ABSTRAK

Adela Zulfa Sabila. 2024. **PENGEMBANGAN MULTIMEDIA PEMBELAJARAN INTERAKTIF BERBASIS PENDEKATAN SOMATIC, AUDITORY, VISUAL, INTELLECTUAL (SAVI) BERBANTUAN** *ARTICULATE STORYLINE 3* **PADA MATERI GERAK MELINGKAR**

Penelitian ini dimulai dengan mengidentifikasi pendekatan pembelajaran dan media yang kurang beragam juga kendala terkait fasilitas praktikum di laboratorium, dan kesulitan siswa dalam memahami konsep gerak melingkar. Peneliti merespon tantangan tersebut dengan mengembangkan multimedia pembelajaran interaktif menggunakan pendekatan SAVI dan platform *Articulate Storyline 3*. Tujuan penelitian mencakup deskripsi karakteristik pembuatan multimedia pembelajaran interaktif terkait gerak melingkar dengan pendekatan SAVI dan perangkat *Articulate Storyline 3*, evaluasi tingkat validitasnya, serta penilaian tingkat kepraktisannya. Metode penelitian yang diterapkan adalah Research and Development (R&D) dengan menggunakan model ADDIE sebagai kerangka kerja. Uji coba dilaksanakan pada dua kelas, yakni XI MIPA B dan XI MIPA C, dengan jumlah peserta masing-masing 31 orang. Kelayakan multimedia pembelajaran dinilai melalui validasi oleh ahli media, ahli materi, dan ahli bahasa dengan menggunakan indeks validasi Aiken's V. Hasil penelitian menunjukkan bahwa indeks validasi Aiken untuk ahli media, ahli materi, dan ahli bahasa berturut-turut adalah 0,89, 0,92, dan 0,89, dengan kategori sangat valid. Sementara itu, rata-rata persentase kepraktisan mencapai 96%, menandakan bahwa multimedia pembelajaran interaktif ini sangat praktis dalam konteks pembelajaran. Berdasarkan dari hasil penelitian dapat disimpulkan bahwa multimedia pembelajaran interaktif berbasis pendekatan SAVI terdiri dari tiga aspek pengembangan, yaitu media, materi, dan bahasa. Kelayakan multimedia pembelajaran interaktif dari hasil validasi tim ahli media, materi, bahasa sangat layak dan respon peserta didik sangat praktis untuk dimanfaatkan dalam pembelajaran SMA Terpadu Darussalam Rajapolah Tasikmalaya.

Kata kunci: Multimedia Pembelajaran Interaktif, Pendekatan SAVI, *Articulate Storyline 3*, Gerak Melingkar

ABSTRACT

Adela Zulfa Sabila. 2024. ***DEVELOPMENT OF INTERACTIVE LEARNING MULTIMEDIA BASED ON SOMATIC, AUDITORY, VISUAL, INTELLECTUAL (SAVI) APPROACH ASSISTED BY ARTICULATE STORYLINE 3 ON CIRCULAR MOTION MATERIAL.***

This research begins by identifying learning approch and media that are less diverse as well as constraints related to practicum facilities in the laboratory, and students' difficulties in understanding the concept of circular motion. Researchers responded to these challenges by developing interactive learning multimedia using the SAVI approach and the Articulate Storyline 3 platform. The research objectives include a description of the characteristics of making interactive learning multimedia related to circular motion with the SAVI approach and the Articulate Storyline 3 device, evaluating its validity level, and assessing its practicality level. The research method applied is Research and Development (R&D) by applying the ADDIE model as a framework. The trial was conducted in two classes, namely XI MIPA B and XI MIPA C, with 31 participants each. The feasibility of learning multimedia was assessed through validation by media experts, material experts, and linguists using Aiken's V index. The results showed that the Aiken's index for media experts, material experts, and linguists were 0.89, 0.92, and 0.89, respectively, with a very valid category. Meanwhile, the average percentage of practicality reached 96%, indicating that this interactive learning multimedia is very practical in the learning context. Based on the research results, it can be concluded that interactive learning multimedia based on the SAVI approach consists of three development aspects: media, content, and language. The feasibility of interactive learning multimedia, as validated by expert teams in media, content, and language, is highly suitable, and the response from students is very practical for utilization in Integrated Senior High School Darussalam Rajapolah, Tasikmalaya.

Keywords: Interactive Learning Multimedia, SAVI Approach, *Articulate Storyline 3*, Circular Motion