

## ABSTRAK

### **Habib Mujahid Wicaksono, “Pengembangan Media Pembelajaran Matematika Interaktif Berbantuan *Articulate Storyline 3*”**

Matematika merupakan mata pelajaran yang diajarkan dari sekolah dasar hingga menengah, namun seringkali menghadapi tantangan seperti rendahnya motivasi dan pemahaman konsep siswa, serta kurangnya media pembelajaran yang memadai. Perkembangan teknologi menawarkan solusi dengan menyediakan media pembelajaran interaktif yang lebih menarik dan efektif, seperti *Articulate Storyline 3*, yang dapat meningkatkan kualitas pembelajaran dan hasil belajar siswa. Berdasarkan studi di SMP Al-Kenzie, mayoritas siswa mengalami kesulitan dalam memahami matematika karena terbatasnya media pembelajaran dan pembelajaran yang masih berpusat pada guru, meskipun semua siswa memiliki akses ke *Smartphone* Android dan lebih suka belajar dengan media yang menarik dan mudah diakses. Penelitian ini menggunakan metode *Research and Development (R&D)* dengan model pengembangan ADDIE yang meliputi tahap Analisis, Desain, Pengembangan, Implementasi, dan Evaluasi. Melalui tahapan ini, peneliti berharap media pembelajaran matematika berbantuan *Articulate Storyline 3* dapat diterapkan dalam pembelajaran di kelas. Penelitian pengembangan Media Pembelajaran Interaktif Berbantuan *Articulate Storyline 3* pada siswa kelas VIII SMP Al-Kenzie menunjukkan bahwa media ini dikembangkan dengan model ADDIE dan memiliki validitas 86,5%, kepraktisan 83,6%, serta mendapat respons positif dari siswa sebesar 87,3%.

**Kata Kunci :** *Articulate Storyline 3*, Model ADDIE

## ABSTRACT

### **Habib Mujahid Wicaksono (2024), “Development of interactive mathematics Learning Media Assisted by Articulate Storyline 3”**

Mathematics is a subject taught from elementary to secondary school, but it often faces challenges such as low motivation and understanding of concepts among students, as well as a lack of adequate learning media. The development of technology offers solutions by providing interactive learning media that are more engaging and effective, such as Articulate Storyline 3, which can enhance the quality of learning and student outcomes. A study at Al-Kenzie Junior High School found that the majority of students struggled with understanding mathematics due to limited learning media and teacher-centered instruction, despite all students having access to Android smartphones and preferring engaging and easily accessible learning resources. This research employs a Research and Development (R&D) method using the ADDIE development model, which includes Analysis, Design, Development, Implementation, and Evaluation stages. Through these stages, the researcher hopes to implement mathematics learning media assisted by Articulate Storyline 3 in the classroom. The development study of Interactive Learning Media Assisted by Articulate Storyline 3 for eighth-grade students at Al-Kenzie Junior High School shows that this media, developed using the ADDIE model, has a validity of 86.5%, practicality of 83.6%, and received a positive response from students of 87.3%.

**Keywords :** *Articulate Storyline 3*, Model ADDIE , RnD



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