ABSTRAK

Lamtupa Simbolon, NIM 5172122008: *Pengembangan Media Pembelajaran Berbasis Macromedia Flash 8 Pada Materi Transmisi Otomatis Terhadap Mahasiswa Pendidikan Teknik Otomotif Stambuk 2019 Universitas Negeri Medan*. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2022

Penelitian ini bertujuan untuk mengetahui: (1) Mekanisme dan rancangan pengembangan media pembelajaran menggunakan *macromedia flash 8* pada materi transmisi otomatis; (2) Tingkat kelayakan media pembelajaran berbasis *macromedia flash 8* pada materi transmisi otomatis menurut para dosen ahli dan respon mahasiswa pendidikan tektik otomotif 2019.

Media pembelajaran ini dikembangkan dengan model ADDIE yang terdiri dari 5 tahap yaitu analisis, desain, pengembangan, implementasi, dan evaluasi. Hasil penelitian menunjukkan: Mekanisme pengembangan produk media pembelajaran berbasis *macromedia flash 8* pada materi transmisi otomatis dilakukan mengikuti alur pengembangan ADDIE yang terdiri dari analisis, desain, pengembangan, implementasi, dan evaluasi serta divalidasi atau dinilai oleh validator ahli media, ahli materi, ahli desain pembelajaran, dan respon mahasiswa pendidikan teknik otomotif stambuk 2019 Universitas Negeri Medan.

Tingkat kelayakan media pembelajaran berbasis *macromedia flash 8* pada materi transmisi otomatis menurut dosen ahli media berada pada kriteria "Sangat layak" (97,5%), menurut dosen ahli materi berada pada kriteria "Sangat layak" (80,88%), menurut dosen ahli desain pembelajaran berada pada kriteria "Sangat layak" (83,34%), berdasarkan uji coba kelompok kecil mahasiswa (5 orang) berada pada kriteria "Sangat layak" (82,24%), berdasarkan uji coba kelompok besar mahasiswa (10 orang) berada pada kriteria "Sangat layak" (87,41%), dan uji coba mahasiswa kelayakan atau lapangan terhadap mahasiswa (20 orang) berada pada kriteria "Sangat layak" (91,42%). Sehingga dapat disimpulkan bahwa produk pengembangan penelitian berupa media pembelajaran yang dikembangkan ini berada pada kriteria "Sangat layak" untuk digunakan sebagai media pembelajaran tambahan bagi mahasiswa program studi pendidikan teknik otomotif.

***Kata Kunci*:** Pengembangan, Media Pembelajaran, *Macromedia Flash 8*, Transmisi Otomatis.

ABSTRACT

Lamtupa Simbolon, NIM 5172122008: *The Development of Macromedia Flash 8-Based Learning Media on Automatic Transmission Materials for Students of Automotive Engineering Education Stambuk 2019 Medan State University*. *Essay. Faculty of Engineering, Medan State University.* 2022.

This study aims to determine: (1) Mechanisms and designs for developing learning media using macromedia flash 8 on automatic transmission materials; (2) The feasibility level of learning media based on macromedia flash 8 on automatic transmission material according to expert lecturers and student responses to automotive engineering education 2019.

This learning media was developed using the ADDIE model which consists of 5 stages, namely analysis, design, development, imple mentation, and evaluation. . The results show: The mechanism for developing learning media products based on macromedia flash 8 on automatic transmission material is carried out following the ADDIE development flow which consists of analysis, design, development, implementation, and evaluation and is validated or assessed by media expert validators, material experts, learning design experts, and student responses to automotive engineering education stamps 2019 Medan State University.

The feasibility level of learning media based on macromedia flash 8 on automatic transmission material according to media expert lecturers is in the "very feasible" criteria (97.5%), according to material expert lecturers is in the "very feasible" criteria (80.88%) , according to a lecturer who is an expert in learning design, it is in the "Very feasible" criteria (83.34%), based on a small group trial of students (5 people) is in the "Very feasible" criteria (82.24%), based on a large group trial of students (10 people) were in the "Very feasible" criteria (87.41%), and the feasibility or field student trials of students (20 people) were in the "very feasible" criteria (91.42%). So it can be concluded that the product of research development in the form of learning media developed is in the "very feasible" criteria to be used as an additional learning medium for students of the automotive engineering education study program.

Keywords: Development, Learning Media, Macromedia Flash 8, Automatic Transmission