ABSTRAK

Rivain Habibi Siregar. NIM: 5163131030. Pengembangan Media *Mobile Learning* Mata Pelajaran Produk Kreatif dan Kewirausahaan Sebagai Suplemen Pembelajaran Siswa Kelas XI TITL di SMK Negeri 5 Medan.

Penelitian yang dilakukan ini bertujuan untuk mengembangkan media *mobile learning* terhadap efektif dan efisiensi kegiatan belajar mengajar di SMK Neger 5 Medan. Adapun metode penelitian yang digunakan adalah jenis metode R&D (*Research and Development*) dengan model pengembanggan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Data pada penelitian ini diperoleh melalui instrument yang diadaptasi dari Sriadhi:2018, yang terdiri dari ahli materi, ahli media, dan akseptansi guru. Analisis data yang digunakan pada penelitian ini juga diadopsi dari Sriadhi : 2018 melalui hitungan statistic deskriptif. Hasil dari penelitian ini didapatkan bahwa akseptansi guru terhadap media pembelajaran ini dengan kategori **"sangat tinggi"** dengan memperoleh nilai rata-rata keseluruhan **4.3**. Hasil Uji kelayakan dari ahli materi dikategorikan **"sangat layak"** dengan memperoleh nilai rata-rata keseluruhan **4.3.** Dan hasil uji kelayakan dari ahli media dikategorikan**"sangatlayak"**denganmemperolehnilai rata-rata keseluruhan **4.3** juga.

Kata kunci: *Pengembangan, Media pembelajaran, Mobile Learning, Android, Produk Kreatif dan Kewirausahaan, Suplemen Pembelajaran*.

ABSTRACT

Rivain Habibi Siregar. NIM. 5163131030. Development of Mobile Learning Media for Creative Products and Entrepreneurship Subjects as Learning Supplements for Class XI TITL Students at SMK Negeri 5 Medan.

This research aims to develope mobile learning media on the effectiveness and efficiency of teaching and learning activities at SMK Negeri 5 Medan. The research method used is the type of R&D (Research and Development) method with the ADDIE development model (Analysis, Design, Development, Implementation, Evaluation). The data in this study were obtained through an instrument adapted from Sriadhi: 2018, which consisted of material experts, media experts, and teacher acceptance. The data analysis used in this study was also adopted from Sriadhi: 2018 through descriptive statistical calculations. The results of this study found that the teacher's acceptance of this learning media was in the "very high" category by obtaining an overall average score of 4.3. The results of the feasibility test from the material expert were categorized as "very feasible" by obtaining an overall average score of 4.3. And the results of the feasibility test from media experts were categorized as "very feasible" by obtaining an overall average score of 4.3 as well.

Keywords: Develope, Learning Media, Mobile Learning, Android, Creative and Entrepreneurship Product, Learning Suplement.