

Danil Ainurrohman. 2025. *Pengembangan Multimedia Interaktif Website Google Sites Pada Materi Fotosintesis Kelas IV SDN Modung 1 Bangkalan*. Skripsi, Program Studi Pendidikan Guru Sekolah Dasar, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Andika Adinanda Siswoyo, S.Pd., M.Pd.

ABSTRAK

Penelitian dan pengembangan ini bertujuan untuk mengetahui kevalidan, keefektifan, dan kemenarikan multimedia interaktif *website google sites*. Jenis penelitian ini merupakan *Research and Development* (R&D) dengan menggunakan model ADDIE melalui tahapan analisis, desain, pengembangan, implementasi, dan evaluasi. Subjek penelitian ini adalah siswa kelas IV SDN Modung 1 Bangkalan. Berdasarkan data penelitian, diperoleh hasil bahwa: 1) kevalidan ditunjukkan oleh validasi ahli materi memperoleh persentase 83% dengan kategori valid, ahli desain memperoleh persentase 94% dengan kategori sangat valid, dan ahli media pembelajaran memperoleh persentase 89% dengan kategori sangat valid, 2) keefektifan ditunjukkan oleh observasi aktivitas guru memperoleh persentase 94%, aktivitas siswa memperoleh persentase 86%, dan hasil belajar siswa memperoleh persentase ketuntasan klasikal 100% dengan kategori efektif, 3) kemenarikan ditunjukkan oleh angket respon siswa memperoleh persentase 97% dengan kategori sangat menarik. Berdasarkan hasil penelitian, dapat disimpulkan bahwa multimedia interaktif *website google sites* dinyatakan sebagai produk yang valid, efektif, dan menarik untuk dipergunakan ketika melaksanakan pembelajaran.

Kata kunci: multimedia interaktif, *website*, *google sites*, pengembangan

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ABSTRACT

This research and development aims to determine the validity, effectiveness and attractiveness of the interactive multimedia website Google Sites. This type of research is Research and Development (R&D) using the ADDIE model through the stages of analysis, design, development, implementation and evaluation. The subjects of this research were fourth grade students at SDN Modung 1 Bangkalan. Based on the research data, the results obtained were that: 1) validity was shown by material expert validation which obtained a percentage of 83% in the valid category, design experts obtained a percentage of 94% in the very valid category, and learning media experts obtained a percentage of 89% in the very valid category, 2) effectiveness was demonstrated by observation of teacher activities which obtained a percentage of 94%, student activities obtained a percentage of 86%, and student learning outcomes obtained a classical completeness percentage of 100% in the effective category, 3) attractiveness was shown by the student response obtained a percentage of 97% in the very interesting category. Based on the research results, it can be concluded that the interactive multimedia website google sites is declared a valid, effective and interesting product to use when carrying out learning.

Keywords: interactive multimedia, website, google sites, development