

## ABSTRAK

Putri Nuri Fitriani, “Pengembangan Media Ludo Digital Berbasis *Genially* Terhadap Pemahaman Konsep Matematis Peserta Didik”

Penelitian ini dilatarbelakangi oleh rendahnya pemahaman konsep matematis peserta didik pada materi Teorema Pythagoras serta keterbatasan penggunaan media pembelajaran yang interaktif dalam proses pembelajaran matematika. Salah satu alternatif untuk mengatasi permasalahan tersebut yaitu dengan mengembangkan media ludo digital berbasis *Genially* yang memadukan unsur permainan, materi, dan soal secara interaktif. Tujuan penelitian ini adalah untuk mengembangkan media ludo digital berbasis *Genially* pada materi Teorema Pythagoras serta mengetahui kevalidan, kepraktisan, dan keefektifan media dalam mendukung pemahaman konsep matematis peserta didik. Penelitian ini menggunakan metode *Research and Development* (R&D) dengan model ADDIE yang meliputi tahap *Analysis*, *Design*, *Development*, *Implementation*, dan *Evaluation*. Data diperoleh melalui lembar validasi ahli media dan ahli materi, angket kepraktisan, serta tes pemahaman konsep matematis. Hasil penelitian menunjukkan bahwa media ludo digital berbasis *Genially* memenuhi kriteria sangat valid berdasarkan penilaian ahli media dan ahli materi, sangat praktis berdasarkan respons guru dan peserta didik, serta efektif dalam mendukung pemahaman konsep matematis peserta didik. Dengan demikian, media ludo digital berbasis *Genially* pada materi Teorema Pythagoras dinyatakan layak digunakan sebagai alternatif media pembelajaran matematika.

**Kata kunci:** Ludo Digital, *Genially*, Pemahaman Konsep Matematis



## ABSTRACT

Putri Nuri Fitriani, “Development of a Genially-Based Digital Ludo Media to Improve Students’ Mathematical Conceptual Understanding”

This research was motivated by the low level of students’ mathematical conceptual understanding of the Pythagorean Theorem and the limited use of interactive learning media in mathematics instruction. One alternative to address these problems is to develop *Genially*-based digital Ludo media that integrates game elements, learning materials, and interactive questions. This study aimed to develop *Genially*-based digital Ludo media for the Pythagorean Theorem and to determine its validity, practicality, and effectiveness in supporting students’ mathematical conceptual understanding. This research employed the Research and Development (R&D) method using the ADDIE model, which consists of the Analysis, Design, Development, Implementation, and Evaluation stages. Data were collected through media expert and material expert validation sheets, practicality questionnaires, and mathematical conceptual understanding tests. The results showed that the *Genially*-based digital Ludo media met the criteria of being highly valid based on the assessments of media and material experts, highly practical based on the responses of teachers and students, and effective in supporting students’ mathematical conceptual understanding. Therefore, the *Genially*-based digital Ludo media for the Pythagorean Theorem is considered suitable as an alternative mathematics learning medium.

**Keywords:** Digital Ludo, *Genially*, Mathematical Conceptual Understanding

