

ABSTRACT

Hardini Safitri, 2023, Design of Animation-Based Interactive Learning Media in Class XI Creative Products and Entrepreneurship Subjects at SMK Kartika 1-2 Padang, Academic Year 2022/2023.

This study aims to determine the level of Validity, Practicality and Effectiveness of Animation-Based Learning Media Design in the Eyes of Creative Products and Entrepreneurship Class XI at SMK Kartika 1-2 Padang in the 2022/2023 Academic Year. This research uses research and development methods (Research & Development). The research subjects were 43 students at SMK Kartika 1-2 Padang. The research model used is the development model (ADDIE), with the following development steps: (1) Analyze, (2) Design, (3) Development, (4) Implementation, and (5) Evaluate. The results of the validity test by the experts as a whole the validator test assessment of Animation-Based Learning Media as a whole obtained an average of 93.17%, with a very valid interpretation. The practicality test was obtained at 90.29%, with a very practical interpretation. The effectiveness test was obtained at 90.88%, with a very effective interpretation. It was concluded that the research instrument was very valid, very practical, and very effective to use at SMK Kartika 1-2 Padang.

Keywords: Animation, Creative Products and Entrepreneurship, Learning Media

ABSTRAK

Hardini Safitri, 2023, Perancangan Media Pembelajaran Interaktif Berbasis Animasi Pada Mata Pelajaran Produk Kreatif dan Kewirausahaan Kelas XI Di SMK Kartika 1-2 Padang Tahun Ajaran 2022/2023.

Penelitian ini bertujuan untuk mengetahui tingkat Validitas, Praktikalitas dan Efektifitas Perancangan Media Pembelajaran Berbasis Animasi Pada Mata Produk Kreatif dan Kewirausahaan Kelas XI di SMK Kartika 1-2 Padang Tahun Ajaran 2022/2023. Penelitian ini menggunakan metode penelitian pengembangan (*Research & Development*). Subjek penelitian berjumlah 43 orang siswa di SMK Kartika 1-2 Padang. Model penelitian yang digunakan adalah model pengembangan (*ADDIE*), dengan langkah-langkah pengembangannya adalah sebagai berikut: (1) *Analyze*, (2) *Design*, (3) *development*, (4) *Implementasi*, dan (5) *Evaluate*. Hasil uji validitas oleh para ahli secara keseluruhan penilaian uji validator terhadap Media Pembelajaran Berbasis Animasi secara keseluruhan di peroleh rata-rata sebesar 93,17%, dengan interpretasi sangat valid. Uji praktikalitas di peroleh sebesar 90,29%, dengan intrepretasi sangat praktis. Uji efektifitas di peroleh sebesar 90,88%, dengan interpretasi sangat efektif. Disimpulkan bahwa instrument penelitian sangat valid, sangat praktis, dan sangat efektif digunakan di SMK Kartika 1-2 Padang.

Kata kunci : Animasi, Produk Kreatif dan Kewirausahaan, Media Pembelajaran