ABSTRACT

Isra Khairat Amri: *Development of Interactive Learning Media Assisted by Autoplay Studio 8 Software to Improve Students' Cognitiveness.*

Technological literacy is crucial in an effort to increase student productivity in the learning process, this activity can be realized by using interactive learning media. This study aims to develop the appropriate Autoplay Studio 8 media to use and analyze the effectiveness of the media on students' cognitive improvement. The research method used is Research and Development, with a 3D model design (Define, Design, Development). The research method using research instruments includes media validation questionnaires, practicality questionnaires, readability and response questionnaires and effectiveness sheets in the form of test questions. The results of data analysis on the aspects of validation by material experts and media experts were declared very valid with an average percentage value of 82,59%, practicality aspects by teachers and readability by students were stated to be very practical/good with the respective proportions 87,69% and 89,86%, on the student's responses was stated to be interesting with a percentage of 90,34%. The results of the N-Gain analysis showed an increase in students' cognitive results on the excretory system material of 0.796 which was classified in the "high" category. Based on the research conducted, it can be concluded that the Autoplay Studio 8 interactive learning media is feasible and effective to use in the learning process.

Keywords: *Autoplay Studio 8, Cognitive, Excretion System, Media Development.*

ABSTRAK

Isra Khairat Amri: Pengembangan Media Pembelajaran Interaktif Berbantu *Software Autoplay* Studio 8 untuk Meningkatkan Kognitif Siswa.

Literasi teknologi merupakan hal krusial dalam upaya meningkatkan produktivitas peserta didik pada proses pembelajaran, kegiatan ini dapat direalisasikan dengan pemanfaatan media pembelajaran interaktif. Penelitian ini bertujuan untuk mengembangkan media *Autoplay* Studio 8 yang layak digunakan dan menganalisis efektivitas media terhadap peningkatan kognitif siswa. Metode penelitian yang digunakan adalah *Research and Development*, dengan desain model 3D (*Define*, *Design*, *Development*). Metode penelitian mengguunakan instrumen penelitian meliputi angket validasi media, angket kepraktisan, angket keterbacaan dan respon serta lembar efektivitas berupa soal *test*. Hasil analisis data pada aspek validasi oleh ahli materi dan ahli media dinyatakan sangat valid dengan nilai rata-rata persentase 82,59%, aspek kepraktisan oleh guru dan keterbacaan oleh siswa dinyatakan sangat praktis/bagus dengan persentase masing-masing 87,69% dan 89,86%, pada respon siswa dinyatakan menarik dengan persentase 90,34%. Hasil analisis N-*Gain* diperoleh adanya peningkatan hasil kognitif siswa pada materi sistem ekskresi sebesar 0,796 yang tergolong pada kategori "tinggi". Berdasarkan penelitian yang dilakukan dapat disimpulkan media pembelajaran interaktif *Autoplay* Studio 8 layak dan efektif digunakan dalam proses pembelajaran.

Kata Kunci: *Autoplay* Studio 8, Kognitif, Sistem Ekskresi, Pengembangan Media.