

ABSTRACT

Ficarina, Canna Vionitaretami. 2024. **The Development of Learning Media by Using An Articulate Storyline 3 in Teaching English Tenses for Vocational High School Students:** Thesis.Graduate Program of English Education Jambi University. The first supervisor is Dr. Dra. Rachmawati, M.Pd. The second supervisor is Dr. Mukhlash Abrar.,S.S.,M.Hum

This research aims to describe the process, design, and results of developing a smartphone app for learning tenses using Articulate Storyline 3 for 10th-grade students at Taruna Indonesia Vocational High School in Jambi. The study follows the Research and Development (R&D) method, using the five stages of the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation. This research is Research and Development Research. In this research, there are two validators: a media expert and a material expert, as well as the users of this product, which are the 10th-grade students of Taruna Indonesia Jambi. The data type is qualitative and quantitative. The instruments used in this research are questionnaires, including those for media expert judgment, material expert judgment, and student needs analysis. The results of the needs analysis for smartphone-based learning media on tenses show that students want a smartphone app for learning tenses with clear explanations, exercises, and interesting theme, background, and colors. The result of this research is an application product created using Articulate Storyline 3, the application is designed to match students' preferences and effectively teach them the three English tenses. The results showed that the percentage material expert validation of 86% and media expert validation of 90%. Based on the implementation of the application in small group and large group trials, the students' responses were very positive. The application helped 90% of students feel enthusiastic, interested, and enjoyed learning, especially in learning English tenses.

Keywords: *Articulate Storyline 3, Tenses, Vocational High School*