

## ABSTRACT

**Melva O Togatorop, ID. 4183342002 (2018). Development Of Biotechnology Digital Pocketbook Learning Media on Animal and Plants for Biology Students of Universitas Negeri Medan**

This study aims to determine the feasibility and effectiveness of a digital pocket book for biotechnology materials for students majoring in biology class 2019 based on the assessment of media experts, material experts and student responses, the effectiveness of the book is carried out with a one-group sample design (pre-test and post-test). This study adopts the ADDIE development research model which consists of five stages of research, namely analysis, design, development, implementation and evaluation. The results showed that the assessment of the feasibility of learning media in the form of digital pocket books based on material experts and media experts included: Material experts with the criteria of "Very decent" (77.5%), media experts with the criteria of "Very feasible" (85%), Student assessment of digital pocket books obtained an assessment with the category "Very decent" (86.23%), the effectiveness of digital pocket books on students was significant. This is evident from the results of statistical tests that the significance score is 0.000 ( $<0.05$ ). This means that there is a significant difference between the results of the pre test and post test which shows that the intervention given has an effect on increasing student scores.

Key words ; Development, Digital Pocketbook, Biotechnology