

Abstrak

Asma Shofa Nadia M., “Pengembangan Media Pembelajaran Menggunakan QuizWhizzer Berbasis Etnomatematika Sebagai Learning Exercise”

Penelitian ini dilatarbelakangi oleh pemanfaatan media pembelajaran berbasis *etnomatematika* untuk pemahaman peserta didik dalam penerapan matematika di kehidupan sehari-hari. Penelitian ini bertujuan untuk: (1) Mendeskripsikan proses pengembangan media pembelajaran menggunakan *Quizwhizzer* berbasis *Etnomatematika* sebagai *learning exercise*; (2) Mengetahui validitas produk media pembelajaran menggunakan *Quizwhizzer* berbasis *Etnomatematika* sebagai *learning exercise*; (3) Mengetahui kepraktisan produk media pembelajaran menggunakan *Quizwhizzer* berbasis *Etnomatematika* sebagai *learning exercise*; (4) Mengetahui efektivitas media pembelajaran menggunakan *Quizwhizzer* berbasis *Etnomatematika* sebagai *learning exercise*. Metode penelitian yang digunakan adalah metode *Research & Development* (R&D) dengan model ADDIE. Sumber data diperoleh dari hasil validasi media, materi, dan kelas VIII SMP Negeri 50 Bandung tahun ajaran 2024/2025. Hasil penelitian menunjukkan: (1) Proses pengembangan sesuai dengan tahapan model ADDIE; (2) Validasi media pembelajaran matematika berdasarkan tingkat validitas diperoleh nilai ahli media dan ahli materi dengan kriteria sangat valid; (3) Kepraktisan media pembelajaran menggunakan *QuizWhizzer* memiliki kriteria sangat praktis; (4) Efektivitas media pembelajaran menggunakan *QuizWhizzer* memiliki kriteria efektif .

Kata Kunci: Media Pembelajaran, *QuizWhizzer*, *Etnomatematika*, *Learning Exercise*

Abstract

Asma Shofa Nadia M., “Pengembangan Media Pembelajaran Menggunakan QuizWhizzer Berbasis Etnomatematika Sebagai Learning Exercise”

This research is motivated by the use of ethnomathematics-based learning media to enhance students' understanding of applying mathematics in everyday life. The objectives of this study are to: (1) To Describe the development process of learning media using QuizWhizzer based on ethnomathematics as a learning exercise; (2) To Evaluate the validity of the learning media product using QuizWhizzer based on ethnomathematics as a learning exercise; (3) To Evaluate the practicality of the learning media product using QuizWhizzer based on ethnomathematics as a learning exercise; (4) To evaluate the effectiveness of the learning media using ethnomathematics-based QuizWhizzer as a learning exercise. The research method employed is Research & Development (R&D) using the ADDIE model. The research subjects involved VIII grade students of SMP Negeri 50 Bandung in the 2024/2025 school year, with data obtained from the results of media and material validation. The findings of the study show that: (1) The development process followed the stages of the ADDIE model; (2) The validation of the mathematics learning media in terms of validity achieved a rating of "highly valid" from media and material experts; (3) The practicality of the learning media using QuizWhizzer was rated as "highly practical"; (4) The effectiveness of the learning media using QuizWhizzer was rated as "effective."

Keywords: *Learning Media, QuizWhizzer, Ethnomathematics, Learning Exercis*

