

ABSTRAK

Motivasi belajar merupakan salah satu faktor penting dalam keberhasilan pembelajaran matematika. Namun, motivasi belajar siswa SMA Negeri 1 Depok pada materi Trigonometri masih rendah sehingga diperlukan media pembelajaran yang memanfaatkan platform yang dekat dengan kehidupan sehari-hari siswa. Penelitian ini bertujuan untuk mengembangkan media pembelajaran berbasis Instagram pada materi Trigonometri kelas X SMA dan mengetahui tingkat kelayakan serta efektivitasnya terhadap motivasi belajar siswa.

Penelitian ini merupakan penelitian Research and Development (R&D) dengan model ADDIE yang meliputi tahap *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Subjek penelitian terdiri atas 36 siswa kelas X 1 Fase E SMA Negeri 1 Depok tahun ajaran 2025/2026. Produk yang dikembangkan berupa akun Instagram pembelajaran yang memanfaatkan fitur *feed*, *reels*, *story* *interaktif*, *highlight*, dan *linktree* menuju e-modul pendukung. Data dikumpulkan menggunakan lembar validasi ahli, angket kepraktisan, angket motivasi berbasis model ARCS (*Attention*, *Relevance*, *Confidence*, *Satisfaction*), dan lembar observasi. Data dianalisis secara deskriptif kuantitatif berdasarkan persentase dan kriteria yang telah ditentukan.

Hasil penelitian menunjukkan bahwa media pembelajaran berbasis Instagram yang dikembangkan dinyatakan layak digunakan dengan persentase validasi ahli materi sebesar 81,25% (sangat valid), validasi ahli media sebesar 98,33% (sangat valid), dan kepraktisan sebesar 85,42% (sangat praktis). Media pembelajaran juga dinyatakan efektif terhadap motivasi belajar siswa dengan persentase sebesar 78,68% (kategori baik). Dengan demikian, media pembelajaran berbasis Instagram dapat menjadi alternatif media pembelajaran matematika yang valid, praktis, dan efektif untuk mendukung motivasi belajar siswa pada materi Trigonometri.

Kata kunci: media pembelajaran, Instagram, trigonometri, motivasi belajar, model ADDIE

ABSTRACT

Learning motivation is a crucial factor in successful mathematics learning. However, students at SMA Negeri 1 Depok are still lacking motivation for trigonometry, necessitating learning media that utilize platforms relevant to their daily lives. This study aims to develop Instagram-based learning media for trigonometry in grade 10 high school students and determine its feasibility and effectiveness on student motivation.

This research is a Research and Development (R&D) study using the ADDIE model, which includes the stages of Analysis, Design, Development, Implementation, and Evaluation. The subjects were 36 grade 10 Phase E students at SMA Negeri 1 Depok in the 2025/2026 academic year. The product developed is a learning Instagram account that utilizes feeds, reels, interactive stories, highlights, and linktree features to supporting e-modules. Data were collected using expert validation sheets, practicality questionnaires, motivation questionnaires based on the ARCS (Attention, Relevance, Confidence, Satisfaction) model, and observation sheets. Data were analyzed descriptively and quantitatively based on predetermined percentages and criteria.

The results of the study showed that the Instagram-based learning media developed was declared suitable for use with a material expert validation percentage of 81.25% (very valid), media expert validation of 98.33% (very valid), and practicality of 85.42% (very practical). The learning media was also declared effective for student learning motivation with a percentage of 78.68% (good category). Thus, Instagram-based learning media can be an alternative valid, practical, and effective mathematics learning media to support student learning motivation in Trigonometry material.

Keywords: *learning media, Instagram, trigonometry, learning motivation, ADDIE mode*