

ABSTRAK

**PENGEMBANGAN MULTIMEDIA INTERAKTIF UNTUK
MENUMBUHKAN MOTIVASI SISWA SMK BIDANG KEAHLIAN
BISNIS DAN MANAJEMEN PADA PEMBELAJARAN AKUNTANSI**

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Penelitian ini bertujuan untuk mengembangkan produk multimedia pembelajaran interaktif yang layak digunakan untuk menumbuhkan motivasi siswa kelas X SMK Bidang Keahlian Bisnis dan Manajemen dalam pembelajaran akuntansi, khususnya materi mengelola bukti transaksi.

Jenis penelitian ini adalah penelitian dan pengembangan. Penelitian ini menggunakan prosedur pengembangan program pembelajaran menurut Dick & Carey (2003), yaitu: (1) melakukan analisis kebutuhan untuk menentukan tujuan, (2) melakukan analisis pembelajaran, (3) menganalisis siswa dan konteks, (4) merumuskan tujuan, (5) mengembangkan instrumen penilaian, (6) mengembangkan strategi pembelajaran, (7) mengembangkan dan memilih materi pembelajaran, (8) merancang dan melakukan evaluasi formatif, yang terdiri dari 4 tahap, yaitu: validasi produk oleh ahli materi dan ahli media, uji coba perorangan, uji coba kelompok kecil, dan uji coba lapangan, (9) revisi produk. Subjek uji coba adalah siswa kelas X Bidang Keahlian Bisnis dan Manajemen SMK N 1 Depok. Pengumpulan data dilakukan melalui kuesioner. Data penelitian berupa hasil penilaian multimedia dan saran untuk revisi produk. Teknik analisis data dilakukan secara deskriptif.

Hasil penelitian menunjukkan bahwa produk multimedia interaktif yang dikembangkan layak digunakan untuk menumbuhkan motivasi siswa kelas X SMK Bidang Keahlian Bisnis dan Manajemen pada pelajaran akuntansi. Hal ini ditunjukkan oleh hasil penilaian produk multimedia pada: (1) validasi ahli materi, termasuk dalam kriteria “baik” dengan rata-rata skor sebesar 3,78; (2) validasi ahli media, termasuk dalam kriteria “sangat baik” dengan rata-rata skor sebesar 4,26; (3) uji coba perorangan, termasuk dalam kriteria “baik” dengan rata-rata skor 3,70; (4) uji coba kelompok kecil, termasuk dalam kriteria “baik” dengan rata-rata skor 4,16; (5) uji coba lapangan, termasuk dalam kriteria “sangat baik” dengan rata-rata skor sebesar 4,28.

ABSTRACT

**INTERACTIVE MULTIMEDIA DEVELOPMENT TO MOTIVATE
STUDENTS OF SMK IN THE FIELD OF BUSSINESS AND
MANAGEMENT EXPERTISE IN LEARNING ACCOUNTING**

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This research aims to develop the product of interactive learning multimedia which is appropriate to motivate students of the tenth grade of SMK in the field of business and management expertise in learning accounting, especially in managing the proof of transaction.

The type of this research is a research and development. This research uses the learning program developed by Dick & Carey (2003), that is doing analysis of: (1) the need to decide the goals, (2) conducting instructional analysis, (3) analyzing the learners and contexts, (4) formulating objectives, (5) developing assessment of instruments, (6) developing instructional strategy, (7) developing and selecting instructional materials, (8) designing and conducting formative evaluation of instruction, which consists of four steps: the validity done by the expert of material and media, individual trial, small groups trial, and field trial. (9) revisioning products. The subjects of this research were group of the tenth grade students of the field in business and management of SMK N 1 Depok. Data collection was gathered by questionarie. The data were the result of the assessment of multimedia and the suggestions for product revision. Technique of analysing the was done descriptively.

The results show that the product of interactive multimedia which was developed is appropriate to motivate the students of the tenth grade of SMK in the field of business and management expertise in learning accounting. It is shown by the result of the assessment on multimedia products: (1) validation matter, done by material expertis in “good” category with the average score is 3,78; (2) validation media, done by media expert is in “very good” category with the average score is 4,26; (3) individual trial, on multimedia product is in “good” category with the average score is 3,70; (4) small group trial, on multimedia product is in “good” category with the average score is 4,16; (5) field trial, on multimedia product is in “very good” category with the average score is 4,28.