

ABSTRAK

**PENGEMBANGAN MEDIA PEMBELAJARAN BERBASIS BLOG PADA
MATA PELAJARAN EKONOMI UNTUK KELAS XI IPS**

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Penelitian ini bertujuan untuk menghasilkan produk media pembelajaran berbasis *blog* yang berkualitas untuk mata pelajaran ekonomi pada siswa SMA kelas XI IPS semester 1.

Jenis penelitian ini adalah penelitian dan pengembangan (*Research and Development (R&D)*). Penelitian ini menerapkan lima tahap pengembangan media, yaitu: (1) analisis kebutuhan; (2) pengembangan produk awal; (3) validasi ahli materi dan media; (4) revisi dari ahli materi dan ahli media (5) uji coba produk. Penelitian dilakukan 3 tahap, yaitu: uji coba perorangan, uji coba kelompok kecil, uji coba lapangan. Subjek uji coba adalah siswa kelas XI SMA Stella Duce 2 Yogyakarta. Pengumpulan data dilakukan dengan metode wawancara dan kuesioner. Data berupa penilaian tentang kualitas produk dan saran untuk merevisi produk, selanjutnya dianalisis secara deskriptif.

Hasil penelitian menunjukkan bahwa media pembelajaran *blog* layak digunakan dalam pembelajaran. Hal ini ditunjukkan oleh: (1) hasil penilaian dari ahli ahli materi 1 termasuk dalam kriteria “baik” dengan rata-rata skor sebesar 3,95; (2) hasil penilaian dari ahli materi 2 termasuk dalam kriteria “sangat baik” dengan rata-rata skor sebesar 4,35; (3) hasil penilaian ahli media termasuk dalam kriteria “baik “ dengan rata-rata skor sebesar 4,05; (4) hasil penelitian dari uji coba perorangan termasuk dalam kriteria “cukup baik” dengan rata-rata skor sebesar 3,35; (5) hasil penilaian dari uji coba kelompok kecil termasuk dalam kriteria “sangat baik” dengan rata-rata skor sebesar 4,33; (6) hasil penilaian dari uji coba lapangan termasuk dalam kriteria “sangat baik” dengan rata-rata skor sebesar 4,27.

ABSTRACT

**THE DEVELOPMENT OF LEARNING DEVELOPMENT BASED ON THE
SUBJECT OF ECONOMICS FOR THE ELEVENTH GRADE STUDENTS OF
SOCIAL SCIENCES DEPARTMENT**

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This research aims to produce products based on learning media quality blog for the subject of economics for the eleventh grade students of the Social Sciences Department in Senior High School in the first semester.

The types of this research is a research and development (R & D). This research applies five stages of media development, namely: (1) analysis of needs; (2) the initial product development; (3) the validation of the material and media experts; (4) the revision of the experts (5) product trials. The study was conducted on three phases, namely: individual testing, piloting small groups, field trials. The subjects of the test were students of Stella Duce 2 Senior High School. Data were collected through interviews and questionnaires. Data related to the quality of products and suggestions for revising the product were analyzed descriptively.

The results shows that the use of instructional media blog is worth for learning. This is shown by: (1) the results of the appraisal of the expert is in a good criteria with the average score: 3.95; (2) the results of assessment of the media expert is in a good criteria with the average score: 4.05; (3) The result of individual trials is in a good enough criteria with the average score: 3.35; (4) The result of the assessment of small group trial is in a very good criteria with the average score : 4.33; (5) The results of the assessment of field trials is in a very good criteria with the average score: 4,27.