

ABSTRAK

Novita Sari, Endah. 2024. Pengembangan Multimedia Interaktif Berbasis *Articulate Storyline 3* Materi Majas Personifikasi Kelas IV SDN Wiroborang 4 Kota Probolinggo, Skripsi, Program Studi Pendidikan Guru Sekolah Dasar, FKIP, Universitas Panca Marga Probolinggo, Pembimbing (I) Ribut Prastiwi Sriwijayanti, S.Pd.I, M.Pd., Pembimbing (II) Faridahtul Jannah, S.Pd, M.Pd.

Kata Kunci : Pengembangan, Multimedia Interaktif, *Articulate Storyline 3*.

Penelitian ini dilatarbelakangi oleh kurangnya keaktifan peserta didik dalam pembelajaran, materi majas personifikasi belum diajarkan secara maksimal, peserta didik merasa kesulitan pada saat menentukan kalimat yang mengandung majas personifikasi. Terbatasnya multimedia interaktif materi majas khusus untuk siswa kelas IV SD serta media pembelajaran yang belum variasi. Mengarahkan peneliti untuk mengembangkan multimedia interaktif berbasis *articulate storyline 3*. Penggunaan multimedia interaktif dalam proses pembelajaran telah membuktikan kemampuannya untuk meningkatkan pemahaman, keterlibatan, motivasi dan minat siswa dalam belajar. *Articulate storyline 3* merupakan salah media pembelajaran yang ditawarkan peneliti dalam mengembangkan inovasi media pembelajaran yang menarik.

Tujuan pengembangan ini untuk menghasilkan produk berupa multimedia interaktif berbasis *Articulate Storyline 3* materi majas personifikasi siswa kelas IV yang teruji kelayakan, kepraktisan, efektivitas berdasarkan penilaian dari ahli media, materi, praktisi pembelajaran, respon peserta didik serta hasil belajar.

Penelitian ini menggunakan model pengembangan deskriptif prosedural , menggunakan langkah-langkah milik Borg & Gall dengan modifikasi, diantaranya yaitu: 1) studi pendahuluan, 2) pengembangan desain pembelajaran, 3) pengembangan produk, 4) validasi dan uji coba terbatas, 5) revisi produk akhir. Instrumen yang digunakan meliputi: lembar validasi ahli media, materi, praktisi pembelajaran, angket respon siswa serta hasil pretest&posttest. Hasil validasi ahli media sebesar 90%, ahli materi sebesar 97,7%, praktisi pembelajaran sebesar 96%, respon peserta didik sebesar 94,6%, persentase hasil belajar sebesar 80,7%. menunjukkan bahwa multimedia interaktif yang dikembangkan valid dan layak akan tetapi dengan revisi.

Berdasarkan hasil penelitian, Pengembangan multimedia interaktif berbasis *articulate storyline 3* materi majas personifikasi Kelas IV telah valid karena persentase melebihi 81%, praktis, efektif dalam meningkatkan hasil belajar. Oleh karena itu media dikatakan sangat layak dan dapat digunakan dalam proses belajar mengajar.

ABSTRACT

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Keywords: Development, Interactive Multimedia, Articulate Storyline 3.

This research was motivated by the lack of student activity in learning, personification figure of speech material had not been taught optimally, students found it difficult to determine sentences that contained personification figures of speech. Limited interactive multimedia, figure of speech material specifically for fourth grade elementary school students and learning media that has not been varied. Directing researchers to develop interactive multimedia based on articulate storyline 3. The use of interactive multimedia in the learning process has proven its ability to increase students' understanding, involvement, motivation and interest in learning. Articulate storyline 3 is one of the learning media offered by researchers in developing interesting learning media innovations.

The aim of this development is to produce a product in the form of interactive multimedia based on Articulate Storyline 3, personified figure of speech material for class IV students which has been tested for feasibility, practicality and effectiveness based on assessments from media experts, materials, learning practitioners, student responses and learning outcomes.

This research uses a procedural descriptive development model, using Borg & Gall's steps with modifications, including: 1) preliminary study, 2) learning design development, 3) product development, 4) validation and limited trials, 5) product revision end. The instruments used include: media expert validation sheets, materials, learning practitioners, student response questionnaires and pretest & posttest results. The validation results for media experts were 90%, material experts were 97.7%, learning practitioners were 96%, student responses were 94.6%, and the percentage of learning outcomes was 80.7%. shows that the interactive multimedia developed is valid and feasible but with revisions.

Based on the research results, the development of interactive multimedia based on articulate storyline 3 personification figure of speech material for Class IV has been valid because the percentage exceeds 81%, is practical, effective in improving learning outcomes. Therefore, the media is said to be very suitable and can be used in the teaching and learning process.