

ABSTRACT

Ali Ahmatul Umri Hasibuan, IDN 4212451001 (2025). Monopoly Development Using QR Code Technology as A Science Learning Media on the Topic of Indonesian Biodiversity at SMP Negeri 27 Medan.

This study aims to develop a monopoly integrated with QR Code technology as an interactive science learning medium for the topic of Indonesian biodiversity. The monopoly media was designed to be suitable and effective for junior high school, specifically at SMP Negeri 27 Medan. The development process followed the ADDIE model (Analyze, Design, Development, Implementation, and Evaluation) with validation conducted on three key aspects: content, media, and assessment. The validation results indicated high feasibility, with scores of 85.38% from content experts, 91.54% from media experts, and 93.3% from the assessment expert. Teacher evaluations also yielded a high approval rating, with an average score of 90.62%, while student responses reflected an overall feasibility score of 91.13%, with attractiveness receiving the highest rating at 93.12%. In terms of effectiveness, the implementation of the monopoly media demonstrated a significant improvement in student learning outcomes, as evidenced by a posttest average score of 78.43. Additionally, the N-Gain score of 0.66 classified the effectiveness of the monopoly media in the moderate category. These findings suggest that the monopoly media integrated with QR Code technology is a feasible and effective learning tool for enhancing students' understanding of Indonesian biodiversity.

Keywords: Monopoly, QR Code, Biodiversity, ADDIE, Learning Media

