

ABSTRAK

**PENGEMBANGAN MULTIMEDIA INTERAKTIF
DENGAN PENDEKATAN PAKEMATIK
UNTUK PEMBELAJARAN MATA PELAJARAN EKONOMI
SMA KELAS XI IPS**

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Penelitian ini bertujuan untuk mengembangkan multimedia interaktif dengan pendekatan PAKEMATIK yang layak digunakan dan dapat meningkatkan keaktifan siswa pada pembelajaran mata pelajaran Ekonomi SMA Kelas XI IPS, khususnya pada kompetensi dasar 5.3. Mencatat transaksi berdasarkan mekanisme debit dan kredit dan 5.4. Mencatat transaksi/ dokumen ke dalam jurnal umum.

Jenis penelitian ini adalah penelitian dan pengembangan (*Research and Development (R&D)*). Pengembangan multimedia dilakukan dengan langkah-langkah: (1) analisis kebutuhan, (2) mengidentifikasi materi yang akan dikembangkan, (3) mendesain multimedia pembelajaran, (4) produksi multimedia pembelajaran, (5) validasi, uji coba dan revisi produk. Validasi produk dilakukan oleh dua orang ahli materi dan satu orang ahli media. Subjek uji coba adalah siswa kelas XI IPS SMA N 1 Kasihan, Bantul. Uji coba dilakukan tiga tahap yaitu uji coba perorangan, uji coba kelompok kecil, dan uji coba lapangan. Teknik pengumpulan data yang digunakan adalah kuesioner dan wawancara. Data berupa hasil penilaian multimedia dan saran untuk revisi produk dianalisis secara deskriptif.

Hasil penelitian menunjukkan bahwa produk multimedia interaktif yang dikembangkan layak digunakan dan dapat meningkatkan keaktifan pada mata pelajaran Ekonomi SMA Kelas XI IPS. Hal ini ditunjukkan oleh: (1) penilaian dari ahli materi I termasuk dalam kategori "sangat baik" dengan skor rata-rata sebesar 4,73, (2) penilaian dari ahli materi II termasuk dalam kategori "sangat baik" dengan skor rata-rata sebesar 4,70, (3) penilaian dari ahli media termasuk dalam kategori "sangat baik" dengan skor rata-rata sebesar 3,97, (4) hasil uji coba perorangan menunjukkan bahwa produk multimedia yang dikembangkan termasuk dalam kriteria "baik" dengan skor rata-rata sebesar 4,03, (5) hasil uji coba kelompok kecil menunjukkan bahwa produk yang dikembangkan termasuk dalam kriteria "baik" dengan skor rata-rata sebesar 4,06, (6) hasil uji coba lapangan menunjukkan bahwa produk multimedia yang dikembangkan termasuk dalam kriteria "sangat baik" dengan skor rata-rata sebesar 4,28.

ABSTRACT

**INTERACTIVE MULTIMEDIA DEVELOPMENT
BY APPLYING “PAKEMATIK” APPROACH
FOR LEARNING ECONOMICS FOR THE ELEVENTH GRADE
STUDENTS OF THE SOCIAL SCIENCES DEPARTMENT
OF SENIOR HIGH SCHOOL**

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This research aims to develop interactive multimedia by applying “PAKEMATIK” approach which was appropriate to use and be able to improve student’s learning activity on Economics in the eleventh grade students of the social sciences department of Senior High School, especially on the basic competence number 5.3., transaction record based on credit mechanisms and competence number 5.4., transactions/record to the general journal. This research is a research and development (Research and Development or R & D).

This research was a Research and Development (R&D). Multimedia development was done with these steps: (1) need analysis, (2) identify the material that will be developed, (3) designing multimedia learning, (4) production of learning multimedia, (5) validation, testing and revision of the product. The validity was done by two experts of material and one expert media. The subjects of this research were the students of the eleventh grade students of the social sciences department of SMA N 1 Kasihan, Bantul. There were three steps for the trial: individual trial, small groups trial, and field trial. Data collection techniques were questionnaires and interviews. The data were the assessment of multimedia and suggestions for revision products which were analyzed descriptively.

The results show that the product of interactive multimedia which was developed appropriately can improve student’s learning activity on Economics. It was shown by: (1) the material expert states that it is in "very good" category with the average score is 4,73, (2) the expert material II states that it is in "very good" category with the average score is 4,70, (3) the expert media states that it is in "very good" category with the average score is 3,97. (4) the individual trial shows that the developed product is in "good" category with the average score is 4,03, (5) the small group trial shows that the developed product is in "good" category with the average score is 4,06, (6) the field trial shows that the developed product is in "very good" category with the average score is 4,28.