ABSTRAK

Ayu Wandira Nasution, NIM 4182111004 (2023). Pengembangan Media Interaktif Berbasis *Android* Menggunakan *Articulate Storyline* Untuk Meningkatkan Pemahaman Konsep Matematika di SMAS Nurul Islam Indonesia.

Penelitian ini bertujuan untuk mengembangkan dan mengetahui kevalidan, kepraktisan serta keefektifan dari media interaktif matematika *articulate storyline 3* berbasis *android* pada materi matriks untuk meningkatkan pemahaman konsep matematika kelas XI SMAS Nurul Islam Indonesia. Penelitian ini menggunakan model pengembangan ADDIE yang terdiri dari lima tahap pengembangan yaitu: Analysis (A), Design (D), Development (D), Implementation (I), Evaluation (E). Instrument penilaian adalah lembar angket yang digunakan untuk uji kelayakan dari produk media interaktif matematika *articulate storyline 3* berbasis *android.* Hasil penelitian pengembangan ini telah dihasilkan produk media interaktif matematika *articulate storyline 3* berbasis *android* pada materi matriks di kelas XI IPA dengan kelayakan sesuai hasil penilaian ahli materi memperoleh persentase sebesar 87% dengan kategori sangat valid, penilaian ahli media memperoleh persentase 91% dengan kategori sangat valid. Respon dari guru memperoleh persentase 83% dengan kategori sangat praktis. Untuk penilaian keefektifan media interaktif diperoleh persentase 96,67% siswa tuntas dalam rata-rata ketuntasan klasikal dan 82,6% siswa memberikan respon positif terhadap media interaktif yang dikembangkan dapat dikatakan efektif. Untuk penilaian pemahaman konsep matematika siswa menggunakan N-Gain menunjukkan perolehan nilai rata-rata 0.66 berkategori peningkatan sedang. Hasil uji media interaktif *articulate storyline 3* berbasis *android* untuk sangat valid, praktis, dan efektif serta dapat digunakan untuk meningkatkan pemahaman konsep matematika pada materi matriks kelas XI SMA.

Kata Kunci: Pengembangan, Media, *Android, Articulate, storyline*

ABSTRACT

Ayu Wandira Nasution, NIM 4182111004 (2023). Development of Android-Based Interactive Media Using Articulate Storyline to Improve Understanding of Mathematics Concepts at Nurul Islam Indonesia High School.

This observe pursuits to increase and determine the validity, practicality and effectiveness of android-based totally articulate storyline 3 mathematics interactive media on matrix cloth to enhance information of mathematical concepts in magnificence XI college students of Nurul Islam Indonesia excessive college. This research uses the ADDIE development version which includes 5 degrees of improvement, particularly: evaluation (A), design (D), improvement (D), Implementation (I), evaluation (E). The evaluation instrument is a questionnaire sheet used to test the feasibility of android-based totally articulate storyline three math interactive media merchandise. The consequences of this development research have produced android-based articulate storyline three math interactive media merchandise on matrix fabric in magnificence XI IPA with feasibility consistent with the outcomes of the fabric expert assessment received a percentage of 86% with a totally valid category, the media professional evaluation acquired a percent of 91.four% with a completely valid class. reaction from teachers obtained a percent of eighty three.four% with a completely practical category. For the assessment of the effectiveness of interactive media, a percent of 96.6% of students had been finished inside the average classical completeness and eighty two.sixty two% of college students gave a high-quality reaction to the interactive media advanced, so it may be said to be effective. For the evaluation of students' understanding of mathematical concepts the usage of N-advantage confirmed an average price of 0.66 with a slight increase class. The outcomes of the trial of android-based articulate storyline 3 interactive media are very valid, practical, and effective and may be used to enhance know-how of mathematical ideas in matrix fabric in grade XI SMA.

Keywords: Development, media, Android, Articulate, Storyline.