

ABSTRAK

Mardhatillah, NIM 4211131006 (2025). Pengembangan Media Pembelajaran *Lectora Inspire* Berbasis Pendekatan *Contextual Teaching And Learning* (CTL) Pada Materi Asam Basa.

Pendidikan berperan sebagai sarana penting yang memfasilitasi individu untuk memaksimalkan potensinya melalui pembelajaran yang efektif. Penguasaan media pembelajaran oleh pendidik merupakan elemen penting dalam proses pembelajaran karena media pembelajaran dapat menambah ketertarikan, rasa ingin tahu, dan motivasi belajar. Penelitian ini bertujuan untuk mengetahui kelayakan dan respon peserta didik terhadap media pembelajaran *lectora inspire* berbasis pendekatan CTL pada materi asam basa. Jenis penelitian R&D (*Research and Development*) dengan model pengembangan 4D (*define, design, develop, dan disseminate*) yang dilakukan sampai pada uji kelayakan dan respon peserta didik. Instrumen yang digunakan berupa lembar penilaian kelayakan materi dan media, angket respon peserta didik dengan menggunakan skala likert. Subjek penelitian terdiri dari 3 dosen pendidikan kimia Universitas Negeri Medan, 2 guru kimia SMA, 15 peserta didik SMA S Pertiwi Medan dan objek penelitian adalah media pembelajaran *lectora inspire* berbasis pendekatan CTL pada materi asam basa. Teknik pengumpulan data menggunakan wawancara, studi literatur, dan angket. Hasil uji kelayakan materi diperoleh persentase sebesar 88,5% dan kelayakan media diperoleh persentase sebesar 91,3% yang memiliki kriteria “sangat layak”. Selain itu, respon peserta didik menunjukkan persentase sebesar 85,5% dengan kriteria “sangat menarik”. Berdasarkan hasil penelitian, media pembelajaran *lectora inspire* berbasis pendekatan CTL pada materi asam basa sangat layak digunakan dalam pembelajaran di sekolah membantu peserta didik memahami materi dengan cara mengaitkan pemahaman konsep asam basa secara kontekstual.

Kata kunci : Media Pembelajaran, *Lectora Inspire*, Pendekatan *Contextual Teaching and Learning*, Asam Basa.

ABSTRACT

Mardhatillah, NIM 4211131006 (2025). Development of Lectora Inspire Learning Media Based on the Contextual Teaching and Learning (CTL) Approach for Acid-Base Topic.

Education plays an important role in facilitating individuals to maximize their potential through effective learning. Mastery of learning media by educators is an important element in the learning process because learning media can increase interest, curiosity, and motivation to learn. This study aims to determine the feasibility and students responses to the Lectora Inspire learning media based on the CTL approach on acid-base topic. This type of research is R&D (Research and Development) with a 4D development model (define, design, develop, and disseminate) which is carried out until the feasibility test and student responses. The instruments used are material and media feasibility assessment sheets, student response questionnaires using a Likert scale. Research subjects comprise three chemistry education lecturers from Universitas Negeri Medan, two high school chemistry teachers, 15 students from SMA S Pertiwi Medan and the object of the research is the learning media Lectora Inspire based on the CTL approach on acid-base topic. Data collection techniques involve interviews, literature reviews, and questionnaires. Data collection techniques used interviews, literature studies, and questionnaires. The results of the material feasibility test obtained a percentage of 88.5% and the media feasibility obtained a percentage of 91.3% which has the criteria of "very feasible". In addition, student responses showed a percentage of 85.5% with the criteria of "very interesting". Based on the results of the study, the Lectora Inspire learning media based on the CTL approach on acid-base topic is very feasible to be used in school learning to help students understand the material by linking the understanding of acid-base concepts contextually.

Keywords : Learning Media, Lectora Inspire, Contextual Teaching and Learning Approach, Acid Base.