

ABSTRAK

Elfira, Mulyeti. 2024. “Pengembangan Media Pembelajaran Interaktif BASIC Pada Materi Dasar-Dasar Akuntansi Menggunakan *Smartphone Android*”. Program Studi Magister Teknologi Pendidikan Pascasarjana Universitas Jambi. Tesis Pembimbing (I) Prof. Dr. Drs. Ali Idrus, M.Pd., ME., Tesis Pembimbing (II) Prof. Dr. Drs. Suratno, M.Pd.

Kata Kunci: Pengembangan, media pembelajaran interaktif, *smartphone android*.

Penelitian ini bertujuan untuk : 1) Mengetahui proses pengembangan media pembelajaran interaktif BASIC materi dasar-dasar akuntansi menggunakan *smartphone android*, 2) Mengetahui uji kelayakan media pembelajaran interaktif BASIC materi dasar-dasar akuntansi menggunakan *smartphone android*, 3) Mengetahui tanggapan guru dan peserta didik terhadap media pembelajaran interaktif BASIC materi dasar-dasar akuntansi menggunakan *smartphone android*, 4) Mengetahui keefektifan media pembelajaran interaktif BASIC materi dasar-dasar akuntansi menggunakan *smartphone android*.

Penelitian ini adalah penelitian pengembangan dengan menggunakan model Lee & Owens yang terdiri dari 4 tahapan (*Multimedia Need Assessment and Analysis, Multimedia Instructional Design, Multimedia Development and Implementation, Multimedia Evaluation*). Validasi kelayakan media pembelajaran interaktif BASIC pada materi dasar-dasar akuntansi menggunakan *smartphone android* dilakukan oleh ahli materi dan ahli media, uji coba ke guru akuntansi serta uji coba kepada peserta didik dengan jumlah 20 orang Fase E SMKN 6 Tanjung Jabung Timur.

Dari hasil validasi materi diperoleh nilai 95% dengan kategori sangat layak. Validasi media diperoleh nilai 88,46% dengan kategori sangat layak. Untuk uji coba kepada guru diperoleh nilai sebesar 92,60%, uji coba kelompok kecil dengan hasil 95,96% dan hasil uji coba kelompok besar dengan perolehan nilai 93,16% dengan masing-masing kategori sangat baik.

ABSTRACT

Elfira, Mulyeti. 2024. "Development of BASIC Interactive Learning Media on Accounting Basics Material Using Android Smartphones". Jambi University Postgraduate Educational Technology Masters Study Program. Thesis Supervisor (I) Prof. Dr. Drs. Ali Idrus, M.Pd., ME., Thesis Supervisor (II) Prof. Dr. Drs. Suratno, M.Pd.

Keywords: *Development, interactive learning media, android smartphone.*

This research aims to: 1) Find out the process of developing BASIC interactive learning media for accounting basics material using an Android smartphone, 2) Find out the feasibility test for BASIC interactive learning media for accounting basics material using an Android smartphone, 3) Find out the responses of teachers and students towards interactive learning media BASIC material on the basics of accounting using an Android smartphone, 4) Knowing the effectiveness of interactive learning media BASIC material on the basics of accounting using an Android smartphone.

This research is development research using the Lee & Owens model which consists of 4 stages (Multimedia Need Assessment and Analysis, Multimedia Instructional Design, Multimedia Development and Implementation, Multimedia Evaluation). Validation of the feasibility of BASIC interactive learning media on the basics of accounting material using an Android smartphone was carried out by material experts and media experts, testing on accounting teacher and testing on 20 Phase E students at SMKN 6 Tanjung Jabung Timur.

From the results of the material validation, a score of 95% was obtained in the very feasible category. Media validation obtained a score of 88.46% with a very feasible category. For the teacher trials, a score of 92.60% was obtained, the results for the small group trials were 95.96% and the results for the large group trials were 93.16%, with each category being very good.