

ABSTRAK

Yusuf Ijonris. NIM 8206122012. Pengembangan Media Pembelajaran Berbasis *Computer Assisted Instruction* (CAI) Pada Mata Kuliah Teori Ekonomi Mikro Di Prodi Manajemen Fakultas Ekonomi Universitas Methodist Indonesia. Tesis Medan: Program Studi Teknologi Pendidikan, Pascasarjana Universitas Negeri Medan.

Kemajuan teknologi dan perkembangan zaman berpengaruh pada dunia pendidikan, perlu dikembangkan media pembelajaran untuk memenuhi kebutuhan mahasiswa. Media pembelajaran yang dikembangkan adalah media pembelajaran berbasis *Computer Assisted Instruction* (CAI). Penelitian ini bertujuan untuk mengetahui kelayakan dan keefektifan produk media pembelajaran berbasis CAI pada Mata Kuliah Teori Ekonomi Mikro. Metode penelitian adalah *Research and Development* (R&D) yang dikembangkan dengan desain ADDIE (*Analysis, Design, Development, Implement, dan Evaluated*). Hasil penelitian pengembangan diperoleh media pembelajaran berbasis CAI yang sangat layak oleh ahli media dengan rata-rata (3,79), ahli materi (4,40), dan ahli desain (4,64) serta uji coba lapangan terhadap mahasiswa dengan rata-rata (4,14) tergolong tinggi. Dalam mengukur tingkat efektivitas menggunakan N-gain score yaitu 0.68 dengan kategori sedang. Berdasarkan hasil analisis data, media pembelajaran ini dapat digunakan untuk proses pembelajaran.

Kata kunci: Media Pembelajaran, *Computer Assisted Instruction* (CAI), ADDIE.



ABSTACT

Yusuf Ijonris. NIM 8206122012. *Development of Computer Assisted Instruction (CAI) Based Learning Media in Microeconomic Theory Courses in the Management Study Program, Faculty of Economics, Indonesian Methodist University. Medan thesis: Educational Technology Study Program, Postgraduate Program, State University of Medan.*

Development of Technology have influenced education, it is necessary to develop learning media to meet student needs. The learning media developed is learning media based on Computer Assisted Instruction (CAI). This study aims to determine the feasibility and effectiveness of CAI-based learning media products in the Microeconomics Theory Course. The research method is Research and Development (R&D) which was developed with the ADDIE design (Analysis, Design, Development, Implementation, and Evaluation). The results of development research obtained CAI-based learning media that were very feasible by media experts with an average (3.79), material experts (4.40), and design experts (4.64) as well as field trials on students with an average (4.14) is high. In measuring the level of effectiveness using the N-gain score, namely 0.68 in the medium category. Based on the results of data analysis, this learning media can be used for the learning process.

Keywords: *Learning Media, Computer Assisted Instruction (CAI), ADDIE*