

INTISARI

Penelitian berjudul “Pengembangan Multimedia Interaktif” Untuk-Pengenalan Kosakata Bahasa Inggris Bagi Siswa Kelas Iv” SD Negeri Praon Nusukan bertujuan mengatasi kesulitan siswa dalam memahami dan menghafal kosakata Bahasa Inggris akibat metode pembelajaran konvensional yang kurang menarik. penelitian ini berfokus pada pengembangan media berbasis desktop dengan materi tematik untuk siswa kelas IV. Proses pengembangan mengikuti model ADDIE (*Analyze, Design, Development, Implementation, and Evaluation*), sementara analisis data meliputi validasi ahli, analisis SWOT, dan uji kegunaan menggunakan System Usability Scale (SUS). Tahap awal meliputi analisis kebutuhan materi serta perancangan *Storyboard* dan aset visual. Pada tahap pengembangan, aplikasi dibangun menggunakan perangkat lunak *Adobe Animate* 2022 dan dilengkapi dengan fitur audio panduan serta kuis. Hasil validasi dari ahli materi 90% dan ahli media 86,67% menunjukkan media ini layak. Implementasi diujikan ada 16 siswa SD Negeri Praon ntuk menilai efektivitas media dalam menciptakan suasana belajar yang lebih interaktif dan menyenangkan serta meningkatkan motivasi belajar. Kesimpulannya, multimedia interaktif dikembangkan melalui standar kelayakan dan kegunaan dengan skor SUS rata-rata 75,0%, termasuk kategori “*Excellent*”. Meskipun ada temuan bahwa sebagian kecil siswa memerlukan pendampingan guru pada tahap adaptasi awal, secara keseluruhan aplikasi efektif sebagai media pembelajaran mandiri. Dengan demikian, media ini layak diterapkan untuk mendukung pengajaran kosakata bahasa inggris di tingkat sekolah dasar.

Kata kunci: Multimedia Interaktif, Bahasa inggris, ADDIE, SUS, SWOT.

ABSTRACT

The study entitled Development Of Interactive Multimedia For English Vocabulary Introduction For Fourth Grade Students of Praon Nusukan Elementary School aims to overcome students' difficulties in understanding and memorizing English vocabulary due to less engaging conventional learning methods. This study focuses on the development of desktop-based media with thematic materials for fourth grade students. The ADDIE model (Analyze, Design, Development, Implementation, and Evaluation), while data analysis includes expert validation, SWOT analysis, and usability testing using the System Usability Scale (SUS). The initial stage includes material needs analysis and storyboards and visual asset design. In the development stage, the application was built using Adobe Animate 2022 software and equipped with audio guide and quiz features. The validation results from material experts (90%) and media experts (86,67%) indicate that media is feasible. The implementation was tested on 16 students of Praon Elementary School to asses the effectiveness of the media in creating a more interactive and enjoyable learning atmosphere and increasing learning motivation. In conclusion, the interactive multimedia developed through feasibility and usability standards with an average SUS score of 75.0% included in the "Excellent" category. Although some students found that a small number of students required teacher assistance during the initial adaptation phase, overall, the app was effective as a self-paced learning tool. Therefore, it is suitable for supporting English vocabulary instruction at the elementary school level.

Keyword: Interactive Multimedia, English Vocabulary, ADDIE, SUS, SWOT.