

ABSTRAK

Harry Cristofel Simanjuntak, NIM. 8216122014. Pengembangan Media Pembelajaran *Articulate Storyline* Dalam Meningkatkan Hasil Belajar Pada Siswa Kelas XI SMAS Kampus Nommensen Pematangsiantar. Program Pascasarjana Universitas Negeri Medan, 2025.

Pembelajaran ekonomi di SMAS Kampus Nommensen Pematangsiantar cenderung tidak mengalami kebaharuan yang lebih inovatif, kurangnya peningkatan penggunaan media interaktif yang lebih inovatif dengan perkembangan teknologi informasi pada era globalisasi ini, hal tersebut berdampak terhadap hasil belajar siswa yang kurang memuaskan, khususnya pada sub materi ketenagakerjaan. Untuk mengatasi hal tersebut, penelitian ini bertujuan mengembangkan media pembelajaran interaktif berbasis *Articulate Storyline* yang memenuhi aspek kelayakan, kepraktisan, dan efektivitas dalam meningkatkan hasil belajar siswa kelas XI.

Penelitian ini menggunakan model pengembangan ADDIE yang mencakup tahapan *Analysis, Design, Development, Implementation, dan Evaluation*. Uji kelayakan dilakukan oleh tiga ahli, yaitu ahli materi, ahli media, dan ahli desain pembelajaran. Kepraktisan media diukur melalui angket respon guru dan siswa. Efektivitas diuji melalui eksperimen semu menggunakan desain pretest dan posttest dengan kelas kontrol dan eksperimen, dan dianalisis menggunakan uji-t.

Hasil validasi menunjukkan media tergolong sangat layak, dengan skor dari ahli materi sebesar 88%, ahli media 91%, dan ahli desain pembelajaran 89%. Kepraktisan media juga dinilai sangat tinggi, dengan rata-rata tanggapan 92% dari siswa dan 95% dari guru. Uji efektivitas menunjukkan peningkatan signifikan hasil belajar; nilai rata-rata posttest kelas eksperimen adalah 85,42, sedangkan kelas kontrol 70,83. Hasil uji-t menghasilkan $t_{hitung} 8,152 > t_{tabel} 2,030 (\alpha = 0,05)$, yang menandakan perbedaan signifikan antara kedua kelas. Dengan demikian, media pembelajaran berbasis *Articulate Storyline* ini terbukti layak, praktis, dan efektif untuk meningkatkan hasil belajar siswa, serta dapat menjadi solusi inovatif dalam pembelajaran ekonomi di SMA.

Kata Kunci:

Media Pembelajaran Interaktif, *Articulate Storyline*, Hasil Belajar dan ADDIE

ABSTRACT

Harry Cristofel Simanjuntak, NIM. 8216122014. The Development of Articulate Storyline Based Learning Media to Improve Learning Outcomes of Grade XI Students at SMAS Kampus Nommensen Pematangsiantar. Postgraduate Program, Universitas Negeri Medan, 2025

Economic learning at SMAS Kampus Nommensen Pematangsiantar tends to lack innovative renewal, with minimal advancement in the use of interactive media that aligns with the rapid development of information technology in this era of globalization. This has resulted in unsatisfactory student learning outcomes, particularly in the subtopic of employment. To address this issue, this study aims to develop an interactive learning media based on Articulate Storyline that meets the criteria of feasibility, practicality, and effectiveness in improving the learning outcomes of Grade XI students.

This research adopts the ADDIE development model, consisting of Analysis, Design, Development, Implementation, and Evaluation stages. The feasibility of the media was validated by three experts: a subject matter expert, a media expert, and an instructional design expert. Practicality was measured through questionnaires completed by teachers and students. Effectiveness was tested through a quasi-experimental method using pretest and posttest designs in experimental and control classes, and analyzed using a t-test.

Validation results indicated the media was highly feasible, with scores of 88% from the subject expert, 91% from the media expert, and 89% from the instructional design expert. In terms of practicality, the media received positive responses, with average percentages of 92% from students and 95% from teachers. The effectiveness test showed a significant improvement in learning outcomes; the average posttest score of the experimental class was 85.42, compared to 70.83 in the control class. The t-test result showed $t_{count} 8.152 > t_{table} 2.030 (\alpha = 0.05)$, indicating a significant difference between the two groups. Thus, the Articulate Storyline-based learning media is proven to be feasible, practical, and effective in enhancing student learning outcomes and offers an innovative solution for economics instruction at the senior high school level.

Keywords :

Interactive Learning Media, Articulate Storyline, Learning Outcomes, ADDIE