

ABSTRAK

Keberhasilan siswa dalam pembelajaran ditentukan oleh kemauan, minat, dan semangat. Rendahnya minat serta keterlibatan aktif siswa akan berdampak pada hasil belajar. Pembelajaran dengan pemanfaatan teknologi berbasis website menyajikan materi dan latihan yang interaktif dapat merangsang minat belajar siswa. Oleh karena itu, salah satu solusinya diperlukan media pembelajaran yang interaktif, menarik, dan sesuai dengan karakteristik siswa. Penelitian ini bertujuan untuk mengembangkan media pembelajaran interaktif berbasis Canva AI pada materi relasi serta mengetahui tingkat kevalidan, kepraktisan, dan keefektifan media yang dikembangkan.

Jenis penelitian ini adalah penelitian pengembangan (R&D) dengan model ADDIE (*Analysis, Design, Development, Implementation, dan Evaluation*). Subjek penelitian terdiri 25 siswa kelas VIII SMP Negeri 1 Yogyakarta. Teknik pengumpulan data terdiri dari observasi, wawancara, angket, dan tes hasil belajar siswa (*posttest*). Data dianalisis menggunakan teknik analisis kuantitatif dan kualitatif.

Hasil penelitian pada proses pengembangan media pembelajaran interaktif berbasis Canva AI dilakukan melalui lima tahapan. Tahap analisis, peneliti melakukan analisis kebutuhan siswa. Tahap desain, peneliti merancang produk yang dikembangkan berupa media pembelajaran interaktif berbasis Canva AI. Tahap pengembangan, peneliti menghasilkan dan menyempurnakan media melalui validasi ahli berdasarkan saran. Tahap implementasi, peneliti mengimplementasikan media Canva AI sebanyak dua pertemuan. Tahap Evaluasi, peneliti meninjau kepraktisan dan keefektifan produk yang dikembangkan. Hasil penelitian menunjukkan bahwa media pembelajaran interaktif berbasis Canva AI pada materi relasi memiliki kualitas yang baik. Hal ini didasari oleh tiga alat ukur, yaitu (1) hasil validasi memenuhi kriteria valid oleh ahli media dan ahli materi, (2) hasil kepraktisan menunjukkan kriteria praktis berdasarkan observasi keterlaksanaan pembelajaran sebesar 88,03% dan angket respon siswa sebesar 83,5%, (3) hasil keefektifan memenuhi kriteria sangat efektif berdasarkan media ditunjukkan 76% siswa yang mencapai KKM serta angket minat belajar sebesar 84,86% dengan kategori sangat baik. Hasil tersebut menunjukkan bahwa media yang dikembangkan mampu membantu siswa memahami materi relasi, menstimulasi minat belajar siswa, serta mendukung ketercapaian hasil belajar.

Kata Kunci: media pembelajaran interaktif, Canva AI, Relasi, ADDIE

ABSTRACT

Students' success in learning is determined by their willingness, interest, and enthusiasm. Low interest and active participation among students will affect learning outcomes. Learning through the use of website-based technology that presents interactive materials and exercises can stimulate students' interest in learning. Therefore, one solution is the need for interactive, engaging learning media that are aligned with students' characteristics. This study aims to develop Canva AI-based interactive learning media for the topic of relations and to determine the validity, practicality, and effectiveness of the developed media.

This study is a Research and Development (R&D) study using the ADDIE model (Analysis, Design, Development, Implementation, and Evaluation). The research subjects consisted of 25 eighth-grade students at SMP Negeri 1 Yogyakarta. The data collection techniques included observation, interviews, questionnaires, and students' learning outcome tests (posttest). The data were analyzed using quantitative and qualitative analysis techniques.

The research on the development process of Canva AI-based interactive learning media was conducted in five stages. In the analysis stage, the researcher conducted an analysis of student needs. In the design stage, the researcher designed the product—Canva AI-based interactive learning media. In the development stage, the researcher produced and refined the media through expert validation based on their suggestions. In the implementation stage, the researchers implemented the Canva AI-based learning materials over two sessions. In the evaluation stage, the researchers assessed the practicality and effectiveness of the developed product. The results of the study indicate that the Canva AI-based interactive learning media for the topic of relations is of good quality. This is supported by three measurement indicators: (1) the validation results met the valid criteria according to both media experts and subject matter experts, (2) the practicality results met the practical criteria based on classroom implementation observations, which reached 88.03%, and student response questionnaires, which reached 83.5%, and (3) the effectiveness of the media was demonstrated by 76% of students achieving the minimum mastery criterion (KKM) and a learning interest questionnaire score of 84.86%, which falls into the very good category. These results indicate that the developed media is capable of helping students understand the topic of relations, stimulating their interest in learning, and supporting the achievement of learning outcomes.

Keywords: *interactive learning media, Canva AI, relation, ADDIE*