

ABSTRAK

Sri Lestari, (2025). “Pengembangan Media Komik Matematika Berbasis Webtoon”

Penelitian dan pengembangan ini bertujuan untuk menghasilkan media komik matematika berbasis Webtoon pada materi Sistem Persamaan Linier Dua Variabel (SPLDV) untuk siswa kelas VIII SMP serta mengetahui tingkat validitas dan respon siswa terhadap media tersebut. Metode yang digunakan adalah *Research and Development (R&D)* dengan model pengembangan ADDIE yang meliputi tahap (*Analysis, Desain, Development, Implementation, Evaluation*). Subjek penelitian ini terdiri atas validator (dosen ahli media, guru matematika), dan siswa kelas VIII SMP Negeri 2 Baleendah. Instrumen penelitian meliputi angket validasi ahli dan angket respon siswa. Hasil penelitian menunjukkan bahwa media komik matematika berbasis *Webtoon* memperoleh rata-rata validitas sebesar 85% dengan kriteria “Sangat Valid”, yang terdiri dari validasi ahli media sebesar 80% dengan kriteria “Valid” dan validasi ahli materi sebesar 90% dengan kriteria “Sangat Valid”. Selain itu, hasil uji coba skala kecil dan skala besar menunjukkan respon siswa berada pada kriteria “Sangat Menarik”, dengan rata-rata persentase 85%, yang terdiri dari angket respon siswa skala kecil sebesar 86% dengan kriteria “Sangat Menarik”, dan angket respon siswa skala besar sebesar 85% dengan kriteria “Sangat Menarik”. Temuan ini menunjukkan bahwa media komik matematika berbasis *Webtoon* layak, menarik, dan dapat digunakan sebagai alternatif media pembelajaran untuk membantu siswa memahami konsep SPLDV.

Kata kunci: Pengembangan media, komik matematika, *Webtoon*, SPLDV, ADDIE.

ABSTRACT

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This research and development study aims to produce Webtoon-based mathematics comic media on the topic of the System of Linear Equations in Two Variables (SLETV) for eighth-grade junior high school students and to determine the validity level and students' responses to the media. The method used was Research and Development (R&D) with the ADDIE development model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. The research subjects consisted of a media expert lecturer, a mathematics teacher, and eighth-grade students at SMP Negeri 2 Baleendah. The research instruments included expert validation questionnaires and student response questionnaires. The results showed that the Webtoon-based mathematics comic media obtained an average validity score of 85%, categorized as “Highly Valid,” consisting of a media expert validation score of 80%, categorized as “Valid,” and a material expert validation score of 90%, also categorized as “Highly Valid.” Furthermore, the results of the small-scale and large-scale trials showed that students' responses were categorized as “Highly Attractive,” with an average percentage of 85%. This consisted of an 86% response score in the small-scale trial, categorized as “Highly Attractive,” and an 85% response score in the large-scale trial, also categorized as “Highly Attractive.” These findings indicate that the Webtoon-based mathematics comic media is feasible, attractive, and can be used as an alternative learning medium to assist students in understanding the concepts of the System of Linear Equations in Two Variables (SLETV).

Keywords: Media development, mathematics comics, Webtoon, System of Linear Equations in Two Variables (SLETV), ADDIE.