

PENGEMBANGAN MEDIA KOMIK UNTUK MENINGKATKAN PEMAHAMAN SISWA SMA KELAS X PADA POKOK BAHASAN OTORITAS JASA KEUANGAN

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Penelitian ini bertujuan untuk mengembangkan dan menguji kelayakan media pembelajaran berupa komik ekonomi. Komik ekonomi ini berisi materi otoritas jasa keuangan untuk pembelajaran ekonomi siswa SMA kelas X.

Jenis penelitian ini adalah penelitian dan pengembangan. Pengembangan media komik menggunakan langkah-langkah desain pembelajaran menurut Dick & Carey: (1) analisis kebutuhan dan tujuan; (2) analisis pembelajaran; (3) analisis pembelajaran 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; (9) melakukan revisi. Pengumpulan data menggunakan kuesioner dan wawancara. Uji validasi dilakukan oleh dua ahli materi dan satu ahli media. Data hasil uji validasi dianalisis dengan teknik analisis data deskriptif

Hasil validasi ahli menunjukkan bahwa: (1) penilaian aspek pembelajaran dan isi dari ahli materi I termasuk dalam kategori “sangat baik” dengan skor rata-rata sebesar 4,68; (2) penilaian aspek pembelajaran dan isi dari ahli materi II termasuk dalam kategori “baik” dengan skor rata-rata sebesar 3,77; dan (3) penilaian aspek tampilan, penyajian dan kebahasaan dari ahli media termasuk dalam kategori “sangat baik” dengan skor rata-rata sebesar 4,67. Hasil validasi ini menunjukkan bahwa produk komik ekonomi layak untuk diujicobakan ke siswa.

Kata Kunci : Media Pembelajaran, Desain Pembelajaran, Komik Ekonomi, Otoritas Jasa Keuangan.

ABSTRACT

**THE DEVELOPMENT OF COMIC MEDIA TO INCREASE
UNDERSTANDING OF SENIOR HIGH SCHOOL STUDENTS IN
GRADE X IN THE FINANCIAL SERVICE AUTHORITY**

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This study aimed to develop learning media in economic comics and test the appropriateness. This economic comics contains material about financial services authority for the learning economics in senior high school in grade X.

This type of research was research and development. The development of comic media used the steps of learning design according to Dick & Carey: (1) analysis of needs and goals; (2) learning analysis; (3) learning and context analysis; (4) formulating performance goals; (5) developing instruments; (6) developing learning strategies; (7) developing and choosing learning materials; (8) design and conduct formative evaluations; (9) making revisions. Data collection used questionnaires and interviews. The validation test was conducted by two experts in learning materials and one expert in media. Data validation test results were analyzed by Descriptive Data Analysis Technique.

The results of expert validation indicate that: (1) assessment of learning aspects and content aspects by experts in learning materials was categorized as "very good" with an average score of 4.68; (2) assessment of learning aspects and content aspects by material experts was categorized as "good" with an average score of 3 , 77; and (3) assessment of display aspects, presentation aspects and language aspects by experts in media was categorized as "very good" category with an average score of 4.67. The results of this validation indicate that economic comic product deserved to be tested in the implementation.

Keywords: Learning Media, Learning Design, Economic Comics, Financial Services Authority.