

ABSTRAK

PENGEMBANGAN MEDIA PEMBELAJARAN BERBANTUAN *ZEP Quiz* UNTUK MENINGKATKAN MINAT BELAJAR SISWA SMA PADA MATA PELAJARAN EKONOMI

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2026

Penelitian ini dilakukan dengan tujuan: (1) mengembangkan media pembelajaran berbantuan *ZEP Quiz* pada mata pelajaran Ekonomi; (2) menguji kelayakan media pembelajaran berbantuan *ZEP Quiz* pada mata pelajaran Ekonomi; dan (3) menguji efektivitas media pembelajaran berbantuan *ZEP Quiz* dalam meningkatkan minat belajar siswa SMA pada mata pelajaran Ekonomi.

Penelitian ini menerapkan metode Penelitian dan Pengembangan (R&D) dengan model ADDIE yang terdiri atas lima tahap, yaitu analisis, desain, pengembangan, uji coba kelompok kecil, implementasi, dan evaluasi. Subjek dalam penelitian ini terdiri atas 36 siswa kelas XI-B di SMA Negeri 2 Ngaglik Sleman. Peneliti melibatkan beberapa validator, yaitu guru Mata Pelajaran Ekonomi sebagai ahli materi serta satu dosen Pendidikan Ekonomi Bidang Keahlian Khusus Pendidikan Akuntansi sebagai ahli media. Teknik pengumpulan data dilakukan melalui wawancara dan kuesioner dengan bantuan *Google Form*. Teknik analisis data yang digunakan meliputi analisis deskriptif kuantitatif.

Hasil penelitian ini menunjukkan bahwa: (1) pengembangan media pembelajaran *ZEP Quiz* dilakukan melalui lima tahapan model ADDIE; (2) hasil uji kelayakan dan uji coba kelompok kecil menunjukkan bahwa media pembelajaran *ZEP Quiz* berada pada kategori “Sangat Layak” untuk digunakan pada pembelajaran Ekonomi; dan (3) media pembelajaran *ZEP Quiz* “Efektif” dalam meningkatkan minat belajar siswa pembelajaran Ekonomi berdasarkan hasil uji *Wilcoxon Signed-Rank Test* yang menunjukkan adanya perbedaan signifikan antara minat belajar siswa sebelum dan sesudah penggunaan media pembelajaran *ZEP Quiz*.

Kata kunci: Minat belajar, *ZEP Quiz*, Penelitian dan Pengembangan (R&D), kelayakan, efektivitas.

ABSTRACT

***DEVELOPMENT OF ZEP QUIZ BASED LEARNING MEDIA TO
INCREASE STUDENTS' LEARNING INTEREST AT SENIOR HIGH
SCHOOL IN ECONOMICS SUBJECT***

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This study aimed to: (1) develop ZEP Quiz-assisted learning media for Economics learning; (2) evaluate the feasibility of the ZEP Quiz-assisted learning media for Economics learning; and (3) examine the effectiveness of the ZEP Quiz-assisted learning media in improving senior high school students' learning interest in Economics.

This study employed the Research and Development (R&D) method using the ADDIE model, which consists of five stages: analysis, design, development, small-group trial, implementation, and evaluation. The research subjects consisted of 36 students from Class XI-B at SMA Negeri 2 Ngaglik Sleman. The study involved several validators, including an Economics teacher as the material expert and a lecturer from the Economics Education Department, specializing in Accounting Education, as the media expert. Data were collected through interviews and questionnaires administered using Google Forms. The data were analyzed using descriptive quantitative analysis.

The results of this study indicate that: (1) the ZEP Quiz learning media was developed through the five stages of the ADDIE model; (2) the results of the feasibility assessment and the small-group trial showed that the ZEP Quiz learning media was categorized as "Highly Feasible" for use in Economics learning; and (3) the ZEP Quiz learning media was effective in improving students' interest in learning Economics, based on the results of the Wilcoxon Signed-Rank Test, which indicated a significant difference in students' learning interest before and after the implementation of the ZEP Quiz learning media.

Keywords: *Learning interest, ZEP Quiz, Research and Development (R&D), feasibility, effectiveness.*