

ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN BERBASIS *GOOGLE SITES* UNTUK MENINGKATKAN HASIL BELAJAR EKONOMI

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2025

Penelitian ini bertujuan untuk: 1) mengembangkan media pembelajaran berbasis *Google Sites* untuk mata pelajaran ekonomi; 2) mengetahui kelayakan media pembelajaran berbasis *Google Sites* pada mata pelajaran ekonomi; dan 3) mengetahui efektivitas media pembelajaran berbasis *Google Sites* dalam meningkatkan hasil belajar peserta didik.

Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model pengembangan ADDIE yang meliputi tahap analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian terdiri dari 31 peserta didik kelas X E3, satu guru mata pelajaran Ekonomi sebagai ahli materi, dan satu dosen Pendidikan Ekonomi BKK Pendidikan Akuntansi sebagai ahli media. Teknik untuk memperoleh data yang dipergunakan yaitu observasi, wawancara, kuesioner dan tes. Teknik analisis data yang digunakan meliputi analisis deskriptif kuantitatif

Hasil penelitian ini menunjukkan bahwa: 1) media pembelajaran berbantu *website Google Sites* dikembangkan melalui lima tahapan pada model ADDIE; 2) hasil validasi media pembelajaran berbasis *Google Sites* dinyatakan “Sangat Layak” digunakan dalam mendukung proses belajar; dan 3) media pembelajaran berbasis *Google Sites* “Sangat Efektif” terbukti dapat meningkatkan hasil belajar.

Kata kunci: media pembelajaran, *Google Sites*, hasil belajar, *ADDIE*, kelayakan, efektivitas, R&D

ABSTRACT

**DEVELOPING GOOGLE SITES-BASED LEARNING MEDIA TO IMPROVE
ECONOMIC LEARNING OUTCOMES**

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This study aims to: 1) develop Google Sites-based learning media for economics; 2) determine the feasibility of Google Sites-based learning media for economics; and 3) determine the effectiveness of Google Sites-based learning media in improving student learning outcomes.

This study used the Research and Development (R&D) method with the ADDIE development model, which includes analysis, design, development, implementation, and evaluation stages. The research subjects consisted of 31 10th grade E3 students, one Economics teacher as a subject matter expert, and one Economics Education lecturer from the Accounting Education BKK as a media expert. The data collection techniques used were observation, interviews, questionnaires, and tests. The data analysis technique used includes quantitative descriptive analysis

The results of this study indicate that: 1) learning media assisted by the Google Site website was developed through five stages in the ADDIE model; 2) the validation results of Google Sites-based learning media were declared “Very Suitable” for use in supporting the learning process; and 3) Google Sites-based learning media were “Very Effective” and proven to improve learning outcomes.

Keywords: *learning media, Google Sites, learning outcomes, ADDIE, feasibility, effectiveness, R&D*