

**ABSTRAK****PENGEMBANGAN MULTIMEDIA INTERAKTIF UNTUK MENUMBUHKAN MOTIVASI SISWA SMK BIDANG KEAHLIAN BISNIS DAN MANAJEMEN PADA MATA PELAJARAN AKUNTANSI**

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2017

Penelitian ini bertujuan untuk mengembangkan produk multimedia interaktif yang layak digunakan untuk menumbuhkan motivasi siswa kelas X SMK Bidang Keahlian Bisnis dan Manajemen dalam mata pelajaran akuntansi, khususnya materi laporan keuangan.

Jenis penelitian ini adalah penelitian dan pengembangan yang menggunakan prosedur pengembangan menurut Dick & Carey, yaitu: (1) melakukan analisis kebutuhan dan tujuan, (2) melakukan analisis pembelajaran, (3) melakukan analisis pembelajar dan konteks, (4) merumuskan tujuan performansi, (5) mengembangkan instrumen, (6) mengembangkan strategi pembelajaran, (7) mengembangkan dan memilih bahan pembelajaran, (8) merancang dan melakukan evaluasi formatif, yang terdiri dari empat tahap, yaitu: validasi ahli materi dan validasi ahli media, uji coba perorangan, uji coba kelompok kecil, dan uji coba lapangan, (9) melakukan revisi produk. Subjek uji coba adalah siswa kelas X SMK Negeri 1 Godean Bidang Keahlian Bisnis dan Manajemen. Data penilaian kualitas multimedia, saran untuk revisi produk, dan hasil penilaian motivasi siswa dikumpulkan dengan kuesioner. Data dianalisis dengan statistik deskriptif.

Hasil penelitian menunjukkan bahwa produk multimedia interaktif yang dikembangkan layak digunakan untuk menumbuhkan motivasi siswa kelas X SMK Bidang Keahlian Bisnis dan Manajemen pada mata pelajaran akuntansi. Hal ini ditunjukkan oleh hasil penilaian produk multimedia pada: (1) validasi ahli materi, termasuk dalam kriteria “baik” dengan rata-rata skor sebesar 4,07; (2) validasi ahli media, termasuk dalam kriteria “sangat baik” dengan skor rata-rata sebesar 4,71; (3) uji coba perorangan, termasuk dalam kriteria “baik” dengan skor rata-rata sebesar 4,02; (4) uji coba kelompok kecil, termasuk dalam kriteria “baik” dengan skor rata-rata 4,05; (5) uji coba lapangan, termasuk dalam kriteria “sangat baik” dengan skor rata-rata sebesar 4,32; (6) hasil penilaian motivasi siswa saat menggunakan multimedia interaktif “tinggi” dengan skor rata-rata 3,98.

**ABSTRACT****INTERACTIVE MULTIMEDIA DEVELOPMENT TO MOTIVATE STUDENTS OF  
SMK MANJORING IN BUSINESS AND MANAGEMENT EXPERTISE IN  
ACCOUNTING SUBJECTS**

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*This research aims to develop the product of interactive learning multimedia which is appropriate to motivate the tenth grade students of SMK manjoring in business and management expertise in learning accounting especially in financial report.*

*This research is the research and development that uses the procedures of development according to Dick & Carey, which is done by: (1) deciding the goals, (2) conducting intruactional analysis, (3) conducting analiyzing the learners and contexts, (4) formulating a goal performance, (5) developing of instruments, (6) developing intruactional strategy, (7) developing and selecting instructional materials, (8) designing and conductng formative evaluation of instruction, which consists of four steps: the validity done by the expert of material and media, individual trial, small groups trial, and field trial, (9) revising products. The subjects of this research were group of the tenth grade students manjoring in business and management of SMK Negeri 1 Godean. Multimedia quality assessment data, suggestions for revisions to the product, and the results of the assessment of the student's motivation were collected by questionnaires. Data were analyzed by descriptive statistics.*

*The results show that the product of interactive multimedia which was developed is appropriate to motivate the tenth grade students of SMK manjoring in business and managment expertise in learning accounting. It is shown by the result of the assesment on multimedia product: (1) validation matter, done by material expertis in "a good" category with the average score is 4,07; (2) validation media, done by media expert is in "a very good" category with the average score is 4,71; (3) individual trial, on multimedia product is in "a good" category with the average score is 4,02; (4) small group trial, on multimedia product is in "a good" category with the average score is 4,05; (5) filed trial, on multimedia product is in "a very good" category with the average score is 4,32; (6) the results of the assesment of the students motivation in using interactive multimedia is in "high" good category with an average score is 3.98.*