala.

Kata kunci: Modul Digital Interaktif, MarvelApp, Kompetensi Teknis, Fasilitator

ABSTRACT

MARISA ALMARIND. The Effect of Using a MarvelApp-Based Interactive Digital Module on the Technical Competence of Facilitators of the HAPSARI *Kelapa Muda* Program in Denai Kuala Village. Skripsi. Medan: Faculty of Education. State University of Medan, 2026.

This study aimed to analyze the use of a MarvelApp-based interactive digital module, the technical competence of facilitators before and after using the module, and the effect of the module on the technical competence of facilitators of the HAPSARI *Kelapa Muda* Program in Denai Kuala Village. This study employed a quantitative approach with a quasi-experimental Time Series Design. The population as well as the sample consisted of all 18 facilitators of the HAPSARI *Kelapa Muda* Program in Denai Kuala Village, selected using the total sampling technique. Data were collected through a technical competence test and observation sheets. Technical competence was measured through several indicators, namely the ability to deliver materials clearly, apply appropriate implementation methods, engage participants in activities, conduct activity evaluations, and utilize technology or learning media. Data were analyzed using descriptive statistics, the Shapiro–Wilk normality test, simple linear regression, and the Paired Sample t-Test with the assistance of SPSS software. The results showed that the MarvelApp-based interactive digital module was effectively implemented as a learning medium for facilitators. Facilitators' technical competence improved after using the module, as indicated by an increase in the average competence percentage from 48.56% in the *pretest* stage to 60.22% in the *posttest* stage, representing an improvement of 11.66%. The Paired Sample t-Test results revealed a mean difference of -3.03, a t-value of -5.068, and a significance value of < 0.001 (< 0.05). Therefore, H_0 was rejected and H_a was accepted, indicating that the use of the MarvelApp-based interactive digital module had a significant effect on improving the technical competence of facilitators of the HAPSARI *Kelapa Muda* Program in Denai Kuala Village.

Keywords : Interactive Digital Module, MarvelApp, Technical Competence, Facilitator.

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