

ABSTRAK

M. Faris Muhadriyan : Pengembangan Media Pembelajaran Berbasis Blended Learning pada Mata Pelajaran Desain Grafis Kelas XI-Desain Grafika di SMK Negeri 13 Medan.

Penelitian bertujuan untuk: (1) merancang media pembelajaran Blended Learning berbasis *Telegram bot* ; (2) mengetahui tingkat kelayakan media pembelajaran blended learning berbasis *Telegram bot*; (3) mengetahui tingkat keefektifan media pembelajaran E- learning berbasis *Telegram bot*.

Penelitian ini menggunakan model pengembangan perangkat lunak Agile yang terdiri dari lima tahap yaitu (1) plan, (2) design, (3) develop-test, (4) deploy-review, (5) launch. Penelitian ini dilakukan di kelas XI Desain Grafika di SMK Negeri 13 Medan. Tahap pengujian kelayakan dilakukan oleh dua ahli materi dan dua ahli media. Kemudian dilakukan pengujian respon / penerimaan pada pengguna yaitu siswa kelas XI. Teknik analisis data pada penelitian ini menggunakan instrumen angket dan untuk menguji tingkat efektifitas media dilakukan *pre-test* maupun *post-test* dan hasilnya akan dihitung menggunakan rumus skor *N-gain*.

Hasil Penelitian ini adalah: (1) Hasil pengembangan media pembelajaran ini berupa bot Telegram media pembelajaran desain grafis berbasis *Blended Learning* yang dapat diakses melalui android maupun desktop ; (2) Hasil pengujian menggunakan *black box testing* menunjukkan semua menu berfungsi pada aplikasi tanpa ada ditemukan error, dan uji kelayakan oleh 2 ahli media mendapatkan skor sebesar 4.55, ahli materi 4.58, dan hasil responden pengguna 4.77 ; (3) berdasarkan uji *pre-test* dan *post-test* dari 30 siswa didapatkan skor *N-gain* sebesar 79.08% atau masuk dalam kategori “Efektif”.

Kata Kunci : Blended Learning, Telegram, Media Pembelajaran

ABSTRACT

M. Faris Muhadriyan: Development of Blended Learning-Based Learning Media Design for Graphic Design Subject Class XI-Graphic Design at SMK Negeri 13 Medan.

The research aims to: (1) design Telegram bot-based Blended Learning media; (2) knowing the feasibility level of Telegram bot-based E- learning media; (3) knowing the level of effectiveness of Telegram bot-based E- learning media.

This study uses the Agile software development model which consists of five stages, namely (1) plan, (2) design, (3) develop-test, (4) deploy-review, (5) launch. This research was conducted in class XI Graphic Design at SMK Negeri 13 Medan. The feasibility testing stage was carried out by two material experts and two media experts. Then a response/acceptance test was carried out on users, namely class XI students. The data analysis technique in this study used a questionnaire instrument and to test the level of effectiveness of the media, a pre-test and post-test were carried out and the results were calculated using the N-gain score formula.

The results of this study are: (1) The results of this learning media design are in the form of Telegram bots, graphic design learning media based on E- Learning which can be accessed via Android or desktop; (2) The test results using black box testing show that all menus function in the application without any errors being found, and due diligence by 2 media experts gets a score of 4.55, material expert 4.58, and the results of user respondents 4.77; (3) based on the pre-test and post-test of 30 students, the N-gain score was 79.08% or included in the "Effective" category.

Keywords: Blended Learning, Telegram, Learning Media

