

ABSTRAK

Roihansyah: *Pengembangan Media Pembelajaran Interaktif Berbasis Aplikasi Canva Pada Mata Pelajaran Dasar-Dasar Program Keahlian (DDPK) Kelas X TPL SMK Negeri 4 Medan*. Skripsi. Fakultas Teknik Universitas Negeri Medan. 2025.

Hasil belajar siswa pada mata pelajaran Dasar-Dasar Program Keahlian (DDPK) kelas X Teknik Pengelasan di SMK Negeri 4 Medan menunjukkan bahwa sebagian besar siswa belum mencapai Kriteria Ketercapaian Tujuan Pembelajaran (KKTP), terutama pada materi perkembangan teknologi di bidang pengelasan dan fabrikasi logam. Berdasarkan data dua tahun terakhir, lebih dari 50% siswa memperoleh nilai di bawah standar. Permasalahan ini diperkuat oleh hasil observasi yang menunjukkan bahwa proses pembelajaran masih didominasi oleh metode ceramah dan penggunaan media *PowerPoint* yang kurang menarik, sehingga menyebabkan siswa pasif, tidak fokus, dan kurang memahami materi. Oleh karena itu, diperlukan inovasi dalam proses pembelajaran melalui pengembangan media pembelajaran yang lebih menarik, interaktif, dan mudah dipahami. Penelitian ini bertujuan mengembangkan media pembelajaran berbasis Canva menggunakan model ADDIE guna meningkatkan kualitas dan hasil belajar siswa. Media ini diharapkan dapat menciptakan suasana belajar yang lebih interaktif, menarik, dan efektif.

Penelitian ini menggunakan metode *Research and Development* (R&D) dengan pendekatan model pengembangan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Subjek uji coba dalam penelitian ini adalah 22 orang siswa, dengan tujuan untuk menilai kelayakan, kepraktisan, dan keefektifan media pembelajaran yang dikembangkan. Produk pengembangan yang dihasilkan tidak hanya berupa media visual, tetapi juga metode pembelajaran yang lebih menarik, interaktif, dan sesuai dengan karakteristik siswa SMK.

Penelitian ini menghasilkan media pembelajaran berbasis Canva yang dikembangkan melalui model ADDIE, yang terdiri dari tahapan analisis, desain, pengembangan, implementasi, dan evaluasi. Media tersebut telah divalidasi oleh ahli pembelajaran, ahli media, dan ahli materi, serta diuji coba kepada siswa kelas X TPL di SMK Negeri 4 Medan. Hasil validasi menunjukkan bahwa media pembelajaran memenuhi kriteria *sangat layak* dengan skor rata-rata dari berbagai aspek berada di atas 4,4. Media dinilai relevan dari sisi isi, menarik secara visual, interaktif, serta mudah digunakan. Uji efektivitas melalui pre-test dan post-test menunjukkan adanya peningkatan signifikan pada hasil belajar siswa. Uji *paired sample t-test* menghasilkan nilai signifikansi 0,000 ($p < 0,05$), yang berarti terdapat perbedaan signifikan sebelum dan sesudah penggunaan media. Selain itu, perhitungan *N-Gain* sebesar 0,687 mengindikasikan peningkatan hasil belajar berada dalam kategori tinggi.

Kata Kunci: hasil belajar, media pembelajaran, Canva, DDPK, ADDIE

ABSTRACT

Roihansyah: The Development of Interactive Learning Media Based on the Canva Application in the Subject of Basic Vocational Program (DDPK) for Class X TPL at SMK Negeri 4 Medan. Essay. Faculty of Engineering, Unimed. 2025.

The learning outcomes of students in the subject of Basic Vocational Program (DDPK) for Class X Welding Engineering at SMK Negeri 4 Medan showed that most students had not reached the Criteria for the Attainment of Learning Goals, especially in the material about technological developments in welding and metal fabrication. Based on data from the last two years, more than 50% of students scored below the standard. This issue was supported by observational data, which showed that the learning process was still dominated by lecture methods and the use of unengaging PowerPoint media, which caused students to become passive, unfocused, and to poorly understand the material. Therefore, an innovation in the learning process was needed through the development of learning media that were more interesting, interactive, and easy to understand. This study aimed to develop Canva-based learning media using the ADDIE model in order to improve the quality and learning outcomes of students. This media was expected to create a more interactive, engaging, and effective learning environment.

This research used the Research and Development (R&D) method with the ADDIE development model approach (Analysis, Design, Development, Implementation, Evaluation). The test subjects in this study were 22 students, with the aim of assessing the feasibility, practicality, and effectiveness of the developed learning media. The resulting product was not only visual media but also a more attractive, interactive learning method suitable for the characteristics of vocational students.

This study produced Canva-based learning media that were developed through the ADDIE model, consisting of the stages of analysis, design, development, implementation, and evaluation. The media were validated by learning experts, media experts, and material experts and were tested on Class X TPL students at SMK Negeri 4 Medan. The validation results showed that the learning media met the criteria of being very feasible with an average score above 4.4 across various aspects. The media were considered relevant in terms of content, visually appealing, interactive, and easy to use. Effectiveness testing through pre-tests and post-tests showed a significant improvement in student learning outcomes. The paired sample t-test showed a significance value of 0.000 ($p < 0.05$), indicating a significant difference before and after using the media. In addition, the N-Gain calculation of 0.687 indicated that the improvement in learning outcomes was in the high category.

Keywords: *learning outcomes, learning media, Canva, DDPK, ADDIE*