

ABSTRAK

Ade Saleh Nurrohim, “Pengembangan Media Pembelajaran Matematika Berbasis Flash CS6 Dan Strategi *Mnemonic* Untuk Meningkatkan Kemampuan Pemahaman Konsep Matematis Siswa”

Kebutuhan siswa dalam memahami suatu materi perlu ditunjang dengan penggunaan media pembelajaran. Di Indonesia penggunaan media pembelajaran umumnya masih sebatas media konvensional seperti papan tulis dan buku pendukung. Padahal, melihat laju pesat perkembangan teknologi komunikasi, setiap lembaga yang mewakili institusi pendidikan seharusnya dapat memanfaatkan media pembelajaran berbasis teknologi komunikasi. Penelitian ini bertujuan untuk: (1) mengembangkan media pembelajaran berbasis Adobe Flash CS6 dan Strategi *Mnemonic* (2) kelayakan dari segi ahli materi, ahli media dan siswa terhadap media pembelajaran berbasis Adobe Flash CS6 dan Strategi *Mnemonic* ditinjau dari aspek validitas, kepraktisan, dan efektivitas. Penelitian ini adalah penelitian dan pengembangan (Research and Development) yang mengadaptasi model pengembangan ADDIE. Subjek dalam penelitian ini adalah peserta didik MA AS-SA`ADAH Sumedang kelas XI MIA, ahli materi, ahli media dan objek penelitian adalah pengembangan media pembelajaran berbasis Adobe Flash CS6 dan Strategi *Mnemonic* . Pengumpulan data dalam penelitian menggunakan kuesioner skala 4 dengan analisis data yang digunakan untuk mengetahui kelayakan media pembelajaran berbasis Adobe Flash CS6 dan Strategi *Mnemonic* adalah deskriptif kuantitatif. Hasil penelitian menunjukkan: (1) Media Pembelajaran berbasis Adobe Flash CS6 dan Strategi *Mnemonic* dikembangkan melalui 5 tahapan yaitu: a) Analysis; b) Design; c) Development; d) Implementation; dan e) Evaluation. (2) Media Pembelajaran berbasis Adobe Flash CS6 dan Strategi *Mnemonic* ini layak digunakan berdasarkan penilaian: a) Ahli materi diperoleh persentase 96% (Sangat Valid), b) Ahli media diperoleh persentase 83% (Sangat Valid), (c) Praktikalitas media pada ujicoba skala besar diperoleh persentase 87% (Sangat Praktis), (d) Efektivitas pada ujicoba skala besar diperoleh persentase 70% (Efektif).

Kata kunci: Media Pembelajaran, Flash CS6 dan Strategi *Mnemonic* , Pemahaman konsep Matematis.

ABSTRACT

The needs of students in understanding a material need to be supported by the use of learning media. In Indonesia, the use of learning media is generally still limited to conventional media such as whiteboards and supporting books. In fact, seeing the rapid pace of development of communication technology, every institution that represents educational institutions should be able to take advantage of communication technology-based learning media. This study aims to: (1) develop learning media based on Adobe Flash CS6 and Mnemonic Strategy (2) the feasibility of material experts, media experts and students for learning media based on Adobe Flash CS6 and Mnemonic Strategy in terms of validity, practicality, and effectiveness. . This research is a research and development (Research and

Development) that adapts the ADDIE development model. The subjects in this study were students of MA AS-SA`ADAH Sumedang class XI MIA, material experts, media experts and the object of research was the development of learning media based on Adobe Flash CS6 and Mnemonic Strategy. Data collection in this study used a 4-scale questionnaire with data analysis used to determine the feasibility of learning media based on Adobe Flash CS6 and Mnemonic Strategy was descriptive quantitative. The results showed: (1) Adobe Flash CS6-based Learning Media and Mnemonic Strategy were developed through 5 stages, namely: a) Analysis; b) Design; c) Development; d) Implementation; and e) Evaluation. (2) Learning Media based on Adobe Flash CS6 and this Mnemonic Strategy is feasible to use based on the assessment of: a) Material experts obtained a percentage of 96% (Very Valid), b) Media experts obtained a percentage of 83% (Very Valid), (c) Practicality of the media in Large-scale trials obtained a percentage of 87% (Very Practical), (d) Effectiveness in large-scale trials obtained a percentage of 70% (Effective).

Keywords: Learning Media, Flash CS6 and Mnemonic Strategy, Understanding Mathematical concepts..

